

Abstracts

Ryszard Tadeusiewicz

Internet and the Law

After a long period of the Web's free development, when the lack of any law regulations was considered the basic prerequisite necessary to attain the objectives formulated by the Web-users' community, the time has come to consider seriously the methods applicable in legal codification of Web-users' activities and behaviour. The problem is not easy, since the global dimension of the Web contributes to the emergence of legislation problems unknown so far to law theoreticians and officers. Yet, this problem is crucial for the strengthening of foundations underlying the future Information Society. In particular, it is essential for e-business. The spontaneous commercialisation of the Web, which has been observed in recent months, was clearly developing in the absence of any pertinent law regulation. No solution has been offered even to the basic issue related to the problem which national law should be applied in international e-business transactions. The Web transcends freely all frontiers: political, geographic, ethnical, cultural, religious, etc. Yet, we expect e-commerce to warrant business confidence and security. This dilemma can be solved only by novel legal regulations. Obviously, the comprehensive and effective law regulation in the Web cannot be expected soon, since very serious barriers have to be overcome. For instance, significant opposition to all regulatory activities can be expected from the world community of Web users who have treasured very much traditional values related to total freedom of all Web-related activities. However, the first steps leading to legal regulation of Cyber-space activities have to be made soon, since the needs have been growing fast. The threat of the Web freedom degenerating into the Web anarchy is very real. The first essential measure to be taken in the area of introducing legal order to Web utilisation ought to consist in the enactment of the Law about Electronic Signature. The presented study contains extensive discussion of this legal problem.

Jolanta Kulpińska

From the Post-Industrial Society to the Information Society – Concepts and Discussions

The paper presents some problems related to the analysis and description of the information society defined as the post-industrial society in which information processing and flow play a significant role. The utilisation of computer and telecommunication means in economic pro-

cesses and everyday life, as well as their role within the employment structure, are regarded as criteria of emergence and advancement level of the information society. Such approach based on technological determinism takes into account neither social conditions of the information society development nor technology development. The paper discusses the most significant social problems of the information society, such as labour transformations and emergence of new social relations. The definition of the Web as a basic structural pattern in the information (Web-based) society is introduced.

Tomasz Goban-Klas

Surfing or Navigating in the Cyber-space. On Education of *Homo Internetus* – the Medial and Mobile Man

The subject-matter of the presented sociological discussion is the analysis of civilisation and culture conditions related to shaping a of a new human personality – *Homo Internetus*. Using the literary approach, the author identifies positive phenomena connected with the Internet utilisation. He also warns against the extreme fetishisation of this new medium as an ideal education or entertainment means. Further, the author emphasises the fact that immediate Internet influence upon human personality transformations has not been entirely explained yet. It is here that the social trap of this new medium may be hidden.

Piotr Tobera

Information Society and the Future of the Global Society

The information society utilises the developed and digitised information and communication basis in various spheres of social activity. Nowadays, entertainment industry, which is understood as organisation, production and distribution of mass entertainment, is given priority in the information society. However, entertainment is combined with advertisement which aims at consumption stimulation. It is silently assumed that the information society should achieve a still higher level of consumption. The importance of interdependence between consumption and information should be underlined. The greater number of people is able to overcome this mechanism and use the possibilities provided by the information revolution, the better are the chances for permanent and balanced development of the human world. One should keep in mind that the information society is based upon technological revolution, i.e. upon transformations reducing the demand for human labour, particularly simple unskilled labour. The worker who used to be a dominant figure of the industrial society, is now a third-rate agent in the information society. Mass unemployment may prove a constant phenomenon within the information society. Rejecting the standpoint of technological and economic determinism, we are able to plan a society with human face, i.e. a society which will considerably limit the negative effects of digital revolution for man. The information society can constitute a solid foundation for the global society. As we all know, new information technologies are applied in all globalisation processes. Nevertheless, besides the technological basis necessary for the operation of the global society, also common values are indispensable, as well as solidarity with those who have remained outside the main trend of transformations in the world.

Lech W. Zacher

Polish Contribution to Research into the Information Society
(A Selective Review)

On the one hand, Polish research on information society has been highly theoretical and general, and - on the other – sector and area based. Investigations into these problems have been conducted by the representatives of various scientific disciplines, and essentially by social scientists. The subject of research is formulated and designated in various ways, e.g. information civilisation, computer society, cyber-society, knowledge society. The representatives of technical sciences undertake research on so called technological substratum of information society, economists – on information sector in the economy and on virtualisation of economic activities, or the emergence and development of a new economy, digital economy or knowledge-based economy, also on e-trade or e-business. Sociologists and political scientists are interested in human, social and international (and global) communication, in various applications of artificial intelligence (e.g. in politics). Pan-European and global dimensions are analysed. The representatives of legal sciences have undertaken research on privacy, computer crimes and protection of intellectual rights. The representatives of media and cultural studies have developed culturally oriented research. Polish scientists have referred to the world literature of the subject. Empirical works have been rare, though. In the paper, numerous names of researchers and appropriate research centres are mentioned. The bibliography of the subject is added.

Lech Milian

The Information Society. Personality Dehumanisation Threat or the Hope for Rationalisation of Behaviours?

The question formulated in the title evokes a reflection on the effects of the ever more accessible information, which – according to present predictions – will constitute a major determinant of human behaviours in the near future. Yet, it is still not clear, to what extent these behaviours will be rational. The problem is subject to constant confrontation of two rational orientations, and has not been solved yet in respect to ultimate social domination. The former orientation, utilitarian and market centred, glorifies the efficiency of endeavours aiming at material property growth, whereas the latter, the theological orientation, maintains that the rational man aims at actualising the absolute Good in his behaviour, struggling with Evil. The experience of recent decades has shown that in the developed society known as the market society, it is the utilitarian orientation that dominates. This orientation interprets the individual's interest as a function of widely understood personal freedom, and it also intensifies rivalry among people, verging on mutual fight. In the perspective of rivalry making use of technological progress, it leads to mass unemployment eliminating economically unprofitable human labour. Will the ever more common access to information cause the even greater intensification of human rivalry, transforming unemployment into a social plague? The author discusses the following problem: to what extent the information society will be forced to modify the rule of profit maximisation, presently abiding in market economy, for the sake of social rationalisation of the concept of common interest or good. In the forecasts of fast robotisation of labour processes, there will appear a problem of preparing people, who will not

need to work long hours, to use increased number of leisure. It can be hypothetically assumed that this expected fact will result in the renaissance of values derived from traditional theological rationalism.

Arkadiusz Potocki

On Some Desirable and Undesirable Types of Behaviour Shown by Participants in Communication

The starting point of the discussion is the definition of communication in the work of manager. As communication constitutes his everyday practice, he may easily become a target of attacks from the side of the receivers of his messages, i.e. persons co-operating with him. Hence, further in the text, there have been presented six personality models in relation to communication process. The modes of behaviour characteristic for passive, aggressive and assertive persons have been analysed. In conclusion, the desirable semantic contents of assertive modes of behaviour in communication processes have been emphasised, regardless of the employee or managerial position of the communicating person.

Kazimierz Wenta

Self-Education in the Field of Information – Trial-and-Error Method

Self-education in the field of information, understood as independent studies with the help of computer instruments and materials, constitutes a situational paradox, both in global and individual spheres. Self-education and independent studies, assisted by various computer instruments, contribute to personality shaping processes. Implications related to the domination of trial-and-error method lead to perceptive “anarchy” and deductive mode of thinking, and are responsible for crises in intentional behaviour of computer self-educators.

Lidia Sobolak

Technology Transfer in Company Manufacturing Strategy

In highly developed countries, new technologies and technological universalism constitute a challenge in finding solutions not interfering with the natural environment. Technologies must be considered one of the elements of national culture, which takes into account a specific character of various communities environment. The selection of technology should correspond to a society life style, and therefore cultural values are a decisive factor in such process. The selection of technology should be a strategic decision, not a tactic one. The model of intensive technology based on capital after the World War II reflects specific conditions of Western countries where the growth of capital was accompanied by labour force shortage. Hence, the transfer of technologies from industrial countries to less developed ones has not resulted in expected effects. In the opinion of Joseph Weedhan, the key problem in technology development lies in funds assigned for science, so that regional problems could be solved at the same level. Threats are also considered related to increasing scarcity of natural resources and conventional energy sources. This situation requires rational wastes disposal management, as well as intensification of environment control and its monitoring.

Krystyna Doktorowicz

The Information Society Concept in EU Policy

The concept of “Information Society” is a crucial policy notion applied both in EU policy and national policies implemented by member nations. The wide-spread application of new information and communication technologies has influenced the economic, cultural and social development processes in global scale. In consequence, these developments must receive due attention in political activities. The European concept of “Information Society” developed in mid-nineties of the 20th century was expected to provide the European economy with competitive power in global markets, dominated so far by the United States and Japan. Simultaneously, the European vision contains the programmes aiming at the continuation of social and cultural values traditionally cherished in the Old Continent. According to the formulation offered by the European Commission, the “Information Society” means much more than the general computerisation and securing easy access to the Web. The essential element consists in finding the equilibrium between economic globalisation processes and preserving conditions for the creative development of cultural and social identity. The “Information Society” favours such processes as commercialisation, privatisation, individualism and decentralisation of work and management. These developments can be perceived as threat to European social values and to the operation of public sphere which has been important for European democracy. The computerisation and new technologies may give rise to new inequalities and exclusion of social groups and individuals having no access to the Web, or being ill-prepared to participation in the Information Society. These potentially negative developments and processes related to “Information Society” can be prevented by appropriate policies implemented by the European Commission through definition of specific technological, economic, social, and cultural programmes. The EU faces significant challenges related to the implementation of different development strategies of “Information Society” proposed by business organisations, users of new technologies and services, as well as politicians. The successful realisation of all these opportunities to benefit the economic and cultural position of the Community, in the globalisation era, most certainly belongs to the essential objectives of European policy.

Michał Goliński

The Information Society – the Problems of Definition and Measurement

The article presents selected issues related to the information society. Basic problems are analysed of defining the social formation emerging in result of the growth of information significance within the contemporary world. The role of statistical description of such society is shown, as well as the main problems concerning the quantitative description of the discussed phenomena.

Lesław H. Haber

The Internet Academic Micro-Society on the Example of the University of Mining and Metallurgy in Cracow

In the years 2000–2001, at the University of Mining and Metallurgy in Cracow, there was carried out pioneer interdisciplinary research (pertaining to the fields of political science,

sociology, psychology, philosophy, pedagogics) concerning the processes of shaping the information society. The empirical exploration was conducted in the first Polish Internet-integrated student campus, which was proposed and implemented by Rector of the University of Mining and Metallurgy in Cracow, Professor Ryszard Tadeusiewicz. The paper presents assumptions and implementation of the mentioned research, as well as the significant conclusions that can be drawn from it. The discussion focuses upon the identification of parametric indicators showing the process of emerging information micro-society, on the basis of data related to the range of operation and utilisation of information technology, including Internet, by diagnosing the opportunities and barriers to its further development.

Władysław Szostak

The Problem of Academic Papers Publishing in the Web

The author discusses advantages and disadvantages of publishing the academic papers in the Web, especially in the field of political science. The advantages of Web-publications are well-known, namely: multimedial form, short period of publication accessibility, possible interactivity, low cost, lack of preceding censorship, etc. The disadvantages of such publications are less known, such as: lower than traditional quality of information displayed on the monitor, the form which often does not correspond to habits (lack of division into pages, lack of footnotes at the page bottom). Further, in Poland, there are still barriers to Internet accessibility (both technological and economic). What is more, Internet is littered with information of lesser importance (carelessly published, subjective, unreliable), and thus one has difficulty finding the required information. There are especially problems with instability of information placed in the Internet (vanishing home-sites, change of published information contents, and others). The protection of copyright also constitutes a difficult problem. Nevertheless, the Web may constitute a significant source of scientific knowledge.

Adam Ilciów, Wiesław Hładkiewicz

The Participation of Society in Public Life and New Technologies Development

The emergence of new technologies modifies the way of public administration communication with citizens. New media ensure the transmission of message directly to the addressee in the unchanged form. They provide an opportunity of participation in voting, elections and referendum, without a necessity of visiting the office or polling station; they also offer a possibility of extending the society circle which is interested in public life.

Leszek Porębski

E-Revolution and State Sovereignty. Clues for Poland

The paper analyses the challenges to state sovereignty formed by the rapid development of new information processing and communication. The political and economic aspects of the problem have been discussed. In the political perspective, the key issues can be identified as (a) the increased difficulty in controlling individuals' activities, and (b) the increased operation opportunities for NGOs in world scale. The economic consequences of e-revolution can

be found in the development of autonomous global financial market, which can exercise both political and economic influence upon the sovereign states.

Bogumiła Barańska

The Impact of Mass Media upon the Barriers in the Interpersonal Communication

The every-day use of television has revolutionised the life of modern man. Television has become a crucial source of information as well as an instrument influencing social attitudes and interests. For many persons it has become the principal way of spending leisure time and searching for new ways of communication. TV has entered the every-day life of millions and has taken an important place in human life. It is able to supply many new impressions, intellectual and emotional experience. In effect, the world has come closer to average households. TV has influenced popular imagination, social and moral attitudes. This powerful influence has been possible due to the large variety of content and abundance of transferred messages. In consequence, the society has learnt new communication codes. The unknown phenomena are being named, and a selection of knowledge is performed, leading to its transformation into easily digestible food substitute. Television as the most popular mass communication medium has been influencing powerfully the psyche, intellectual and moral development, attitudes and behaviour of children and youth. It has accelerated the processes of intellectual maturity, expanded the average viewers knowledge about the world and life. The great power of television may be a source of optimism but also gives rise to much anxiety. It is necessary to discuss in what way TV has influenced the formation of social models and norms. It is important to analyse the influence of television upon the development of communication models and social behaviour.

Agnieszka Pawłowska

Organisation in the Information Society

Characteristics of info-centric approach towards the research into information society. Dispute with such approach in relation to transformations occurring in organisational structures. Structural transformations initiated by dynamic information technologies spread. Diamond-shaped structure as adequate for the contemporary trends occurring in organisations. Possibilities of e-work utilisation in organisation activity.

Małgorzata Józwiak

Technological Infrastructure of the Information Society

The information society emerged within the telecommunication, information and electronic media infrastructure. Technological infrastructure development results in the situation in which the information society has access to information storing, processing and transmitting. Poland is characterised by low infrastructure development as compared to the group of seventeen studied countries. The key to development should consist in enhanced executive and legislative power involvement in activities aiming at the improvement of the present state of affairs.

Anna Kubczak

Cyber-Sociology? The Web as Object of Sociological Research

The paper discusses the issues of the Web's application in sociological research. This new medium offers the access to unrivalled abundance of sociological material. WWW sites can provide any type of required information, articles, conference papers, books, research reports, software for statistical analysis, information about conferences, activities of sociological societies, etc. The Web itself can be used as a research tool (for collection of data) and in education purposes (e-universities). It is a valuable communication channel allowing for rapid contact with both other schools and students.

Wojciech Lason, Wiesław Pyrczak, Jan Trąbka

Biological Inspirations in Neural Networks and Genetic Algorithms

The paper presents neural networks and genetic algorithms, while underlining those features which have been inspired by mechanisms observed in nature. The authors focussed their discussion on the links existing between the mechanisms used in the presented methods, and their biological "modes". On the one hand, those deficiencies were indicated which remained characteristic for "artificial intelligence" methods, when compared to the perfection of processes occurring in nature. On the other hand, the high effectiveness of such "artificial" tools was shown in relation to solving complex problems in various walks of life and science.

Piotr Walecki, Krzysztof Sarapata, Jan Trąbka

Biologisation of Computer Sciences

Biologisation seems to have a permanent formal and semantic influence on diverse segments of functional or structural construction of a given branch of knowledge. It has resulted in the inclusion of some methodological or content-related aspects derived from biological sciences. In this paper, the aspects of methodologies and meta-theory of biological or computer sciences have been neglected. Instead, the emphasis was put on basic terms used in chosen branches of knowledge, their meaning, usage and formulation differences within these areas of knowledge.

Ignacy S. Fiut, Lesław H. Haber, Bogusław Zmudziński

The Axiology of Information Society on the Example of the University of Mining and Metallurgy in Cracow

The paper contains a discussion of empirical research carried out in the academic community of the University of Mining and Metallurgy. Both employees and students were covered by the survey. The research method relied on so-called "flag-words". On the basis of these notions, it was attempted to structure the axiological preferences showed by the academic community. At this background, the researchers tried to analyse the attitudes to Internet as the new multi-faceted medium, which has been gradually growing to become the main instrument in the scientific and educational effort. Almost 90% of respondents have been using

this medium. Approx. 18% attribute positive values to the Web. Male respondents usually showed more confidence in the Web, and were able to use critical approach to it. On the other hand, females were more cautious in their assessment and worried that Internet might be hazardous to the health of users and detrimental to traditional social interactions. The information micro-society formed by the University of Mining and Metallurgy students, professors and personnel community has not shown different axiological preferences than the overall traditional Polish society. Only the group of students indicated value selections corresponding closer to those shown by the societies of Western democracies.

Regina Borowik, Barbara Borowik

Cultural Consciousness Transformations in the Era of Information Society

The main social and cultural transformations that are taking place in many social structures around the world in the Information Age, have been closely related to information networks, development of electronic economy and genetic engineering. Contemporary global society is going through a cultural identity crisis. New educational perspective decides about civilisational chances of a particular society, but education cannot be reduced to a formation of technical knowledge only. Further directions of civilisational development depend on creative individuals.

Ewa Polak

Technology as the Essential Integration and Disintegration Factor of the Information Society

In terms of human relations, the influence of technology is crucial. It affects not only their character and range but their intensity as well. On the one hand, technology offers more opportunities, makes our life more comfortable and renders mutual contacts between people independent of space barrier. On the other hand, it often becomes a barrier itself, isolating humans from each other. In the worst case it becomes a substitute of personal contact. The price paid by the global society for the process of integration in regional or world scale has been the disintegration of traditional social bonds. One of the consequences of technological and scientific progress has been the disintegration of traditional cultural links and its destructive effect upon the state.

Ryszard Filas

The Web Utilisation versus Press Readership (and the Use of Other Media)

In his research, the author relied on the data yielded by the nation-wide survey carried out by OBP UJ (The Centre for Opinion Polls run by the Jagiellonian University in Cracow) concerning the media-related activities of Polish citizens in autumn 1999 ($N = 4873$). The focus of present analysis has been the relation between the intensity of Internet utilisation and the use of so-called traditional media. In Polish conditions, the present phase of Internet spread should be treated as both "pioneer" and "elitist". In this phase, no corroboration was found for the hypothesis that Polish Web-surfers, and particularly those using the Web most inten-

sively, have generally abandoned reading printed media, while focussing exclusively on electronic version of newspapers and magazines. Yet, an inter-generation gap is already evident, and may become more pronounced in nearest future.

Jacek Jaśtał

Humanities in the Internet Era

The essential changes are discussed inflicted on the written language culture under the influence of technological transformations, as well as the effects of these changes in relation to the social function of humanities texts. The essential identified problems are the following: (1) the issue of information medium, (2) the image as the principal means of idea transfer, (3) hypertext, (4) changes in business foundations of editorial ventures, (5) new technology of information flows about books, (6) new print technologies. These new developments have resulted in the limitation of the author's role, self-reference, contextuality, under-definition of message and disappearance of clearly defined receiver. In consequence, the normative role of humanities has been radically limited.

Andrzej Łapa

The Information Society and Its Problems – Sociological Observations

The paper presents various and often divergent opinions evaluating the changes occurring in information society. The current disputes focus often on the issue of micro-dimensions introduced in social scale, and the appearance of new inter-human relations relying on the activities and modularity in the inter-active and multi-media dimensions. Therefore, the present paper's objective consists in the presentation of structural changes in the information society resulting of the above dependencies.

Renata Maksymiuk, Katarzyna Gusztyła

The Psychological Consequences of Information Overload: the Thoughtless Consumer

The huge amount of information reaching every day the mind of average human leads to the situation when he/she is unable to analyse each information element, and needs to erect defences against the information noise. In this situation, the peripheral mode of information processing is activated: judgements and decisions are made on the basis of the simplest reasoning rules. This situation is induced in reception of persuasion-loaded messages broadcast by the media. While watching the advertisements or making the purchase decisions, consumers often use simplified thought mechanisms, the so-called "judgement heuristics". For instance, they evaluate the product on the basis of only one feature, which in their subjective judgement guarantees high quality (such as nice packaging, high price, known brand). In heuristic processing, humans rely on indicators peripheral to the very essence of the persuasion-loaded message. In the case of advertisements (both commercial and political) these peripheral features may be provided by the sender, the accompanying music or colours. Appropriate manipulation of these elements is often used in order to obtain favourable impression with the receiver. In

order to defend themselves against such manipulation, the consumers need to undertake the effort of systematic data processing, relying on detailed, factual analysis of received information. Yet, it may prove extremely difficult in the dense stream of stimuli reaching the receiver's mind in every moment.

Joanna Róg

Women in E-Space, or the Virtual Feminism

The broadly interpreted concept of information society contains many aspects, which pertain also to occurring transformations in social life. These social changes have been related to technology progress, and first of all the development of Internet Web. In effect, some transformations have been induced with respect to the role of woman in contemporary society. Feminism has offered the mode to express individual identities of female citizens, who can effectively use the new technologies in their lives, in order to provide them with a new, superior quality.

Jan Stachowicz, Janusz Machulik

The Impact of Company Information System Quality upon the Changes in Organisational Culture

The article offers contribution to discussion on the role of information quality as a key factor providing a chance for enterprise's market success. The lack of standards to be used in defining the information quality can be seen as detrimental factor influencing negatively business transformations and preventing effective monitoring of current business situation.

Marian Molasy

Information Technologies in Formation of Company Management Systems

The paper presents the basic trends and directions of company development in the field of its strategy, structure and operation. Transformations are referred mainly to basic trends of their historic development. The significance of information technologies and computer networks for shaping contemporary company activities has been emphasised. The major indicators of its structure and functioning, as well as the transformations concept have been analysed.

Felicjan Bylok

Market and Consumption in the Information Society

The present paper attempts to explain the market transformations observed within the information society. The subject matter of analysis is the mechanism of market power in market exchange relationships. The asymmetry of market influence power in producer-consumer relations has been highlighted within the industrial society. Transformations leading to more market control symmetry have been occurring in the information society. The consequence of this process is the emergence of a new type of consumer, displaying information-based behaviour.

Aldona Małgorzata Dereń

Introductory Discussion of Business Transactions in the Internet

The paper discusses problems concerning business transactions in the Internet. The issues related to the electronic declaration of will have been analysed.

Helena Dryzek

Research into the Effectiveness of Polish Internet Resources on the Example of “Telepraca” (E-Work) Entry

An essential feature of information society is the popular access to the Internet, and e-work as a new form of employment. These two elements have been investigated in Polish conditions: access to Internet as a source of information on e-employment has been analysed. There was conducted a detailed analysis of all WWW sites (595) concerning e-work, available in the period of 1.5 months by the *Wirtualna Polska* WWW portal service. The acquired information was analysed in categories of its relevance, topicality, redundancy and access interactivity. Features of the owners of WWW sites, who published information concerning e-work, were studied.

Jan Czarzasty

Internet Instruments Utilisation in the Processes of Labour Allocation – a Study of Human Resource Companies

The present text is a report of survey research carried out in spring 2001. The research aimed at empirical verification of the level of modern tele-information technologies utilisation in Poland in labour allocation. The expansion of Internet gives rise to the question, to what extent this medium can be used as employment agency. The growing number of personnel consultants and human resources companies has resulted in emergence of new WWW sites, in which they offer their services.

Agnieszka Dziedziczak

The Education of Managers in Poland in the Nineteen Nineties

The huge scale and variety of business courses offered in Poland in recent decade leads to the question about the quality of education services provided at the market of manager education services. In order to meet the requirements of developing economy, the directive for the future should consist in creating the conditions for permanent education process, combining good university education with non-academic systems promoting the education and development of managers, based on the co-operation between business companies and training/consultation centres. Naturally, this system must rely on optimum utilisation of contemporary achievements in the field of computer science and multimedia.

Kornel B. Wydro

Standardisation in E-Transport Technology

In numerous countries there can be observed the ever wider implementation of modern computer and telecommunication solutions in the sphere of transport, which has transformed this

area into so-called *intelligent transport*. Therefore, some normalisation procedures seem necessary, which would apply to technological solutions in this field. The paper discusses the premises of normalisation processes, and also presents institutions implementing such processes, and involved in standard generation. A number of national structures integrating actions undertaken in the field of intelligent transport have been briefly characterised.

Jerzy Mischke

The Economic Aspect of E-Learning in Universities

New inventions in the field of communication and social organisation have provided stimula for development of education processes. In Poland, we have been witnessing rapid changes in the nature of environment faced by the universities. On the other hand, the universities themselves stagnated in the form provided to them in the eighties. The new environment quality is best shown by the intensity of competition. In the academic community, the criterion of success is not clear, and defined “democratically” for individual use. Though, in the economy, the rules are clear and simple: success must rely on better financial results. In consequence of objective definition of success criterion, economic agents try to rationalise the optimum ways leading successfully to this objective. The adaptation of university to requirements of approaching information-based civilisation must necessarily rely on borrowing the management methods from business life and adapting them to the education process.

Janusz Feiner

The Methodical Aspects of using the Information Technology and Internet in the Education Process at University of Mining and Metallurgy in Cracow

The operation of computer network at the university campus has radically changed the studying process and methods. Students residing at the campus have obtained free-of-charge and direct access to world information resources, as well as the possibility to remain in permanent contact with the school and its information resources. What are the consequences of these new circumstances in relation to the education process? Whether, and to what extent have students been using these new technologies in their own work? Whether, and to what extent have the University teachers been using the Web in the education process? Answers to these questions (and many other problems) can be found in the research report entitled “Educational aspects and consequences of the operation of the Web in the University of Mining and Metallurgy residential campus”, developed at the request of the University Rector, within the scope of research project “Information Society – project V/2000”. The present paper offers the summary of above mentioned report and highlights the issues related to methodological use of information technology and Internet.

Maria Siwko

Polish Youth as Receiver of Media Messages. On the Way Towards Information or Education?

In Poland, in the period before 1989, media constituted an important instrument of exercising authority and consolidating value systems promoted by the ruling party and other organisa-

tions manipulated by the party. The function of media lay in propaganda, understood narrowly as ideological and educational brainwashing. Following liberation in 1989, the media have presented a much richer, differentiated and more digestible offer. The functions of media have changed, as well as their role in a new information and civic society. The rapid development of media has exercised a strong influence upon youth. This situation gives rise to the question, whether the quest for information society, the growing role of e-computer science, the presence of new media in the life of youth will not lead to dehumanisation. The paper presents selected results of Polish authors' research into values and personal patterns accepted by the youth representing the transformation-age generation. It seems that young people, in the conditions of information revolution, are prone to shape differently their personalities. It will be much harder for them to find universal human and family values in the prevailing information chaos. Therefore, we can conclude that information and education must be treated as equivalent priorities.

Cezary Hendryk

Computer Era Children. The Educator's Dilemmas

The paper attempts to show the characteristic features of children and youth living in the computer era. Several structural approaches are applied. The opinions of youth in relation to school, learning and teachers are presented. The author discusses also the preferred methods of spending leisure time, and "life environment" provided by Internet to these youths. Hazards are also indicated resulting of the improper use of information technology, information chaos, computer addiction, and the consequent ethical and moral dilemmas.

Ewa Jakubiak-Zapalska

New Education in the Web

The paper discusses the problems of teaching without direct personal contact between student and teacher. First, historic examples of remote teaching are discussed. Next, the turning point related to digital technology is analysed. Also, the programme tools applied in remote teaching are presented. In order to present Polish real circumstances, a number of university centres in Poland are shown – namely those which have implemented elements of remote teaching.

Dorota Bazuń, Beata Trzop

Information and Media Education as Elements of the Developing Polish Information Society

The development of information society is a long process which requires general ability to use modern technologies, the capacity to search for information and to select it. That is why we highlight the importance of media education as the field which provides the opportunity to acquire such abilities. Considering the specific features of information society, we suggest the concept of information education – as a tool preparing individuals to live in such society.

Andrzej Straszak

The College and Postgraduate Education as Indispensable Condition for Dynamic Development of Information Society in Poland: Opportunities and Threats

The conceptual vision of information societies can be derived from the works of Turing, von Neuman, Wiener and McLuhan. Yet, the practical realisation of the origins of information societies had not occurred until 1994. It was in this year that a new type of business organisation was initiated by the formation of Internet company *Amazon.com*. By the end of 1999, the market value of dot.com companies reached USD 1.000 billion. Soon, the first real crisis in the e-economy struck, and the value of dot.coms fell to USD 200 billion. It was the first profound crisis of the information society and e-economy. The great eruption of e-economy in the second half of 1990-ties resulted largely of delays in education and research indispensable in the era of information societies. It occurred in the field of e-economy due to the dynamic spread of information. Yet, this information was improperly processed and applied. Our global society had not been prepared educationally and scientifically for the eruption of e-economy. The indispensable tools, such as applied systems analyses, were neglected. The paper presents the concept of “new education” based on applied systems analyses, and its role in the development of Polish information society.

Andrzej Augustynek

Personality Determinants of Internet Behaviour

The objective of the presented research lies in the introductory exploration of the following problems: personality conditions defining the way of Internet utilisation, causes and subjective pre-dispositions leading to Internet addiction. The research was carried out upon the selected group of 314 students of the first and third year of studies at the University of Mining and Metallurgy in Cracow – the inhabitants of two student hostels: *D.S. Promyk* and *D.S. Kapitol*. The research revealed inversely proportional relationship (at the first year $r = 0.35$, and at the third year $r = 0.59$) between the level of abilities to operate the computer and the frequency of the Internet utilisation. Thus, the higher was the computer science level, the rarer were the recorded loggings to the Internet. It has also been observed that extroverts used educational programmes more often than introverts. Moreover, it has been demonstrated that 63.1% of the third year students log to the Web every day (they are potentially threatened by the Internet addiction).

Robert Borkowski, Lucyna Kulińska, Włodzimierz Paterek, Barbara Kozielska

Internet and Politics (Research into Internet Utilisation as a Source of Political Information by the University of Mining and Metallurgy Students)

The objective of the research: “Internet and Politics”, was to study the attitudes of technical university students towards Internet. The main question was formulated in the following way: to what extent can the Web provide an alternative to traditional mass media in the scope of shaping political opinions and attitudes? For the large majority of respondents, the Web has not become an alternative medium yet. The project aimed also at showing how the respondents perceived the Internet application in the campaign preceding the recent presidential election in Poland.

Lucja Kapralska

The Internet and Problem of Social Bonds Creation (Survey of the Internet Micro-Society of the University of Mining and Metallurgy in Cracow)

The paper discusses the impact of Internet upon the processes of social bonds creation, and, consequently, upon the emergence of social communities and groups, their stability and character. To a significant extent, the article is based on the results of survey “Student Information Society – Opportunities and Barriers (on the example of Students’ Campus, The University of Mining and Metallurgy in Cracow)”, carried out by the team of scholars at the Faculty of Applied Social Sciences among the students of the first and third year of studies at the University of Mining and Metallurgy in 2000, on the sample numbering 1441 respondents.

Jolanta Kostecka, Roman Sapeńko

TV Social Space – Supra-Real *Socium* in *Big Brother* Broadcast Project

The paper attempts to show that “reality show” programmes such as *Big Brother* constitute a necessary effect of contemporary culture development. The initial assumption is that communication constitutes the essence of culture. It manifests itself to the fullest degree in media world, in which television, combined more recently with Internet Web, has been playing the basic role. This fact re-values the approach towards human existence and re-formulates the problem of authority and elite significance.

Krystyna Polańska

The Evaluation and Effects of Computerisation in Poland, in the Opinion of Surveyed Students

Relying on the results of empirical research implemented in *Szkoła Główna Handlowa* (The National School of Commerce), the views of surveyed students were presented in relation to the positive and negative effects of computerisation. The evaluation made by the questionnaire respondents with respect to computerisation in Poland and the usefulness of computer techniques in the manager’s work was presented as a multiple factor description relying on semantic differential. In concluding part of the paper, those issues were indicated which were not reflected in the survey results, though they should be considered as important for the studied area.

Stanisław Stanek

Information Society as a Premise for the Formation of Info-Time-Space Paradigm. Experience Gained in Implementation of Intelligent Computer Strategic Game

Since mid-seventies, it can be observed that many fields of academic research pointed to the significance of knowledge for social development in the coming decades. At present, Internet and WWW have become modern environments to transfer knowledge in various domains. The Internet educational platform has become an easy, convenient and attractive (both synchronous and asynchronous) communication medium. The development of Internet in the discussed field has given rise to a number of problems concerning the solutions that should be applied in the process of developing new courses, training modules, and teaching-aid materials.

Agata Maksymowicz

E-Generation

Essentially, the young persons have developed the Information Society. Internet users have formed the new generation. The process of radical social changes requires adaptation capacities and adequate personality characteristics. What will be the essential features of the new approaching social reality?

Sebastian Sokolik

Information Technology as a New Re-Socialisation Dimension of Employees in Public Administration Organs on the Example of Communes in Lubliniec County

The introduction of computer technologies to public administration resulted in the need to change the value system in the group of public employees. Public officers using these technologies were not applying them very frequently, and rarely used the terminology which is popular in information society. Resistance to changes has proved difficult to overcome through the institutional measures. Public employees were forced to “re-socialisation” by trial-and-error method in new informal groups of employees.

Piotr Sienkiewicz

The Development Theory of Information Society

The subject matter of the present paper is an analysis of basic social systems development models, rendering possible the formulation of general premises of the development theory of information society. The definition of the information society has been offered as a modernised social system and constitutive properties combination – owing to information technologies development. On the basis of formal transformations model, an outline of three scenarios of information society development has been presented. The discussion has been accompanied by analysis of methodological dilemmas of information society development process.

Waldemar J. Affelt

At the Gates of Virtual Values – Didactic Dilemma

The offer of information technology embraces also studies, evidence collection, presentation, and perception of cultural heritage objects. The key element of monument protection and conservation consists in their value assessment. The method of such assessment has been developed and used in new academic course entitled “Culture-Creating Aspects of Construction Industry” at the Faculty of Civil Engineering, Gdańsk Technical University. The majority of students accepted this experiment enthusiastically, and some of them used information media to realise their design projects.

Barbara Gąciarz

New Information Technologies: the Opportunity and Challenge for Education Processes

The paper contains a brief analysis of advantages and hazards posed by computerisation in various walks of life, and proposes the formation of university information society as an

educational environment. Not only would this environment provide the opportunity to develop the technical habits of computer use, but also stimulate the emergence of social imagination and creative approach to the application of computer tools in rational organisation of social processes. Consequently, it would lead to change from labour management towards the democratisation of social relations and the articulation of public opinion.

Jadwiga Daszykowska

Teacher in the Information Society

The era of information society provides a growing demand for humans having significant intellectual capacities and able to meaningfully process information. Such humans should essentially be characterised by creative thought and pioneer activity. The preparation for life in the information society provides the guidelines for education and formulates the crucial role to be fulfilled by modern teacher. The opinion may be risked that the increasing “intelligence” of computer systems will never be able to replace the personal presence of teacher in the education process. Of course, teachers need to be aware of their roles and duties in the context of challenges posed by future developments.

Anna Małecka

Art in the Information Society: Introductory Analysis of the Problem

The paper offers an outline of problems related to the art developments emerging in parallel to the progress of new computer and information Web technologies. The interactive character of new art has been emphasised at the background of Roman Ingarden’s concept of art object’s re-formation in the aesthetic experience of the receiving person. The paper uses also the results of the survey of axiological preferences in the information society implemented at the University of Mining and Metallurgy in Cracow, in 2000.

Marek Gwóźdź

Real Contacts in the Virtual World: the Example of “E-Generation” Forum

In contrast to the traditional media, the Internet is a medium allowing both the information sender and receiver to switch their roles. The possibility of rapid and spatially unlimited exchange of information causes that “the Web” provides an ideal venue for persons seeking virtual contacts. The Internet meetings: friendships, love, enjoyment and learning cases have led to the situation where increasingly frequently both worlds: the virtual and the real one have been intertwined. The experienced lack of balance between these two worlds foreshadows the hazard of marginal participation in either real or virtual societies.