

WEBSITES OF POLISH CULTURAL AND EDUCATIONAL ORGANIZATIONS IN THE CZECH REPUBLIC – ANALYSIS AND EVALUATION

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Abstract

In recent years, the situation of Polish cultural and educational organizations operating in the Czech Republic has changed significantly. Globalisation, technological progress and weakening bonds of younger generation of Czech citizens of Polish nationality with culture of the country of their ancestors, forced Polonia organizations to follow market trends. Organizations must meet the expectations of its members. A very important tool of support in this area is the right website and social media. Therefore, in this paper an analysis and evaluation of websites of all Polish cultural and educational organizations operating in the Czech Republic, that are in the register of the Consulate General in Ostrava has been made.

Key words: internet, social media, cultural and educational organization

Introduction

The Internet in the era of increasing competition, technological and technical progress, is a tool used by all institutions, including Polish cultural and educational organizations operating in the Czech Republic. Created websites are the foundation to build relationships and primary source of information about the organization, its activities and its offer. The role of the websites and using them in organizations, such as Polish Cultural and Educational Union in the Czech Republic (the largest organization in Europe that unites Poles outside the Republic of Poland) or Pedagogical Centre for Polish Minority Schools Český Těšín (the only facility of its kind in the Czech Republic), significantly increases with the spread of the Internet. Internet websites increasingly play a critical role in the activities of an institution and are a tool, on which marketing strategy of an organization is based.

Strategic role of websites in the enterprises is confirmed by financial results generated through them, and in case of cultural and educational organizations, the number of members, volunteers and participants of the events in the field of culture and education. Therefore the quality of websites and the concept of their continuous improvement become important. Improving the site allows for more effective implementation of strategy and achieving better results by organizations. The website is, in fact, one of the most modern marketing tools used to create the image of the organization, as well as an important instrument for achieving the objectives of promotion, market or financial tasks of the organization.

The goal of this paper is to analyse and evaluate the official websites of Polish cultural and educational organizations operating in the Czech Republic. The study involved websites of all cultural and educational organizations as listed in the register of Consulate General in Ostrava.

1. Conditions of use of the Internet in the cultural and educational organizations

Along with the evolution of the Internet not only the number of its users increases, but also the scope of offered solutions broadens. Internet website of cultural and educational organizations is often the first item, which a potential customer meets (member of the organization, volunteer or a donor). The main conditions for active use of online tools in cultural and educational organizations are:

- global range of influence, or the ability to reach out to many millions of people around the world,
- multimedia nature – the possibility of submitting text, sound and video messages,
- lack of time limitations and advertising space,
- flexibility – the possibility of constant modifications of websites in the Internet,
- interactivity – bilateral way of communicating with different entities in the environment,
- low costs – much lower costs of creating own website, than, for example, costs of production and broadcasting an advertising film on television (Wierenko 2005: 685),
- functional and up-to-date website – nothing adversely affects the perception of modern cultural or educational organization, than a presentation of out-dated content on the Web. The Internet is a medium that is primarily ahead of other channels in timely provision of information,

- website positioning in the leading search engines – if one cannot find anything on the Internet, it probably does not exist at all – the Americans profess such a rule. Cultural and educational organization that has a website, that no one can find, not only does not build its image, but even ruins it,
- the opportunity to receive a newsletter, which is a periodically sent out e-mail containing the information on novelties offered by the organization – it not only allows one to keep in contact with the customer, but also by providing the customer with an interesting information about novelties, products, services, it allows an organization to shape its image (Nogieć 2005: 671).

Websites open up new channels of communication in the organizations, that often give them direct access to customers and opinion-forming centres. It should be noted, however, that a well-designed website with an online profile, e.g. on Facebook, is more than just a communication tool. Thanks to it, a new mode of action is possible, one that requires different information flows. These in turn, have an impact not only on communication, but are also new distribution channels and generally affect the shape of entire marketing mix (Magnifier 2014: 94). A well prepared website can have a very beneficial effect on the functioning of cultural and educational organizations. According to Thomson et al. (2013: 31), it allows for:

- shaping the image of the organization,
- dialogue with the society, especially the Poles, Czech citizens of Polish nationality that are scattered throughout the Czech Republic,
- better promotion of the events organized by the organization, and as a result – an increase in demand for them,
- educating the members of an organization, society,
- greater public support for this type of organizations,
- attracting donors (patrons and sponsors),
- establishing a professional cooperation between the organization and its stakeholders.

Internet websites are therefore a very effective tool for building cultural and educational organizations, learning, among others by: providing new knowledge about the environment of the organization, often providing ready-made solutions to improve the operation of the organization and implementation of innovative ideas that shape the product of cultural and educational organization.

2. Methods and criteria for evaluation of websites

Both the methods used to assess the websites as well as the evaluation criteria are very diverse, depending on by whom, for whom, and at what level, the assessment is to be made. Clausen (1999: 83-87) distinguished three methods to assess websites:

- application of automatic procedures – it involves using computer software that is mechanically assessing the website (such as Doctor HTML),
- statistical method - analysing the type and amount of information (counting references),
- qualitative-heuristic method – used when assessing a selected group of content-formal characteristics (this method is often associated with an opinion of an expert).

At the beginning of an evaluation, one should always consider what is the purpose of the evaluation, which criteria are important at the given moment, and then analyse various elements that must be reviewed within a given criterion. The main criteria for the assessment by Clausen summarized in comparison with the evaluation criteria by Smith, applied using qualitative and heuristic methods are presented in Table 1.

Table 1. Criteria for the evaluation of websites by Clausen and Smith

Criteria for the evaluation of websites	
H. Clausen's criteria (1999: 83-87)	A. Smith's criteria (1997)
– structure and appearance of websites (organization of content, the rational use of graphics), – quality of information (authority, updating, correctness, the amount of information), – links and navigation (relevance, annotations, number of links, the ease of leafing through) – aesthetics (colours, fonts, format), – miscellanea (help, user), – general (uniqueness, friendliness).	– the scope (thematic, chronological, formal), – content (objectivity, authority, updates, uniqueness, links, spelling), – graphics and multimedia (audio, video, colours, graphics), – purpose (defined, clear), – user (user friendliness), – reviews (if the websites were reviewed, and what were the reviews), – technology (effectiveness, hardware, browsability, organization, interactivity, loading speed, using standard solutions), – cost (paid or free service).

In both cases, the criteria were defined in different ways, but the elements of assessment, quoted by the researchers, are similar to each other.

Another well-known criterion of evaluation of websites of offices and organizations is a multi-criteria Website Attribute Evaluation System – WAES, developed by an international Cyberspace Policy Research Group team. The content and functionality of websites is assessed using 40 criteria – questions that are assigned a value of 1 (meaning “there is” or “good”)

or 0 (“there is no” or “bad”). Thus, the final assessment of the website is in the range of 0-40 points.

Usability evaluation methods are diverse in many ways, e.g. the degree of subjectivity, the type of result data, the investigator or the costs associated with it. One should also pay attention to the fact when should one apply a given technique. It is recommended to carry out some tests on the prototypes of websites or even when the website is created. Each method should be used under strictly defined conditions and not in every case. These evaluation criteria can, of course, be modified, selected and edited, because in the world of modern information technology standards change with the development of the techniques used. In addition, our needs are different every time. But the most important criteria such as: service, graphics and multimedia, interactivity, updating, completeness of information, should be taken into account almost always.

3. An analysis of websites of Polish cultural and educational organizations in the Czech Republic

There are many Polish cultural and educational organizations in the Czech Republic, which, similarly to the Polish Cultural and Educational Union in the Czech Republic (PZKO – an organization with nearly 12 000 members), deal with the propagation of Polish culture and education in the Czech Republic. According to the register of the Consulate General in Ostrava, there are 26 organizations conducting cultural and educational activities, that are registered in the Czech Republic. The vast majority of them has its headquarters in the Český Těšín (21 organizations), and operates within the framework of the Congress of Poles in the Czech Republic, which deals mainly with the coordination of their activities. Five organizations have located their headquarters outside Český Těšín, in - Prague (2 organizations), Brno (1), Trinec (1) and Vendryně (1). The level of activity of Polish cultural and educational organizations is very diverse. Some of them, for example Polish Cultural and Educational Union in the Czech Republic, are very active and lead a very broad and regular activity, others take only occasional activities. Not all organizations have websites (5 organizations), 3 organizations have sites – but these are under construction or are inactive. Other cultural and educational organizations (18) have more or less professionally designed websites, which were subjected to further analysis and evaluation. All active websites of Polish cultural and educational organizations operating in the Czech Republic were selected for the study. These organizations are: Polish Cultural and Educational Union in the Czech Republic (1), the Congress of Poles in the Czech Republic (2), Pedagogical Centre for Polish

Minority Schools Český Těšín (3) Educational Society in the Czech Republic (4), Polish Art Association “Ars Musica” (5), Polish Singing Society Collegium Canticorum (6), Polish Association of Tourism and Sports “Beskid Śląski” in the Czech Republic (7), the Association of Friends of Polish Book (8), “AVION” Society (9), Circle of Polish Combatants in the Czech Republic (10), Polish Medical Society in the Czech Republic (11), Polish Club in Prague (12), Polish Club “Polonus” in Brno (13), The Association of Polish Youth – Dziupla Club (14), Polish School in Prague Association (15), Polish Teachers’ Association in the Czech Republic (16), Cultural Club in Trinec (17), Academic Section “Jedność” (18). Table 2 contains a brief description of the surveyed cultural and educational organizations.

Table 2. Selected Polish cultural and educational organizations operating in the Czech Republic

Polish cultural and educational organizations operating in the Czech Republic	Brief characteristics of the organization	Logo
Polish Cultural and Educational Union in the Czech Republic (PZKO) www.pzko.cz	The largest organization in Europe that unites Poles outside the Republic of Poland. In 81 local circles of PZKO from Bogumin to Mosty near Jablunkov, the organization has nearly 12 000 members. PZKO is the propagator of Polish culture and education in the Czech Republic. Every year, it organizes hundreds of cultural and educational events. PZKO members are present in all other Polish organizations in the Czech Republic.	
Congress of Poles in the Czech Republic www.polonica.cz	Congress of Poles in the Czech Republic is a civil association, which serves two main tasks: coordinates the activities of the organization of Czech citizens of Polish nationality and represents the Polish community in relations with the majority society, state agencies, local government and the media. The activities of the organization cover full spectrum of social, cultural and trade life of Poles living in the Czech Republic. Těšínské Slezsko	
Pedagogical Centre for Polish Minority Schools Český Těšín www.pctesin.cz	Pedagogical Centre for Polish Minority Schools Český Těšín is an institution of vocational training, lifelong learning and active European cooperation, open to innovation, which aims to highlight the identity and characteristics of the Euroregion Těšínské Slezsko. The facility has been established on 1 January 1995 by the Ministry of Education, Youth and Sports of the Czech Republic. It is the only facility of its kind in the Czech Republic.	
Educational Society in the Czech Republic www.macierz.cz	Educational Society in the Czech Republic was founded in 1991. It is the heir of pre-war Educational Society; it cooperates with the managements of schools and kindergartens that are learning in Polish in Zaolzie; it is actively involved in shaping their image, in their post-school work. It is running cultural and educational activities, helps equipping schools and kindergartens, student's and teacher's libraries, as well as in organizing cultural, sporting and social events at schools.	

Polish Art Association "Ars Musica" www.arsmusica.cz	Ars Musica was founded in February 1999 in Český Těšín as an independent organization with legal personality. Approx. 15 people are Ordinary members of the Association (mainly teachers, artists and entrepreneurs). The purpose of the Organization is to promote culture of the Polish minority in the Czech Republic, especially music, folk and theater, as well as organizational and material care of the bands with a higher artistic level, young people in particular.	
"AVION" Society www.avion.tesin-sko.cz	The café was founded by Rosalia Wiesner in 1933. It also serves as a reading room, a literary café. There is a Elder Lord's corner here, inspired by the song of Jaromir Nohavica. Four chairs are occupied mostly by café visitors – artists and actors.	
Polish Singing Society Collegium Canticorum www.sweb.cz/canticorum	Polish Mixed Choir „Collegium Canticorum” is one of the most famous choirs of Cieszyn Silesia. It represents the Poles living in the Czech Republic and their cultural activities. At the same time, its rich artistic output gave it a permanent place among the best amateur both Czech, and Polish choirs.	
Polish Association of Tourism and Sports "Beskid Śląski" in the Czech Republic www.ptts-beskid-slaski.cz	Polish Association of Tourism was founded on March 6th, 1910 in Cieszyn. After the separation of Silesia, Polish tourism lovers were forced to bring to life an independent organization – Polish Association of Tourism and Sports "Beskid Slaski" in Czechoslovakia, in the Czech part of Silesia. The association was founded on 26th March 1922 and was extremely resilient as evidenced by the construction of their own shelter on Kozubová in 1929.	
Association of Friends of Polish Book (SPPK) www.sppk-czechy.wz.cz	The Association of Friends of Polish Book was founded in 1999 and it has the development, promotion and propagation of Polish reading in its charter, as well as promotion of Polish publishing production sharing in Zaolzie. SPPK is working with libraries, schools and organizations and associations operating in the Zaolzie in order to carry out these tasks. The most important event organized by SPPK is Polish Books Exhibition.	
Circle of Polish Combatants in the Czech Republic www.wiarus.wz.cz	The circle was formed in May 1991, but its origins relate to the Prague Spring period, in 1968, when under the Polish Cultural and Educational Association – Polish Combatants Club was established. Events in November 1989 enabled the establishment of an independent, self-governing organization. The circle is part of the World Association of Polish Combatants in London, and has around 140 members.	
Polish Medical Society in the Czech Republic www.medics.cz/ptmrc	On November 7th, 1975 Medic's Club began operating under the PZKO Board. Its intention was to integrate the health service workers of Polish origin living in Czechoslovakia. Social changes after 1989 allowed founding of an independent organization on October 4th 1991 – Polish Medical Society (PTM), is the successor of the Medic's Club and one of the oldest medical associations abroad of Polish origin. Only the societies in London and Chicago can boast with a longer history.	

Polish Club in Prague www.klubpolski.cz	The roots of Prague's Polonia go back to the early eighties of nineteenth century, when the desire to preserve Polish language and culture among Poles living in Prague were a direct cause of founding the association which brings together representatives of various professional backgrounds. The activities of the Polish Club currently consist mainly of popularization of Polish language and literature, organizing historical, literary reading evenings and musical concerts. Polish Club also runs its own library.	
Polish Club "Polonus" in Brno www.polonusbrno.org	POLONUS – Polish Club in Brno was registered in the Ministry of Internal Affairs of the Czech Republic in January 13, 1997. Polish Club headquarters is located in the Old Town Hall in Brno at 8 Radnicki Street. Here its members meet every Thursday at 18. The headquarters of the Club also serve as a meeting place with interesting Poles as a part of „A to Polska właśnie” meetings. Polish Club in Brno has won many cultural events and exhibitions.	
The Association of Polish Youth – Dziupla Club www.dziupla.cz	Dziupla Club is run by the Association of Polish Youth in the Czech Republic and has been operating since 2008. The location and name of the club, however, are much older. The clubhouse was built as a home for workers building Piast hotel during the interwar period. The club has been in this place since the 60s, first as a club of Polish Teachers in the Czech Republic, and later a youth club „Dziupla” under PZKO. Over the years, Dziupla became a cult place, where successive generations of young people met and played. In the communist era even people from Prague were arriving for jazz and rock concerts. Currently, club's activities refer to the cultural tradition of previous years, being a place of good music and independent culture.	
Polish School in Prague Association www.szkolapolskawpradze.com	The Association was founded on December 23, 2009. The main aim of the Association is to support the activities of Polish schools and most of all: to support schools in their efforts to develop national and linguistic awareness, support extra-curricular activities of students and parents, assistance in obtaining funds for the expansion of business schools, help in organizing joint meetings, celebrations, trips.	
Polish Teachers' Association in the Czech Republic http://tnprc.cz	Polish Teachers' Association in the Czech Republic is a voluntary, self-governing, independent organization of teachers, education staff, pedagogy students and pensioners associated with teaching activities, with Polish nationality and operating in the Czech Republic. The Association actively participates in the development of the concept of education, curricula and textbooks for school facilities that are teaching in Polish.	
Cultural Club in Trinec www.klubkultury.cz	Public Service Association – deals with, among others, organization of international Trinec Summer Film Festival, sporting events for schoolchildren, like White Rally, Gold Rally, film and educational screenings, etc.	
Academic Section "Jedność" (SAJ) www.sajweb.org	SAJ is an organization of students of Polish nationality derived from Zaolzie, that is operating under PZKO. Its mission is primarily to maintain contact between students, and the organization of cultural – social events.	

Both the evaluation criteria used by Clausen and Smith were used for the evaluation of websites of Polish cultural and educational organizations operating in the Czech Republic. 20 questions (adapted for the purpose of research) were formulated, that fit into the 40 questions used to assess websites using WAES method. These questions were grouped into five criteria: website handling (4 questions), graphics and multimedia (4 questions), interactivity of the site (3 questions), updating (2 questions), completeness (7 questions). Table 3 presents a set of criteria and questions that have been developed for the assessment of websites of Polish cultural and educational organizations operating in the Czech Republic.

Table 3. Evaluation criteria of the websites of Polish cultural and educational organizations in the Czech Republic

Criterion	Specification
Website handling	The website can be easily found in the Internet (website's position from 1 to 5 after typing the full name of the organization in the „Google” search engine)
	The site runs smoothly
	The site is available in a foreign language (English, French or German)
	The website contains icons that help user to use it
Graphics and multimedia	The website contains logo of the organization
	The website and its subpages have coherent colours
	The website contains photographs
	The website has recordings, video clips
Interactivity	Newsletter
	Contact form
	Discussion forums/chat
Updating	The site contains information on current events in the field of culture and education
	The site contains updated information on the organization
Completeness	The site contains information about the scope of activity of the organization
	The site contains a brief history of the organization
	Contact information has been posted
	An e-mail address to a President/Manager of the organization has been posted
	The site contains the addresses of other institutions connected with cultural and educational organization
	The site contains information on how to become its member
	The site contains information about its donors (patrons, sponsors)

Similarly to the WAES method, each question could get a value of 1 (meaning “there is” or “good”) or 0 (“there is no” or “bad”). Investigated

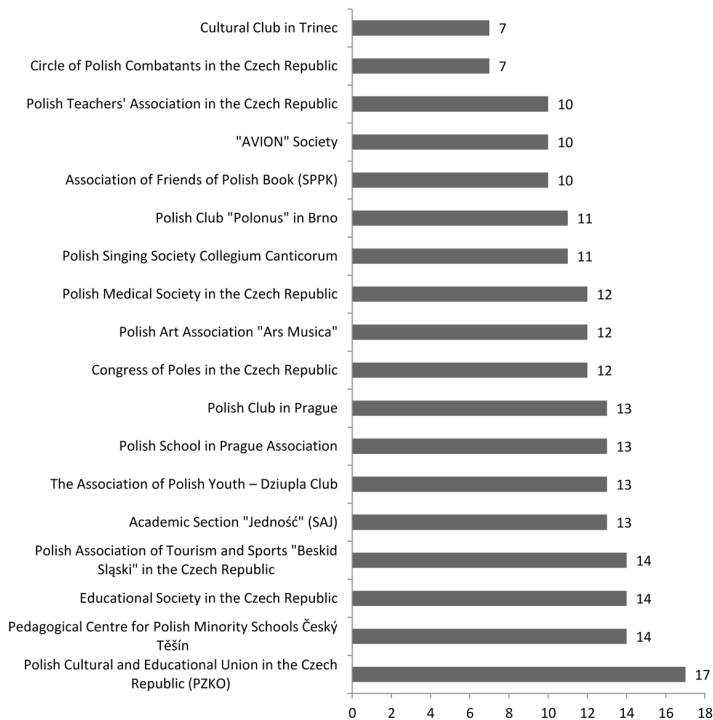
websites could therefore obtain an assessment of the value from 0 up to 20 points. Under the criterion 1 – “website handling”, the website could receive a maximum of 4 points under the criterion 2 – “graphics and multimedia” also 4 points, under the criterion 3 – “interactivity” – 3 points, 4 – “updating” – 2 points, 5 – “completeness” – 7 points. Table 4 summarizes the results.

Table 4. Evaluation of the websites of Polish cultural and educational organizations operating in the Czech Republic

Name of cultural and educational organization	Criterion					Total
	1	2	3	4	5	
Polish Cultural and Educational Union in the Czech Republic (PZKO) www.pzko.cz	3	4	1	2	7	17
Congress of Poles in the Czech Republic www.polonica.cz	3	3	0	2	4	12
Pedagogical Centre for Polish Minority Schools Český Tešín, www.pctesin.cz	4	2	0	2	6	14
Educational Society in the Czech Republic www.macierz.cz	3	3	1	2	5	14
Polish Art Association „Ars Musica” www.arsmusica.cz	4	3	0	0	5	12
Polish Singing Society Collegium Canticorum www.sweb.cz/canticorum	3	3	0	0	5	11
Polish Association of Tourism and Sports „Beskid Śląski” in the Czech Republic, www.ptts-beskidslaski.cz	3	3	0	2	6	14
Association of Friends of Polish Book (SPPK) www.sppk-czechy.wz.cz	2	2	0	1	5	10
„AVION” Society www.avion.tesinsko.cz	3	4	0	0	3	10
Circle of Polish Combatants in the Czech Republic www.wiarus.wz.cz	2	1	0	0	4	7
Polish Medical Society in the Czech Republic www.medics.cz/ptmrc	2	2	1	2	5	12
Polish Club in Prague www.klubpolski.cz	3	4	0	2	4	13
Polish Club „Polonus” in Brno www.polonusbrno.org	2	3	0	2	4	11
The Association of Polish Youth – Dziupla Club www.dziupla.cz	3	3	0	2	5	13
Polish School in Prague Association www.szkolapolskawpradze.com	3	3	0	2	5	13
Polish Teachers’ Association in the Czech Republic http://tnprc.cz	3	3	0	0	4	10
Cultural Club in Trinec www.klubkultury.cz	2	3	0	0	2	7
Academic Section „Jedność” (SAJ) www.sajweb.org	3	3	1	2	4	13

Figure 1 presents the evaluation of websites of Polish cultural and educational organizations in graphical form. All of 18 respondents Polish cultural and educational organizations operating in the Czech Republic have active websites. Not all of them however, can be found in the most popular search engines (www.google.pl, www.wp.pl, www.onet.pl) by entering the name of the organization as a keyword. Difficulties arose in case of Polish sites of Polish Singing Society Collegium Canticorum, the Association of Friends of Polish Book (SPPK) and the Polish Medical Society in the Czech Republic. In other cases, the search engines could find official website of the organizations, most frequently in the first place. This is important in case of searching for information about the organization, by a person who does not know the exact web address. Also, it seems surprising that most websites were available only in Polish – only five Polish cultural and educational organizations operating in the Czech Republic have also made their sites in Czech.

Figure 1. Evaluation of web sites of cultural and educational organizations on a scale of 0 to 20



The websites are greatly diversified in terms of content and functionality. The site of Polish Cultural and Educational Union in the Czech Republic has received the highest rating – 17 points. The information presented on PZKO's website are rich in content, complete, current, and site handling, graphics and multimedia do not raise major objections. The website was developed in Polish, part of the content is also available in Czech, additional measures have been taken that the site was available in English. The greatest weakness of the site (as well as all other evaluated websites) seems to be its little interactivity, which is very important in building relationships with members of the union (especially in the social media era). High marks were also given to the websites of Pedagogical Centre for Polish Minority Schools Český – 14 points (one of two sites available in Polish, Czech and English version, the other one developed in three languages belongs to Polish Art Association "Ars Musica"), the Educational Society in the Czech Republic – 14 points and the Polish Association of Tourism and Sports "Beskid Śląski" – 14 points. The lowest-rated were the websites of Circle of Polish Combatants in the Czech Republic – 7 points and Cultural Club in Trinec – 7 points. The analysis of individual evaluation criteria brings interesting conclusions. Not all websites are updated on a regular basis (the websites of Polish Art Association "Ars Musica", Polish Singing Society Collegium Canticorum, "AVION" Society, Circle of Polish Combatants in the Czech Republic, Polish Teachers' Association in the Czech Republic and Cultural Club in Trinec). Each of the sites contained a sub-page "contact" with basic contact details of the organization: address, telephone numbers, e-mail, a few pages was also contained a direct contact to the President of the organization. Examined websites primarily meet the informational task, but fall far worse in terms of interaction, e.g. the possibility of electronic contact with employees of the organization. A shortcoming of examined websites is also lack of e-mail newsletter (newsletter) and a "chat line" to enable discussions and conversations online.

It seems that the potential of websites – especially social media – in Polish cultural and educational organizations is not fully exploited. Of 18 examined organizations, only six have a profile on Facebook. These organizations are: Academic Section "Jedność" (SAJ), the Association of Polish Youth – Dziupla Club, Association of Friends of Polish Book (SPPK), Polish School in Prague Association, Polish Club "Polonus" in Brno and the social club of a local circle of Polish Cultural and Educational Union in Stonowa. Social Media such as Facebook, are very often identified by cultural and educational organizations as a means of communication, which as well might be newspapers, radio and local television. Often overlooked is the fact that in these media their users not only receive content and communi-

cate it further, but above all, they create new knowledge, which – if used and processed the right way – can be a source of competitive advantage. Social Media gather a large number of Internet users. These are of different ages (from children under the age of 7 to people in a retirement age) and have different education (from primary to higher) (Obremski 2013). In this regard, they are an extremely important target group for cultural and educational organizations.

Generally it can be said that all of the evaluated cultural and educational organizations have websites prepared in the form of online brochures, that were aimed at providing information. They do not use the full potential offered by the Internet as a modern marketing tool. There are no interactive elements, which are: a discussion forum, live chat, newsletters, customer reviews about the organization and its offer. This does not build a positive relationship between the organization and its members, customers. The websites lack press releases with current and archived news that can also adversely affect the creation of organization's image.

Conclusions

Modern marketing offers Polish cultural and educational organizations a wide and varied range of interaction tools. The choice which one of these tools to use and to what extent will form the basis of online customer loyalty formation process. According to P. Kotler organization of the future will function with an electronic nervous system (Kotler 2004: 56). In these realities the most important will be the tools of interaction that will build lasting, interactive and based on mutual understanding relationship with the customer. Internet users will be happy to tell their friends about any activity associated with a particular cultural and educational organization as they want to feel that they are participating in something important, they want to impress others with their lifestyle and improve their social status. On the other hand, if they see that their friends engage in some cultural project, then they also want to participate, so as not to stand out from the others. One can even talk about the so-called. snowball effect. It is a process of avalanche increase in the number of people involved in the project, thanks to urging them to certain behaviour by others that have also been pushed to it (Pacholski, Słaboń 2001: 43).

Constant monitoring of websites by people managing Polish educational and cultural organizations is very important especially that these sites, often developed by the staff and volunteers of these organizations, are often underdeveloped and not updated. The reason for their mediocrity is that electronic publishing is a young branch that is forming before our eyes.

Many people feel that they are or may be good information artists. Technical capabilities and easy availability give the impression that everything is trivially easy and simple. It is believed that creating a professional news web page on the Internet does not require a great philosophy, since it can be done even by a high school pupil. Just know the basics of HTML, content is a secondary matter. However, there is nothing more wrong, than this belief, because wrong information generated can bring a lot of damage both educational and measurable – financial ones.

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