THE INTERACTIVITY AS A MOTIVE FOR CHOOSING WEBSITES FOR DIGITAL NATIVES AND DIGITAL IMMIGRANTS

THE CASE OF POLISH SPORT INFORMATIVE WEBSITES

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Abstract
The rise of the digital technology, social networking or interactivity have an extensive impact on what is happening in virtual world. Users of Internet are more and more often introduced to the new available on-line tools. Some of them have adapted those new trends with no problems and they have been taking an advantage of them with an ease, whereas others have had problems with converting themselves into the new digital era. Alternatively, others are not fascinated by what Internet offers or they simply cannot afford it due to many circumstances. However, with no doubts, we can say that the Internet and the digital revolution brought about many issues to discuss or to have a research about. To some extent, new trends, especially the expansion of the Internet, are affecting all traditional media and this, in my opinion, might result in the new phenomena like potential division of society into Digital Natives and Digital Immigrants proposed by Prensky (2001a).

The project focused on investigating motives for choosing sport websites by both groups with special consideration of interactivity factor. The motives have been checked via in-depth interviews using the sample of ten interviewees both private and professional users of Polish sport informative websites. I wanted to check whether my results either duplicate what Prensky described in his articles or they confirm contradictive opinion given by VanSlyke.

Additionally, I have compared those most popular motives with sample of five most often visited Polish sport informative websites, according to Alexa rank (2012). The level of interactivity on those websites was assessed by an appearance of examples of new new media like blogs, podcasts, number of posts on Facebook fan pages, created account on Twitter or channel on YouTube (Levinson, 2010). Also possibility of commenting was taken into consideration. Having checked those variables via cyber ethnography method (secondary method) I was able to identify which of the sampled websites could be considered as most interactive one.

Despite persisting limitations, the method has brought reliable and valid data, according to which I have given my conclusions by answering research questions stated at the beginning of this project.
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1. Introduction

The developments of an information and communication technology (ICT), a hectic life of new generations as well as the globalization are the only few of the factors leading to the changes in the modern media. To some extent, these trends, especially an expansion of the Internet, are affecting all the traditional media (Kohut, et al., 2000) and this, in my opinion, might result in new phenomena like, for instance, Prensky’s idea of dividing society of consumers of media into two groups: Digital Natives – those already born in an era of new, digital media and Digital Immigrants – those who had to ‘transform’ themselves and learn new skills to adapt to the digital media (Prensky, 2001a: 1-2).

In my previous paper concerning the issue of the digital divide, I have concluded that one-way, linear broadcasting no longer satisfies young generation since consumers of media do not want to be passive anymore in the process of news consumption, that is why, producers of the traditional media change the patterns of broadcasting to fit into the necessities of new generation (Szalkowski, 2010). The tempting desire of an active participation became more and more sophisticated and transformed into the origins of an interactivity on the websites e.g. commenting articles, discussing on forums or sending own articles. Those features of new media are not new anymore and they have already been widely researched by scholars e.g. Domingo (2008).

The expansion of the mobile technology, including an appearance of first smartphones, the social networking as well as podcasting¹ and webcasting² were a base for comparatively new idea of new new media (NNM) which are considered to be newer than classical examples of the new media (e-mail or website) to the same extent like those examples used to be newer than the traditional media in a form of newspapers or television (Levinson, 2010: 11).

In the following sections of this chapter, I have focused on the background information concerning statistics of the Internet usage by younger and elder Polish citizens as well as the presentation of new on-line tools that appeared in recent years. The motives for choosing such topic, genre and space to research are explained in separate section and are combined with statement of scientific problem. Hypotheses and research questions that I have investigated

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¹ Podcasting – registration and spreading voice and videos (music, interviews, monologs) on the Internet; the origin of word comes from broadcasting and iPod (Levinson: 2010: 236)
² Webcasting – live on-line streaming transmission from events delivered via Internet browser (Wikipedia, 2012)
are clearly stated so that the reader can understand what I have done in this paper and what topics have not been taken into consideration together with the reasons for skipping those issues. The chapter is ended with sections containing scope and description of overall structure of the thesis.

1.1 Background

As I have mentioned above, in this section I have taken an advantage of the recent statistics concerning the use of information and communication technology by Polish citizen. In particular, I have focused on the current figures of the Internet usage by Poles to assess the potential development in this sector.

Additionally, with the help of an on-line tool named Internet Archive Wayback Machine\(^3\) I have attempted to recognize some of new tools available for journalists and consumers of media that appeared in recent years on the Polish sport informative websites.

1.1.1 The use of the Internet in Poland - statistics

The increasing usage of new technologies and the expansion of the Internet in Poland can be clearly noticed in the Social Diagnosis Report, according to which, in 2003 only 14 per cent of Polish population in the age of 16 and higher benefitted at the same time from both mobile phones, computers and the Internet whereas in 2011 all of these technologies were in possession of 55 per cent of Poles in the same age range (Batorski, 2011: 299).

Despite the growing number of Internet consumers in Poland, the use of the network is still varied due to several socio-demographic factors. The greatest distinctions can be seen in the age and the education variables. Ninety three per cent of young people (age 16-24) use Internet while only 11 per cent of people in the age of 65+ take an advantage of this technology (Batorski, 2011: 307). Similarly, the group of people with higher education or those who are still studying use more often the Internet than those less educated (Batorski, 2011: 308). Those great intergenerational distinctions in the use of the Internet results in many social phenomena like, for instance, the digital divide which is connected to the idea of division into Digital Natives and Digital Immigrants proposed by Prensky (2001a).

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\(^3\) Tool available on http://archive.org/web/web.php
1.1.2 The increasing interactivity on the websites

The on-line tool Internet Archive Wayback Machine allows users to browse through over 150 billion web pages archived from 1996 to few months ago (Internet Archive, 2012). For a purpose of my operation, I have used this on-line tool and I have checked how chosen five Polish sport websites used to look like in recent years and what interactive and social networking tools have been added until now. Those websites have also been used in the process of empirical studies, thus I have not given details on those websites in this section.

The oldest archived captures were taken in 2003, however the majority of those snapshots come from 2008 and later. My previous assumptions that the possibility of commenting, discussions on forums and communication via e-mails had not been relatively new features proved to be true because already in 2003 one of the sampled websites had such opportunities.

Those attributes became a base for tools available nowadays. Already in 2008 investigated websites provided blogs written by journalists and experts and mobile versions of some of those websites were available. The snapshots from 2009 brought more articles together with some podcasts delivered by journalists in form of videos on YouTube or on the other platform. Additionally, consumers could subscribe on those websites to Really Simple Syndication system that allowed users to receive headlines from the particular websites directly via RSS reader that can be easily installed on the computer or be a plug-in for the Internet browser (RSS, 2012). However, the most interactive tools became available for users in 2010 and 2011 when social networking portals like Facebook, Twitter, NK.pl⁴ and Wykop.pl⁵ started to be popular. Since that time, articles could be shared via those portals as well. The majority of those new tools have been on the list of examples of new new media (NNM) created by Levinson (2010) and were investigated in order to find the most interactive website from a chosen sample.

1.1.3 Description of investigated examples of NNM

Blogging has become a significant tool in the revolution of NNM and its origin may be found in the beginning of the digital era when Internet forums have been created (Levinson, 2010: 37). That is why; blogging, launched in 1997, is considered to be the oldest example of NNM. Since 1997 there have been 130 millions of blogs created, from which 1.5 million have been updated at least once a week (Levinson, 2010: 26). Blogging is considered to implement all of

⁴ NK.pl – social networking platform available for Polish people, similar to Facebook; http://nk.pl
⁵ Wykop.pl – website that gathers hyperlinks recommended by Polish users, similar to Digg.; http://wykop.pl
the common features of NNM in the clearest way (Levinson, 2010: 28). From my experience I know that everyone can set up a blog free of charge at any time and the single post can be written on the blog easily within few seconds and can be uploaded at every time. Thus, the reader of the blog can switch his role and change into the producer who do not need any qualifications to write the blog and s/he is not administrated by any gatekeeper. The majority of posts are in a written form, however they can also be combined together with some graphics, videos or sounds, thus the possibilities of different examples of NNM are used together on the blog. Leading own, independent blog is the way to seize all opportunities provided by NNM, according to Levinson (2010). However, the potential of examples of NNM is higher. Audio-visual interactive tools like YouTube also can also change us into producers (Levinson, 2010: 97).

YouTube was created in 2005 and the most important feature of this portal since then has been a possibility of uploading video clips by everyone, even amateur producers. Such videos made by nonprofessionals, or rather by people who are not media producers were the most successful for this portal whose main purpose is to broadcast yourself (Levinson, 2010: 99). The possibility of uploading amateur video production has been used by me few times. Thanks to YouTube I could have shared my videos that I have produced during my studies. They have been viewed more than 200 times since they were published, so they were watched not only by my friends, but also by people who I would not be able to access to without YouTube. Some of the users also commented on my videos so that I got a feedback what they liked or did not like in my videos. It was possible since YouTube gives a option of text comments to either leave a feedback or simply comment on the story of issue included in the video (Levinson, 2010: 99). The other important feature of YouTube and generally video clips is that watching a movie requires less effort and attention from a viewer than during reading the plain text. Thus, the persuasion of the motion picture that assures necessary information and an entertainment brings many receivers (Levinson, 2010: 29).

Levinson noticed also another attributes of YouTube which are a lack of control by any government and distribution of movies does not differ from country to country in case YouTube. Thus, in contrast with traditional media (TV) or new media (Internet portals) where information can be easily manipulated, on YouTube people are able to watch the same movies in different countries since the distance from every country to YouTube is the same (Levinson, 2010: 134). YouTube have a possibility of inviting friends to your account,
however a social element is not that well developed like for instance on Facebook and Twitter.

The homepage of Facebook is at the moment the 2nd most often visited website in the entire world (Alexa, 2012). Facebook had 901 million monthly active users at the end of March 2012 (Facebook, 2012). Having those statistics in mind, their mission of making the world more open and connected has been achieved. The reason for the success of this example of NNM should be seek in the social element consisting of staying connected with friends and possibility of sharing with them stories, videos or photos that can be easily commented. Thus, again the two-ways communication in from of commenting appears.

Facebook also allows finding other people who have the same interests and connect them to the specific groups of interests (Levinson, 2010: 190). The social element on Facebook in a shape of groups, pages and communities of users who share and discuss links, texts, photos or videos was an alternative to a membership in real groups or discussions on the Internet forums, an element of new media. Those fundamental components of on-line active life have lasted for last two decades and by Facebook they were developed so that they could have had a huge impact on politics, conflicts etc. (Levinson, 2010: 196). The preparation of Arab Spring in countries like Tunisia or Egypt and organized protests against ACTA documents in Poland are examples of the activities prepared on-line via Facebook. However, the most developing example of NNM in the case of individual expression is Twitter (Levinson, 2010: 206).

Twitter allows distributing whatever information to people who have accounts on Twitter in a form of short messages: tweets. Photos and hyperlinks can also be attached. Twitter was launched in 2006, but already in May 2009 the number of users was 32 million people from the entire world (Levinson, 2010: 207). The most recent statistics show that in September 2011 there were 100 million of activate users (Twitter, 2012), thus it is the fastest developing social networking portal. The immediacy of conveying the message is the most noticeable feature in case of Twitter. This short piece of information (maximum 140 signs) included in every tweet is a personification of immediacy of news (Levinson, 2010: 208).

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6 Series of risings In Middle East countries from the end of 2010 are called Arab Spring (Wikipedia, 2012)
Twitter also gives a possibility to comment on the particular tweets by a replying option or a re-sending option. There is an important issue that many politicians or sportsmen use Twitter so the users of this portal are able to receive information directly from them. Thus, the message is neither interpreted nor manipulated by any medium. The last example of NNM, podcasting is much more multitask (Levinson, 2010: 235).

Podcasts can be divided into audiocasts, containing only sound (interview, song, analysis etc.) and videocasts, audio-visual clips hosted on platforms like YouTube (Levinson, 2010: 256). The process of recording a podcast takes usually more time than writing a blog, posting a tweet or creating a Facebook group and it requires usually more technological devices that other examples of NNM where usually a mobile phone with an access to the Internet is enough. In this case, to create the podcast we either need a voice-recorder or a movie camera and software to edit or convert material. However, there are examples of podcasts available on-line (especially on YouTube) where only mobile phones have been used to create them. Podcasts are often hosted on the servers of such platforms like YouTube and are attached by journalists in an addition to the articles. Some journalists create their own podcasts which can be downloaded to the computer or listened to/watched on-line. Podcasting in itself does not provide a possibility of commenting; however listeners/viewers can comment on them on YouTube or under the articles on the website where this podcast has been located.

Blogging, YouTube, Facebook, Twitter give the possibility of two ways communication between producers and users by comments which are important for the interactive factors. In case of blogging, a producer is a gatekeeper since he/she can decide whether readers can comment on the post or not (Levinson, 2010: 41). In case of YouTube, Facebook and Twitter we can moderate comments or simply delete those that we do not like, but still an aspect of commenting is important in those examples of NNM. That is why; I have included the possibility of commenting on the examples of NNM and on the websites as a variable in my empirical cyber ethnographic studies.

1.2 Statement of the problem

In my thesis, the main areas of researching are the development of ICT in form of increasing interactivity on the websites, the social networking and its impact and the digital divide. Such areas of research are quite common themes among scholars, thus they can seem to be less attractive for a researcher. However, to make it more innovative, but at the same time
contributing to the field of research, I have chosen an angle that implies applying concepts of Digital Natives, Digital Immigrants and *new new media*.

In this particular research I wanted to investigate main motives for choosing Polish sport informative websites by representatives of both groups: Digital Natives and Digital Immigrants. The investigated factors were the informativeness, the interactivity, the entertainment and the way of conveying the message. I wanted to measure some potential differences between both groups when choosing sport websites and the value of interactivity factor for both groups. I wanted to check whether my results either duplicate what Prensky (2001a & 2001b) described in his articles or they confirm contradictive opinion given by VanSlyke (2003). Following this, I wanted to check whether those motives proved to be important in practice by comparing choices of my interviewees with preferences of websites. The interactivity of sampled websites was assessed before via cyber ethnography method.

I have narrowed down the space to country of Poland. This country has not been only chosen due to the fact that I am Polish, but it has been taken due to the time and the access limitations in other countries and due to my strong background and connections in this country. I am experienced in this space since I have been both a consumer of Polish sport websites and I have taken an advantage of using new tools available on those websites. Additionally, the case of language was also important since Polish is my native language so I did not have any problems to communicate with my interviewees during the empirical studies.

Moreover, the issue of digital division used to be researched in well developed countries like Italy, UK, US or Belgium (Gui & Argentin, 2011, Mertens & d’Haenens, 2010) thus I wanted to measure how this concept is relevant to still developing country. The genre of sport websites has not often been linked with the interactivity or the digital divide, in spite of the fact that sport websites are among the most popular websites on the Internet (Hong & Raney, 2007). In case of Poland the most known Polish sport website www.sport.pl is on 18th position in the most visited Polish websites, with the Alexa traffic rank 1741 which is an estimated combination of average daily visitors and page views on this page over the past three months (Alexa, 2012).

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7 Rank checked on 21st of April 2012
Due to the fact that mentioned researches’ areas have not been connected with those particular concepts and such study have not been carried out neither in connection to the sport on-line journalism, nor in the space of Poland, I consider my work as an attempt to fill the gap in those areas of research.

1.3 Aims and research questions

The general purpose of my work was to take a popular theme for researchers (the digital divide, the social networking) and conduct a research and connect it with concepts previously not used by many scholars. However, the specific aim of my particular study was connected to people, online consumers of media. The project aimed to check whether the theoretical distinctions between Digital Natives and Digital Immigrants are applicable within consumers of sport websites. I was investigating why frequent visitors of sport websites choose their favorites sites. I wanted to focus on the interactivity factor and check how much important this motive for both groups is. This issue was researched via semi structured in-depth interviews (a primary method).

I have also checked which of the investigated websites was the most interactive due to the use of NNM to check whether results of the interviews are reliable in practice since interviewees had to choose their favorite websites from a sample. Thus, it was a part of assessing the reliability of my study to check whether the results of interviews proved to be true in the practice. Assessing interactivity was done via cyber ethnography method.

Thus, looking at above suggestions, I have prepared three research questions that I have intended to answer in my project. These are:

- Which of the investigated website is the most interactive based on the use of new new media?
- What are the most important motives for Digital Natives and Digital Immigrants when choosing domestic sport websites?
- How do Digital Natives and Digital Immigrants value the interactivity factor on those websites?

Additionally, I have prepared one hypothesis before I have started my investigation. I have assumed that the interactivity was much more important motive for choosing websites for
Digital Natives than for Digital Immigrants. Thus, websites with higher level of interactivity (e.g. more posts of Facebook page or more tweets on Twitter account) are more often chosen by the Digital Native than the Digital Immigrant.

1.4 Scope of the thesis
In this thesis my aim was to answer research questions as well as to investigate whether my hypothesis is true or not. To do this, I have started with paraphrasing both of the applied concepts and referred them to the space of Poland and the genre of sport informative websites. Following this, I have used research methods and I have presented and analyzed results of my empirical studies.

I have studied the exact motives for choosing websites for both groups as well as I have measured the importance of interactivity for those groups. I did not want to focus on the reasons for digital inequality neither in global perspective, nor in domestic dimensions since this issue has been touched already by Moyo (2009). I have not decided to focus on the educational dimension of the digital divide despite a huge pressure on this area by Prensky since possible new ways of educating Digital Natives should be researched separately in my opinion.

1.5 Thesis outline
This thesis has been divided into six chapters. In the introduction chapter, as already seen, the background of the study and the statement of the scientific problem have been described. Following this, the aims and the research questions have been stated and the chapter is ended by assessing and delimitation of dimensions of problems in a form of the scope of the thesis.

The second chapter contains the literature review that consists of description of previous empirical studies on similar areas of research. Having analyzed variety of those studies, I got a chance to position my study in a relation to the previous works so that I could assess whether I was filling a gap in this area of study or I was just changing the genre or the space in already researched scientific problem.

In the third chapter I was focusing on the theoretical framework of my thesis, in which I have explained the concept of Digital Natives, Digital Immigrants and new new media.
The description and the critical evaluation of the methodology combined together with the sampling procedure and assessing the reliability, the validity and the generalisability have been mentioned in the fourth chapter. There I have also shed a light on the limitations of my thesis and I have presented a material for my empirical studies.

On the other hand, in chapter five I have presented results from the empirical studies that I have conducted. Thus, these are observations and notes taken during cyber ethnography method and the analysis of the in-depth interviews.

In the last chapter I have made my conclusions by discussion on study’s results in terms of key issues that emerged from it, thus I have answered research questions and have related my findings to the theoretical framework and the previous researches. This chapter also contains my suggestions for identifying new grounds for the future research.
2. Literature Review

The main aim of this chapter is to present the literature review of my thesis. I have decided to present the previous researches with structuring them thematically: the digital divide, the interactivity and the sport journalism. Those fields were the most extensively researched before and the results of those researches were significant to my own project since those empirical studies were connected more or less with ideas suggested by Prensky and Levinson. To be more precise, previous works on the digital divide could have been linked with preferences of choosing websites by both Digital Natives and Digital Immigrants. Additionally, the interactivity is considered as an origin of the notion of new new media (Levinson, 2010). Lastly, I have decided to conduct a literature review in changes in sport journalism due to the rapid development of this sector and having on-line sport journalism as the genre of my project. In the conclusion section, I have summarized the main results of my literature review and I have tried to identify a gap in the previous researches to show a contribution of my dissertation to the research field.

2.1 Short overview

The development of the information and communication technologies (ICT) is one of the areas of the research that I wanted to study during writing my thesis to obtain the MA degree in the Global Journalism. This area of research has been combined together with popular fields of research like for instance the digital media, the social networking, the media interactivity, or generally the globalization. Having conducted the literature review by searching book titles, journals, and databases for relevant publications, I admit that these areas are widely researched by other scholars.

The majority reviewed studies are qualitative researches with main the ethnography or the in-depth interviews as main methods. Only some of them include quantitative methods like for instance surveys or content analysis of websites, but in this case usually the main aim of study was to analyze the content of particular websites or the credibility of sources which is not contributing to my project.

According to the literature review I have done, the scientific problem of the digital divide is among the most researched topics whereas the concept of new new media has been rarely touched by other scholars. Moreover, none of the studies neither join those concepts together, nor fit those notions in the space and the genre chosen by me (sport journalism websites and
country of Poland). Many interesting scientific problems were taken into consideration during the previous researches in this area. For instance relationship between on-line sports fans perceived interactivity and their motives (Hong & Raney, 2007) or digital skills of Italian youth (Gui & Argentin, 2011).

The authors of mentioned studies usually focused on two types of media: the traditional print or broadcast media and the digital media - Internet. The space chosen by them was limited only to well developed countries such like Great Britain, US, Australia or Italy. Looking at the dates of studies with mentioned scientific problems, it cannot be said that those results are not current any more. That is why; I have not decided to upload new results to already existing papers, but I wanted to create a new research joining few scientific problems that till this time had been studied separately. Similarly, I wanted to place my area of studies in a country which is not an example of well developed country, since Poland is still developing place on the map of the world or Europe.

2.2 The digital divide

The digital divide and the impact of the new media are areas of research that can be connected to each other since new media have had an impact on creating a phenomenon of digital division, according to Prensky (2001a). During conducting the literature review, few studies have been found revealing either reasons of digital divide and digital literacy or different angles concerning this scientific problem, like for example a relationship between ethnic minorities and ethnic majority in Brussels and their access to the digital media (Mertens & d’Haenens, 2010).

There is a number of publications concerning the idea of the digital divide and the majority of them have not focused on the actual division, but authors tried to shed a light on an inequality in an access to the digital media and reasons for that in both well developed countries and in other parts of the world. Nevertheless, they concerned well developed countries and their problems with the inequality with an access to the digital media for every citizen (Gui & Argentin, 2011). Such studies were proved with statistics and usually the tentative aim of such works was to find the reasons for those inequalities like e.g. digital skills (van Deursen & van Dijk, 2009).
2.2.1 The digital skills
The digital divide has paid growing attention to the disproportions in the digital skills, seen as an increasingly important factor of a social inequality in the use of development of the ICT (Gui & Argentin, 2011). According to the previous researches on factors affecting the digital literacy carried out by van Deursen & van Dijk (2009), we can find out that the education level appears to be the most relevant factor associated with differences in the digital skills. Gui and Argentin (2011) studied factors that could have impacted on the digital skills within Italian high school students. For a purpose of their research, they used van Deursen and van Dijk’s typology, in which digital skills have been divided into three forms of skills: ‘operational skills’ (operating computers and network hardware and software), ‘formal skills’ (understanding and handling the formal characteristics of computer network and web environments) and ‘information skills’ (selecting, evaluating and processing information) (van Deursen & van Dijk, 2009).

The results of their work showed that the parental education produced significant differences in a possession of the digital skills whereas a gender is a considerable factor in a producing differences only at the stage of the theoretical wisdom and it is not related in differentiating the level of operational and evaluation skills (Gui & Argentin, 2011). However, having read this research, I find couple of problems like for instance having one of the sections of test too hard for the 15-16 years old sample which could have caused really poor results in the test.

2.2.2 The access to digital media
The other study has been carried out by Stefan Mertens and Leen d’Haenens (2010), who have studied a relationship between ethnic minorities and ethnic majority in Brussels, with the focus on young people and their access to the digital media. In my research, I do not expect having ethnic minorities since Polish country does not have many of them, thus such relationship is not significant. Despite this, Mertens and d’Haenens (2010) presented results that the ethnic minorities have worse access to the Internet than ethnic majority, however when looking at the ownership of the digital technologies (computer, game platforms), one sees that the sociological background variables do have an influence on the digital divide. Moreover, youth who do not have a computer or an Internet access at home, may use computers or the Internet elsewhere (e.g. at the library, at homes of family or friends, in cyber cafes, or at school) and they take an advantage of this, which implies that ownership differences have less impact on the actual use (Mertens and d’Haenens, 2010).
2.3 The interactivity and new new media

So far, there have not been many studies dealing with the concept of new new media, thus for the purpose of the literature review, I wanted to look at previous researches touching the scientific problems connected with interactivity on websites since it is an origin of NNM (Levinson, 2010) and the interactivity is the main area of my study.

2.3.1 The myth of interactivity

Many scholars shared an opinion that interactivity has always been the epicenter of on-line journalism myth. The possible cultural change thanks to the response and the interaction with the audience as the key element of the online journalism was confronted by Domingo (2008) and Garcia (2007) with the actual practices of the online media projects through published empirical researches.

Domingo conducted a study in a form of the ethnography and the in-depth interviews with journalists on the example of online newsrooms in one of the regions in Spain (Domingo, 2008). The main aim of the study was to detect the working routines and professional values in on-line newsrooms and the factors that have shaped them. The results were surprising for all of the proponents of the interactivity in media. During the interviews concerning the topic of differences between the Internet and the traditional media, there was a tendency among journalists to reproduce mass media models, in which journalists were the only producers, and users were regarded as a rather non active audience (Domingo, 2008).

In newsrooms linked to the traditional media companies, the strongest value for the an online product was the immediacy, not the interactivity. Thus, quick publishing stories strongly affected the development of the interactivity (Domingo, 2008). However, the on-line-only portal seemed to be more sensitive on the interactivity in their discourses, although the traditional model has dominated in most of their news production. Those journalists claimed that Internet users were active consumers that would like to become co-producers if they had the chance, but these opportunities of collaborative news production took place only during the special coverage. For the editor of the on-line-only portal, the interactivity feature on the website was crucial to foster audience engagement (Domingo, 2008).

According to his study, a direct audience feedback to the journalist was only common among the online-only portal journalists. Most of the journalists in the traditional media companies
were completely separated from an audience contact. Domingo even quotes on the reporter: ‘‘I used to have email, but I received many press releases and spam, it was just overwhelming, so I forgot about it’’ (Domingo, 2008: 14). This was a vital conceptual difference: at the online portal journalists could feel closer to their readers and users could directly criticize, comment and propose links to news stories and such an active participation available on websites was completely open, and users could share their opinion without the need of registration (Domingo, 2008).

I admit that I have never met with such statement from journalists neither only-online or those worked with traditional media companies and this seems to be impossible for me. It is also worth mentioning that policy of the online-only portal was significantly different from those in online newsrooms of the traditional media. I am surprised with results of Domingo study. It gave me a lot to think about and that is why, I have decided to include his study in the literature review since this is a different angle and it contains unexpected results. However, Domingo is not only the one scholar having such results of the study.

Edgardo Garcia (2007), in his qualitative study of two Argentinean on-line newsroom, also concluded that the interactivity is not an important aspect for journalists. The newsrooms included in his research have had their interactive tools like for instance on-line forums, however the in-depth interviews’ results showed that those tools are not taken into consideration while creating news by journalists. Moreover, interviewees admitted that they do not read those forums due to a lack of time or they are more interested in the opinions of their colleagues, than in the opinions of their readers (Garcia, 2007).

2.4 Changes in sport journalism

Mentioned and presented above phenomena in new media like expanding interactivity and availability of new tools have had an important influence on changes in temporary journalism, including sport journalism (Boyle, 2007). Since the field that I was working on is sport informative websites, I decided to study previous researches concerning changes in sport journalism to investigate how sport journalism had been changing thanks to the digital era. I have also briefly looked at the management policy; however this issue has also been mentioned in theoretical framework chapter of my dissertation. All found publications do not refer to the Polish websites, they give either general idea about changes and tools available, or they describe example of American, British or Australian websites.
2.4.1 Motives for choosing sport websites

Hong and Raney in their research studied a relationship between online sports fans perceived interactivity and other motives (Hong & Raney, 2007). Apart from the informativeness and the entertainment, the other measured factor was the interactivity, thus the one that I wanted to focus in my research.

Twelve items measured the perceived interactivity of sports information websites by inquiring the extent to which the sites provide, for example, enough opportunities for two-way communication, personal conversations, real-time information, fast downloading, etc (Hong & Raney, 2007).

Nevertheless, to measure sports fans motives for using sports website, Hong & Raney did an exploratory factor analysis. It allowed simpler and more parsimonious descriptions of the domain of interest. Based on this analysis, two factors called the entertainment and the informativeness were identified (Hong & Raney, 2007). Additionally, perceived interactivity was related to users’ motives of the websites since a correlation analysis suggests that all of these relationships were positive and statistically significant. Moreover, the perceived interactivity exerted a direct effect upon the entertainment and the informativeness. Almost one third of the variance of the entertainment and the informativeness were respectively caused by the perceived interactivity (Hong & Raney, 2007).

However, the primary determinants of attitude toward the sites were the informativeness, followed by the entertainment (both entirely direct effects). The perceived interactivity exerted relatively small direct and indirect effect on attitudes toward sports websites users. These determinants accounted for 22.8% of the variance for attitude toward the sites, which is not an impressive score (Hong & Raney, 2007).

This research contributed a lot to my work, since the idea of motives to use sport website has been touched by those scholars. I was able to compare those results with my data after conducting my empirical studies. This research was also helpful in creating questions asked during the in-depth interviews. Hypothesizes as well as research questions used in above research gave me new ideas which I could have studied in my research. What is more, this research shed a light on the interactive functions such as chat functions, multimedia players, games on the website and different persons’ psychological motivation and sociological needs.
when using them (Rubin, 2002). Those psychological and sociological factors have been included in theoretical framework of my thesis.

2.4.2 Sport journalism and its changes

The most popular themes in changes in temporary sport journalism have been studied by Boyle and Hutchins. Those changes were referred to blurring boundaries between sport and news and skipping journalists as a medium in communication between sports people and average citizens.

Raymond Boyle (2007), in his empirical studies, noticed that sport journalism had to adapt very fast to new environment due to the development of the ICT. However, in my opinion, this statement does not only concern sports journalism, but to the whole temporary journalism. He also claimed that sport journalism operates in highly competitive surroundings where the haste of information flows and a multitude of often competing media platforms, all eager for content and comment, have led to a blurring of the traditional boundaries between news and sport. The lack of clear editorial boundaries in journalism is a central characteristic of the contemporary journalistic landscape (Boyle, 2007).

The development of the ICT has caused also other important change in a work of sport journalists. There has been a fast and extensive growth in the use of the micro-blogging and social networking platforms like Twitter or Facebook by professional athletes, sports clubs, leagues and fans. This created the possibility to communicate directly with fans, friends and observers, without help of journalists, publicists and sports officials (Hutchins, 2010). Those changes in sport journalisms were important to have in mind when touching a new new media concept.

2.5 Conclusion

The literature review allowed me to find relevant previous studies concerning similar topics to mine, however scholars have been treating those scientific problems separately so far. Only some of scholars had similar connections of topic, like for instance the research concerning motives when choosing sport websites conducted by Hong and Raney (2007). All mentioned previous researches shed a light on what scientific problems I could have studied, what hypotheses I could have assumed, or what kind of methods I could have used. Additionally, the results of those researches were a good data to compare in analysis chapter of my
dissertation. All mentioned researches have done contributing studies to this area of research and all of these publications strengthen me in the belief that my particular angle of the is worth studying.

My main conclusion after having done the literature review was that my project seemed to be extremely innovative; its main aim was not to update already existing studies. Moreover, the combination of the genre of sport journalism and the space of Poland has not been used by any scholars, thus in this case I was filling a gap with my study. Similarly, joining the digital divide idea together with recent notion of *new new media* was innovative.
3. Theoretical framework

In this chapter I have elaborated on the main theories included in my project. These are: Marc Prensky’s theory of dividing society into groups of Digital Natives and Digital Immigrants and Paul Levinson’s concept of new new media (NNM). These theories have been mentioned in this chapter since they are a base to understand scientific problem of this particular research. They have also been explained in order to be aware of what I have done in my empirical studies. Those theories have not been simply paraphrased; I have commented on them critically using other scholars’ assessments or interpretations on those ideas.

3.1 Interactivity and new new media

‘Interactivity’ has become a popular and probably overused word in the everyday language of the new media, and it is sometimes interpreted unclearly by scholars’ (Manovich, 2001:55). However, there is not as yet another way to describe a new set of communication tools, which change the relationship between an author and an audience and hence offer new freedoms of expression (Dewdney & Ride, 2006: 219). There are few different meanings of interactivity; however description given by Kiousis seemed to be the most feasible to my project. He described interactivity as:

‘the instance or degree to which the communication technologies have arrived, through which a space is generated and where participants could communicate one-to-one, one-to-many and many-to-many, and the exchanges of messages are reciprocal’ (Kiousis, 2002: 372).

According to Levinson (2010), interactivity is a base for a concept of NNM, those new available tools that like blogging, YouTube, Wikipedia, Digg, MySpace, Facebook, Twitter, Second Life and podcasting which have been classified as examples of NNM (Levinson, 2010). In his book he has also distinguished NNM from the social media, the screen arts or the Web 2.0 or even the Web 3.0 and gave examples of the tools that are not listed as examples of NNM. Having summarized his ideas, new media like forums or mailing groups have been called social from the beginning but they are not examples of NNM since tools listed by Levinson can be also employed for an individual use. The screen arts name, on the other hand, cannot be used because the majority of posts or amateur videos cannot be considered as a form of art (Levinson, 2010: 16). The another suggestion of the name: the Web 2.0 has already been used in case of the possibility of commenting and participation on the on-line forums, thus media older than NNM. The Web 3.0, alternatively, has been
classified as a mobile access to Internet or (Levinson, 2010), according to the Wikipedia, by semantic web and personalization (Wikipedia, 2012).

The rapid growth of the use NNM can be easily noticed on the examples of Polish sport informative websites. The development of chosen sample of five sport informative websites and their changes in terms of appearance of examples of NNM have already been shown in the first chapter of this project for the purpose of the background information. NNM became easily accessible thanks to the advent of the technology inter alia the rapid development of mobile devices like e.g. iPhone (Levinson, 2010: 21).

3.1.1 Why do we need interactivity and NNM?

People motivate each other to engage in the particular media-use behaviors to gratify their psychological and sociological needs, according to assumptions of Users and Gratifications theory (Hong & Raney, 2007). The modern technology and its tools give different possibilities to users, including two-way communications with other users. The opportunity to be involved in on-line two-way communication through chatting, blogging or commenting is a core of perceived interactivity (Hong & Raney, 2007). Thanks to this, Internet users believe that they have a control over the communication and they have a possibility to exchange roles in their mutual discourse and they feel useful. That fulfills at least some of their self-communication and entertainment needs (Ruggiero, 2000: 13).

The another reason for some people to use the Internet, according to Ruggiero (2000), is the possibility of socializing and interaction with people with similar opinions or interests without necessity of going out of home. That is possible by creating groups on Facebook, inviting people with same interests on MySpace or simply discussing on forums or via comments under the particular articles.

The process of shaping the on-line identity has also been noticed in SWPS report. According to this document, an insertion of computers and the Internet in the process of shaping the online identity is possible due to the interactivity of the network which is built on the feedback (Filiciak et al., 2010: 55). Following that, whatever we hear on-line, we want to give our feedback and whatever we see or read we want to comment on it. Majority of actions done on-line require some reactions. If no one is interested in what we do on-line, it can evidence

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of an environmental exclusion. The authors of the report have given an example of youth whose photos have not been commented on one of the social networking portal and they felt to be excluded from their environment (Filiciak et al, 2010: 55).

In case of the journalists, it is the management policy which either encourages or discourages to use NNM in their articles in whatever manner. In literature review chapter, I have already mentioned researches by Domingo (2008) and Garcia (2007) who investigated that interactivity factor was not the most important feature of portals in case of websites linked to the traditional media (newspapers or TV channel). Thus, their management policy was more directed into immediacy of news, not the interactivity with an audience. On the other side during my visits at different newsrooms in Sweden (SVT), Norway (VG newspapers) and Finland (Aamulehti local paper) I was told that interactive tools were important to their management policy and they often take an advantage of tools like Twitter or blogs. However, the newsroom is not the only one place of the work where NNM can be used. Levinson insisted that Twitter and Facebook were crucial during the Obama’s presidential campaign, because he was one of the first who appreciated power of NNM (Levinson, 2010: 274-282).

3.1.2 The common features of NNM

In the previous chapters of this project I have already tried to define the concept of NNM. I have underlined that NNM are considered to be newer than classical examples of new media (e-mail or website) to the same extent like those examples used to be newer than traditional media in form of newspapers or television (Levinson, 2010: 11).

NNM are mainly characterized by the phenomenon that every consumer can easily become a producer; e.g. every reader of the blog can create their own blog or every reader of Wikipedia can edit it (Levinson, 2010: 11). Such feature has already been outlined in terms of interactivity, thus NNM are fundamentally social and interactive.

Additionally, NNM are authentic due to the lack of the strict control on authors. NNM can be used 24/7 because they are not dependent on any administrators (especially Twitter, Facebook) and also the content is not restricted since not only professional journalists and writers are allowed to take an advantage of them. That is why; on-line forums cannot be listed as examples of NNM, since the majority of such platforms have their moderators who decide what can be written and what should not be posted.
NNM are not controlled by administrators; however the authors of blogs or owners of FB account can easily either switch of possibility of commenting or delete comments that are not contributing, according to their opinion. Some websites also contain possibilities of reading blogs of journalists or experts, but they do not give a chance to create own blog, so blogging in this case is not an example of NNM on those websites.

The other common feature of NNM is a variety of forms in conveying the message. Since there are different kinds of NNM (visual, text, video or combination of those) every user can choose, on their own, what message and in what form they want to convey (Levinson, 2010: 12). It is up to the Internet users and their skills in what form they want to take an advantage of them.

NNM are assumed to be free of charge both for producers and consumers, however producers can earn money on their blogs e.g. by selling commercials (Levinson, 2010: 13). The other common feature is a mutual relationship between those tools. Although they compete with each other to pay attention of the consumer, they also support and complement each other. Such relationship can be illustrated by story that article on the blog can contain a video from YouTube and can be shared on Twitter, Facebook or MySpace profile (Levinson, 2010: 13). For instance when a post on blog can be shared via Twitter and Facebook account, but on blog website there is an application that shows tweets from the connected account.

The last two features of NNM are availability and flexibility since NNM are not restricted by any schedules and the consumer can adapt those media to the own life. Such features as well as social aspect have already been guaranteed by new media, but NNM have fixed new media’s possibilities and aligned producers and consumers by giving opportunities to the consumers that they have not had before (Levinson, 2010: 15).

Clear and contributing summary of Levinson concept has been done by Paul Soukup who underlined that the NNM invite interactivity and they promote a model different from the new media. He also admitted that consumers are not depended on a gatekeeper and moderator (though he noticed that Wikipedia introduced them in some level) and usage of NNM is free of charge (Soukup, 2011).
3.2 Digital Divide, Digital Natives and Digital Immigrants

The rapid development of technology not only contributed to the creation of NNM, but has also been mentioned by Marc Prensky as a reason for dividing society into groups dependent on how they got used to the new technologies. This arrival and the dissemination of the digital technologies has been called by him as a *singularity*, which is an event which changes things so fundamentally that there is no absolutely coming back (Prensky, 2001a: 1). Thus, according to Prensky (2001), society can be divided into Digital Natives and Digital Immigrants. Those particular notions have not been that popular by scholars. On the other hand, some scholars use different names to call the same phenomenon. Mertens and d’Haenens (2010) call a younger generation living in the era of computers the digital generation, not the Digital Natives. Moreover concepts of Digital Natives and Digital Immigrants came from the main idea of the digital divide (Prensky, 2001a).

The previous researches on this topic brought number of definitions of the digital divide; for instance Moyo has defined the digital divide ‘as the gap that exists between people in society who have an access to the digital media and the Internet and those who do not have such access’ (Moyo, 2009: 123). The digital divide is often linked together with the expression of digital literacy. It can be defined as an attitude to recognize and ‘read’ visual, aural and digital codes, like for instance the Internet, games, mobile telephones and other technologies that incorporate media, interactivity and information (Freyvaud, 2007).

Nevertheless, Prensky underlined in one of the interviews that terms Digital Native or Digital Immigrant have never been determined direct by age, but can be explained by cultural differences between those who grew up in the digital age and those who did not (Prensky, 2010). During the literature review I have come across a definition by Green (2010) who brought also a pattern of Digital Native that stated that the Digital Native feels at home on the Internet, was born since 1980’s and have grown up alongside World Wide Web, however author adds that this pattern fits only on people born in the wealthiest countries.

3.2.1 Defining Digital Natives and Digital Immigrants

Digital Natives, called also N-(for net)-gen or D-(for digital)-gen, are ‘native speakers’ of the digital language of computers, video games and the Internet (Prensky, 2001a: 1). This group of society represents a generation to grow up with the new digital technology. They were born in the digital era and have been using computers, digital music players, mobile phones,
Internet and other gadgets since they remember. An average Digital Native (at student age) has spent only 5 000 hours of life reading books, but twice more playing video games and even more hours watching TV or surfing on-line (Prensky, 2001a: 1). Digital Natives are used to fast flow of information and like doing parallel processes like reading news and listening to music. They prefer graphic over the text and random access to information rather than scheduled frames. They are networked 24/7 to be constantly updated with news, statuses or other information available on-line using more and more sophisticated devices (Prensky, 2001a: 2).

On the other side, there are Digital Immigrants who were not born in the digital world but are fascinated by possibilities of Internet and try to adopt at least some aspects of the new technologies. However, they must have learned those skills either from high school or later, sometimes with better, sometimes with worse results. Similarly, like people learning foreign languages, Digital Immigrants retain, to some degree, their accent (Prensky, 2001a: 2). Printing out e-mails or documents in order to edit them instead of editing directly on screens of computers; bringing people to rooms or offices to show them a particular website instead of sending hyperlinks or finally confirming sending of an e-mail by a phone call are only few of examples of such non-digital accretion (Prensky, 2001a: 2).

The level of adapting digital technology by Digital Immigrants depends on the motivation of particular person. Some of the Digital Immigrants noticed profits of digital technologies and wanted to use or they were obliged to adapt them (e.g. in their work). However, some of them simply lacked of motivation to learn those skills (Prensky, 2001). It has been confirmed by the Polish Social Diagnosis Report which showed that one of the reasons of not using Internet by elder people is a lack of motivation to adapt new technologies or no skills to use it (Batorski, 2011). The report showed as well that approximately 93% of Polish people age rank 16-24 (probably group of Digital Natives) use Internet whereas 85% in age rank 25-34 (some of Digital Natives, some of Digital Immigrants) and this number decreases with the age rank (Batorski, 2011).

### 3.2.2 The analysis of Prensky’s concept

Marc Prensky in his articles concerning Digital Natives and Digital Immigrants focused mainly on the education system in his country (US) and problem that students (Digital Natives) are being taught with old, traditional ways by teachers who did not grew up in the digital era (Digital Immigrants). Students have transformed radically and even their brains
have changed physically as a result of the digital technology input they received while upbringing. That is why, they are not able to learn in the ways proposed by Digital Immigrants (Prensky, 2001b: 1). He goes even further citing researches from neurobiology, social psychology and from studies done on children using games for learning (Prensky, 2001b: 1). One of the results of those cited studies is that young people who have been using video games very often (five days a week, several hours per day) have adjusted or programmed their brains to speed, interactivity and other factors in the game. Similar results are with those children who have been using computers with an access to the Internet. Their cognitive structure was more parallel than linear or sequential (Prensky; 2001b: 3).

However, the preferences to the interactivity do not only refer to the education system but also to the usage of particular websites (Prensky, 2001). That is why; people belonging to Digital Natives group should prefer websites that convey messages in a form of graphics rather than the plain text. Digital Natives like random access which is allowed by hyperlinks or podcasts. However, the motives for choosing sport websites have been investigated via my empirical studies (in-depth interviews) and I have presented results of these studies in the fifth chapter of this project.

Timothy VanSlyke, one of the scholars commenting on Digital Natives and Digital Immigrants division, agreed only to some extent with Prensky since he admitted that there are some distinctions between old and new generations, however he did not see a necessity to change the way of teaching into more interactive. Similarly, despite cited researches, he could not believe that brain structures could have changed from one generation to other (VanSlyke, 2003). In my project neither I want to focus on educational system (edutainment in this case) nor I want to judge neurobiological or psychological issues since this is not a subject of this dissertation. However, I have mentioned VanSlyke’s commentary since he has also done general comments on Prensky’s ideas.

VanSlyke noticed demographic differences between countries, thus he accused Prensky to overemphasize the differences between groups and de-emphasize the similarities between them (VanSlyke: 2003). VanSlyke claimed that Prensky overgeneralizes his description of the Digital Native since not every modern student or pupil has spent twice more time on surfing on the Internet than on reading books or newspapers.
Prensky gave some statistics of the usage of the Internet in US, but this is an example of well developed country, but even in such country there are still young people who do not have an access to Internet or they simply do not take an advantage of network (VanSlyke, 2003). Still developing or Third World countries still may have problems with equal access to the digital technologies by citizens. VanSlyke has also noticed that people can come from different backgrounds or can belong to much more diverse group than simply either Digital Natives or Digital Immigrants (VanSlyke, 2003).

Digital Natives not necessary want to fit only into one group and do not behave at least sometimes like Digital Immigrants. VanSlyke gives an illustrating example of his children who grew up in different culture than their own and they can exist in both of these cultural environments for instance by speaking both languages without foreign accent (VanSlyke: 2003).
4. Methodology and material

In the following sections I have given a detailed description of the methods that I have applied for my empirical studies. The chapter also concerned the sampling procedure as well as an assessment of the generalisability, the validity and the reliability of the study. Information about particular methods, the strategies of sampling and possible limitations have been taken from the literature concerning the qualitative methods of research. Additionally, I have reflected upon limitations of chosen methodology which still persist and I have presented investigated material during the empirical studies.

My specific aim of the project was to investigate motives for choosing sport websites by Digital Natives and Digital Immigrants with a pressure on the level of interactivity. Although quantitative methods could have been adequate to answer my research questions through a combination of surveys (large number of them) and analysis of the results through statistical software, I personally thought that given my timeframe and sample, quantitative methods were not the most feasible for me. That is why; I have decided to use qualitative methods.

I have divided my empirical studies into two parts and using two separate methods: in-depth interviews and cyber ethnography. However, semi-structured in-depth qualitative interviews are a primary method which intended to answer two research questions. The cyber ethnography method was only a secondary method to get an answer for one of the questions and the results of the cyber ethnography were important for the purpose of the interviews since I wanted to find out which website is the most interactive one from a sample. The methods were not carried out at the same time; the cyber ethnography took place before the in-depth interviews. The reasons for that was to check the level of interactivity of investigated websites before having interviews since the sample for both methods was the same.

4.1 Cyber ethnography

In this part of the project I have been participating in a virtual world and have been an active on-line user of chosen sample of five Polish sport websites. I have checked which of the investigated websites turned out to be the most interactive due to the usage of NNM. These observations and participation in the virtual world are a part of the method called cyber ethnography, or netnography. The netnography is a qualitative research method that adapts ethnographic research techniques to study cultures and communities that are emerging through computer-mediated communications (Kozinets, 2002: 65). To check whether this
method is appropriate and adequate to my research topic I have referred to Kozinets (1998) who pointed out that the netnography is useful for three types of studies. Firstly, it is used as a method to study cyber-cultures and virtual communities that exist only on-line. Secondly we use it, as a methodological tool to study already existing cyber-cultures and virtual communities, and thirdly, as an exploratory tool to study general topics (Kozinets, 1998).

Thus, as I was going to study a virtual community of sport journalists who deliver information to websites, the cyber ethnography method seemed to be an adequate method in my case. Despite this, the use of the interactive tools is also a general topic, so netnography could have been applied without any doubts according to the mentioned literature. Since it is based on observations of technologically mediated interactions in on-line networks and communities, and the culture (or cyber-culture) shared between and among them (Kozinets, 2002) I could have employed this method by working in front of a computer with an access to the Internet.

Kozinets (2010) advised order of methodological stages and procedures for the cyber ethnography studies. First is entrée: creating research questions and choosing a decent on-line community for a project. Following this, data collection: direct copy from the computer-mediated communications with online community members and observations of the community and its members, interactions and meanings took place. After this, there was time for analysis and interpretation, so classification, coding analysis and contextualization of communicative acts occurred together with conclusions.

Kozinets (2010) pointed out that all of these steps must be taken in accordance with research ethics. I made sure my research complied with the ethical consideration raised by Bowler (2010). These are disclosing of researcher presence, affiliations and intentions to on-line community members during any research, ensuring the confidentiality and the anonymity of participants and lastly seeking an incorporate feedback from members of on-line community.

4.1.1 Distinction between cyber ethnography and ethnography
A number of researchers have conducted ethnography of online cultures and communities that are only observational, in which the researcher is only a specialized type of observer (Kozinets, 2010). However, other scholars have argued a more participative approach in which the researcher fully participates as a member of the on-line community. That is an approach that I have chosen since it is closer to traditional ethnographic standards of participant observation, prolonged engagement, and deep interest. According to Kozinets
(2010), in many of its transformations, netnography keeps the values of regular ethnography through providing a Geertzian sense of "thick description" through the “immersion" of the researcher in the life of the online culture or community. This focus on the participation and the immersion makes these approaches quite distinct from Web usage or social network analysis, although ethnographers may use similar techniques to identify or map networks (Kozinets, 2010). Thus, I have not simply observed the web usage or social network, I wanted to entry into community of on-line readers of sport websites. I managed to do so, and thanks to this I was able to contact some of them and have ethnographic interviews with them. I have done been participating in the on-line world by following all the hyperlinks posted on Facebook or Twitter and I have been commenting on them as well I have been sharing my own blog with the on-line community. However, I have not used ethnographic interviews as method to answer any research questions. I have only used it as supplement and contextual information for a purpose of my study.

Some similarities between cyber and regular ethnography can be noticed in models or structures of those two methods developed by two different scholars. Stages of cyber ethnography consisting of entrée, data collection, analysis and interpretation proposed by Kozinets (2010) are similar to those suggested by Deacon (et al., 1999) when doing observational studies in a form of the regular ethnography. He recognized five stages of this method: entry, sponsorship/gatekeeping\(^9\), planning, data collection, data analysis (Deacon et at., 1999: 268).

Thus, having compared those stages we can conclude that those two methods seem to be similar; however there are some significant differences. The netnography like the regular ethnography seems to be a time consuming method with an active participation in the community, taking notes, interviewing people and analyzing material. However, there is one big difference in the process of cyber ethnography. In case of the netnography, a researcher has a possibility to participate in few on-line communities or websites at the same time which is not possible in regular ethnography method (Kozinets, 2010). Thus, I am closest to share opinion of Kozinets who conclude that the netnography is a specialized form of the ethnography adapted to unique computer-mediated contingencies of today’s social world (Kozinets, 2010).

\(^9\) A process during which journalists decide on which news items to publish or not to publish (Alowo, 2010: vii)
4.1.2 Sampling

I have taken an advantage of Hong and Raney (2007) who started their research by defining sports websites. According to their project, there are four types of sport websites: content (including sport information), commerce (offering sales of equipment), club or league (official sites of professional leagues or clubs) and gambling (offering up-to-date sports handicapping information and gambling opportunities) (Hong & Raney, 2007). Similarly like those researchers, for the purpose of my study, I have chosen a sample of websites consisting only from content and league or club websites since I agree with Hong and Raney that those two types are defined as ‘sports information’ websites or ‘sports news’ websites (Hong & Raney, 2007).

The main sample consisting of sports informative websites was exactly the same for both methods. Having this into consideration, the sample could not be too big since cyber ethnography is very much time consuming method, however it allows to carry out research at few websites at the same time (Kozinets, 2010). That is why; I have decided to have a sample of five informative sport websites. The sample of websites has been chosen according to online source – Alexa which allows checking which websites are the most often visited in any country (Alexa, 2012). The chosen five of the most visited informative sport websites in Polish country were: www.sport.pl, www.90minut.pl, www.ekstraklasa.tv, www.weszlo.com and www.zczuba.pl, according to the rank checked on 21st of April 2012 (day of start cyber ethnography method). There were some other sport websites like for instance www.livescore.com or www.meczyki.pl with better position in the rank; however these were not counted as sport informative websites. They are examples of gambling sport websites that offered up-to-date sports handicapping information and gambling opportunities. Additionally, www.sfd.pl is a website also concerning sport issues and it was on higher rank than some of the chosen websites, however it is a forum for people who work out and practice sport, thus it could not be concerned as an informative sport website according to Hang & Raney (2007) classification.

The cyber ethnography method has been employed for the period of two weeks. I started on 21st of April 2012 and I finished my observations on 5th of May 2012. I have chosen those dates since during this time there were many sport events taking place. Semi-finals of the Champions League and the Europe League in football, the WTA tennis tournament in Stuttgart, a football game between FC Barcelona and Real Madrid, the final games in Polish volleyball league or the Gran Prix in Formula 1 in Bahrain were only some of the events that
took place during this period and from my experience I know that all of them have been popular among Polish sport fans.

For the purpose of the project, I have chosen only some of the examples of NNM in my empirical studies. These were Facebook, Twitter, blogging, YouTube and podcasting. As a consumer of Polish media I have decided to use only those since there are the most popular examples of NNM in Poland. According to the Alexa website, the Facebook homepage is 2nd most often visited website in Poland and the homepage of YouTube is on 4th position in the same rank (Alexa, 2012). Blogging has been chosen since it is the oldest example of NNM (Levinson: 2010) and many websites offer a possibility of reading and creating own blogs. Additionally, the two most popular websites in Poland providing opportunity to set up own blog (www.blogspot.com and www.wordpress.com) are on respectively 11th and 36th positions of the most often visited websites in Poland (Alexa, 2012). Twitter has been chosen not only due to the rank of popularity in Poland (54th position), but, according to Levinson (2010), it is the newest and the most developing example of NNM. Podcasting has been chosen due to popularity of these tools on the Polish websites. That is why, I wanted to check how podcasting is popular on the Polish sport informative websites. Also, one of the variables investigated during the studies was a possibility of commenting. The reason for that was given in introduction chapter together with detailed description of examples of NNM.

Thus, having looked at above, I have decided to skip Wikipedia, Digg, MySpace and Second Life. Although Wikipedia is a popular tool for Polish consumers of media, it has nothing to do with Polish sport websites and it is not used as an interactive tool by on-line sport journalists and users of Polish sport informative websites. According to my experience, it is used most often as the source of information. MySpace, Digg and Second Life, on the other hand, have been skipped because these platforms have not been that popular among Polish people according to the Alexa rank (MySpace with 426th rank is the only one of three that is in first 500 most often visited websites in Poland). Additionally, from my experience as consumer of Polish media, I know that Digg and Second Life are not popular and are not used by Polish society. MySpace, on the other hand, is much less known social networking portal than Facebook in Poland. That is why, I have chosen more popular social networking portal and I did not want to have two similar examples of NNM. I have also skipped Polish examples of NNM like NK and Wykop.pl since they have not been mentioned by Levinson. Since I was applying his term of NNM, I wanted to use only examples described by him. On the other
hand, I personally think that Polish examples of interactive tools should be studied separately in another further research.

4.1.3 Sample of investigated websites


Ranks of particular websites on Alexa were checked on 21st of April 2012 (day of starting netnography) whereas figures concerning number of fans on Facebook, followers on Twitter and subscribers of YouTube channels etc. were done on 11th of May about 7 PM CEST (day of writing this chapter).

Sport.pl is the most popular Polish sport informative website and is on 18th position in the rank of most visited Polish websites, according to the Alexa web information company (Alexa, 2012). It offers sport news from the most important sport events, on-line relations from games and live scores. It is the only one sampled website that is linked to traditional media. Articles uploaded on the website are also located on a hard copy of one Polish daily broadsheet – Gazeta Wyborcza. As far as examples of NNM are concerned, the website provides an opportunity to read and create own blogs (blox.pl). Two of the sport journalists working on this websites, Michał Pol and Rafał Stec, write their own blogs on this portal. In the first case, the possibility of commenting is available for every reader, but in case of second blog, only registered users may comment. Website also has its own channel on YouTube (SportplWideo) in which there are 351 movies uploaded. All of the videos are own podcasts created by journalists of this website. YouTube channel has 498 subscribers and the all the movies have been watched together 448479 times. Sport.pl has its official Twitter account with 9389 tweets and 1892 followers; however the last tweet was done on 12th of October 2011. That is why; I have decided to follow official accounts of three journalists working on this website: Michał Pol (5924 tweets, 5191 following users), Rafał Stec (2520 tweets, 3230 followers) and Michał Szadkowski (1414 tweets, 1059 followers). Sport.pl posses also its official Facebook fan page with 62075 likes. Articles on the website contain own podcasts hosted on YouTube and can be commented only by registered users, although comments are moderated.
90minut.pl is, on the other hand, an informative football website containing figures, history, transfers, news about Polish domestic leagues and national squad. It is 2nd most popular sport informative website in Poland with 318th place in most visited websites in Poland (Alexa, 2012). The website offers its official fan page on Facebook with 28250 likes. There is no possibility to post on their wall on Facebook. Comments under the articles may be done without registering. 90minut.pl does not have accounts on Twitter and YouTube and there is no possibility to read blogs or watch/listen to any podcasts.

Ekstraklasa.tv offers video relations from every football game in Polish football league. There is news only in form of videos. The Alexa’s rank of top sites in Poland shows this website on 334th place (Alexa, 2012). Ekstaklaska.tv has its fan page on Facebook with 46960 likes. On Facebook there is a possibility to post own links and stories. Ekstraklasa.tv has its official YouTube channel with 3097 subscribers and 444 movies, however the last clip was sent nine months ago. Now they use their own server and platform to present their podcasts. Website does not have their Twitter account or any blogs to read or create.

Weszlo.com is a professional sport and gambling portal which it is a sport informative website since it contains much fresh news relating football. From my experience, as a consumer of Polish sport informative websites, I know that this website became popular because of criticizing Polish world of football and since authors of articles have had a different angle on describing sport issues in comparison with other sport journalists. Weszlo.com is on 372nd position in Alexa’s rank of top Polish websites (Alexa, 2012). On the website there is a possibility to read blogs of experts (former Polish football players or coaches), but the readers cannot set up their own blog on this websites, thus blogging in this case is not considered as example of NNM. Weszlo.com has official Facebook fan page with 24241 likes. Weszlo.com has its account on Twitter (68 followers), however it contains only one tweet, from 8th of October 2011. There is also a channel on YouTube (WeszloTV) with 424 subscribers and 35 movies sent. Those movies have been watched together 638754 times.

The last investigated website Zczuba.pl is a sport portal containing on-line relations from the most important sport events and news concerning many sport disciplines. Portal also stands out infotainment since articles are written in light and funny way. Not much serious news can be found on this website. It is on 397th position of the same Alexa’s rank (Alexa, 2012). Mobile version of website is possible thanks to smartphones’ applications. The website does not provide any blogs. However, it has its own Facebook fan page with 25217 likes. The
website also has its own Twitter account with 2073 tweets and 1815 followers. There is also a YouTube channel with 21 own podcasts and 52 subscribers. The movies have been watched all together 260914 times. Comments on website are moderated.

4.1.4 Cyber ethnography - practice
During the ethnography method, I have been an active user of all of those five sport websites; I have been using interactive possibilities given on the websites (possibility of commenting under articles, contacting authors, live sessions) and I have been checking what tools journalists have been using in their stories and comments (e.g. hyperlinks, ‘like it’ or ‘share’ buttons, tweets, podcasts, graphics). Moreover, I have also joined Facebook pages of those websites; have followed formal Twitter accounts of those websites or tweets of journalists working on those websites. Additionally, I have also subscribed to video channels on YouTube of those websites and found blogs led by journalists working on those portals. All hyperlinks to Facebook pages, followed Twitter accounts, YouTube channels, list of podcasts and blogs have been attached as the appendix no 1.

I have also communicated with some of on-line investigated community via electronic communication (e-mail and phone calls). I have decided to do so when I wanted to receive some comments, but I did not answer any research questions via those cyber ethnographic interviews. The ethnographer, who is an observer, is allowed to use non-observational methods and sources such as interviewing (Bryman, 2001: 309), thus in case of netnography it is also acceptable to communicate with virtual community.

I have been using all chosen examples of NNM to find out the interactive possibilities that they offer. That was crucial to describe all the tools I have been using not only according to the literature, but also in accordance with my experience. Thus, I have created my own blog (http://blogkibica.wordpress.com) to spread it on the sampled websites within the virtual community of sport journalist. I have been sharing my blog on my Facebook and Twitter accounts and in comments under articles on all five investigated websites. To follow tweets of official accounts of those websites and journalists working on those websites I have created my own Twitter account since I did not have one before starting my cyber ethnography method. As far as Facebook and YouTube account I have had accounts on those platforms before so I used them for the purpose of empirical studies.
To investigate the most interactive website from the sample, I have counted number of examples of NNM used on the websites and number of particular posts on Facebook, comments on articles, tweets, podcasts, posts on blog and videos on YouTube. Those quantitative data was compared to on each website so that I was able to assess which of the following websites is the most interactive.

4.2 Qualitative in-depth interviews

The main part of the methodology focused on the motives for choosing sport websites for representatives of both groups: Digital Natives and Digital Immigrants with special consideration of interactivity factor. To investigate those motives, I have used qualitative in-depth interviews. I have indicated that these are qualitative, not quantitative since they differ in many ways according to Bryman (2001). The qualitative approach is less structured with the focus on greater generality in the formulation of ideas and interviewee’s views and opinions. The interviewer, in this case, is allowed to depart significantly from any schedule or guide and many follow-up questions may be asked. The interviewee can be asked at more than one occasion. Thus, as a result, this approach is much more flexible and goes to direction that interviewee takes by his/her answers (Bryman, 2001: 313).

4.2.1 In-depth interviews – theory & practice

Qualitative interviews are much less structured than quantitative since their aim is not to limit the influence of human factors on the data-collection process. The type of the interviews I have used is semi-structured, because the list of themes or specific issues to include was still prepared before the interview in the form of the interview guide. Such list of issues to be covered during the interview is also suggested by Deacon (et al., 1999) and Lindlof (1995) who named interviews with guides as conversation with a purpose. This type of interview does not reject adding follow up questions or changing the order of questions, but all of the prepared questions must be asked using at least similar wording to each of the interviewees (Bryman, 2001: 314). Since in my thesis, I was interested in interviewees’ points of view and I expected rich, detailed answers, the choice of semi-structured qualitative interviews seemed to be adequate.

4.2.2 Sampling

To achieve a transparency in my project, I paid more attention to how I have chosen my sample, the segment of the population that is selected for investigation (Bryman, 2001: 85).
According to Bryman (2001), population is a universe of units from which the sample is selected, for instance the population of sport websites, Digital Natives or Digital Immigrants.

For interviews, I have decided to have a sample of two groups of Polish citizens who fit either to the pattern of the Digital Native or the Digital Immigrant. Since there are different definitions of Digital Natives or Digital Immigrants and they differ from country to country (Prensky, 2001a; Green (2010), I have decided to create my own template of those groups for the purpose of my in-depth interviews. I have done via on-line survey using an on-line tool from Google documents.

The survey should not be considered as a method of my project since its aim was not to answer any of my research questions. It was only a tool to create my own pattern for choosing a decent sample of interviewees. The questions in the survey have been created on the base of literature patterns of Digital Natives and Digital Immigrants, taken from Prensky (2001a, 2001b) and Green (2010) and concerned inter alias age, education, frequency of using Internet, weekly number of hours spent on-line, possessed digital devices, created accounts on examples of NNM and period when particular person started using Internet. They were also some questions relating to the motives of choosing informative websites (informativeness, entertainment, interactivity, form of conveying information). To refer to Prensky’s theory I have also put some questions about potential Digital Immigrants accent. The complete set of question translated into English can be found in the list of appendices (appendix no 2).

The survey has been anonymous and I have spread it via social networking portals and via e-mails. Thus, I have used snowball sampling strategy. This strategy is a type of non-random sampling and has been used since no list or institution exists that could be used as the basis for sampling. In such case Deacon (1999) encouraged to use that strategy since social knowledge and personal recommendations of the existing contacts are crucial in opening up and mapping tight social networks (Deacon et al., 1999: 53). It was useful because sample grows through momentum by suggesting contacts for further people for the researcher to approach by, for instance, Facebook. Thanks to this I got feedback not only from people I know, but also from other who have been friends of my friends since they spread the survey within their on-line friends. The feedback on this on-line survey was a base to create my own patterns of Digital Natives and Digital Immigrants. Respondents of the on-line survey had to be Polish citizens who are at least 16 and use Internet at least one hour per week.
According to these two patterns, I have chosen a sample of ten interviewees who belonged to either Digital Natives or to Digital Immigrants (five from each group) using the convenience sampling strategy, a type of non-probability sampling, that is about gaining data or interviewees which are available to the researcher by virtue of accessibility (Bryman, 2001: 96). In this case a sample is less preconceived and directed, more the product of expediency, chance and opportunity than of deliberate intent (Deacon et al., 1999: 54). Taking into consideration the timeframe of my project, I have decided to use this strategy of sampling, however to make it more reliable and valid to the space of country, I have used my own pattern of Digital Native and Digital Immigrant.

4.2.3 The Polish pattern of Digital Native and Digital Immigrant

Based on the 40 responses on my survey I was able to create my own templates for those groups of digital technology users. I wanted to distinguish the potential age, the education, possessed technological devices, number of created accounts on social networking portals by Digital Natives and Digital Immigrants. I have included the age, in spite of the fact that Prensky has stated that digital divide cannot be determined by age (Prensky, 2010), however Green stated that Digital Natives were born since 1980’s (Green, 2010: 65). I have compared mentioned variables with filters of the frequency of using Internet, the number of hours spent weekly on-line, the period of introducing Internet in his/her life and the factor of the importance of the way of conveying a message on the websites (in form of graphics, podcasts etc.). I have chosen those filters since Digital Natives are surrounded by digital technology since they remember and they are on-line almost all time (Prensky, 2001a). Additionally, Digital Natives prefer websites with more graphics than text and those websites containing random access to hyperlinks with podcasts (Prensky, 2001a). Full set of question from on-line survey is available as the appendix no 2.

Thus, the common variables of Digital Natives were taken only from the respondents who answered the question in survey about importance the mentioned factor with either important or very important (numbers 4 or 5 in Likert scale). I have also filtered respondents on those who use Internet every day and more than 30 hours weekly. They could have started using Internet either from basic school or since they remembered.

On the other side, common variables of Digital Immigrants were chosen when they answered the question about period of staring using Internet either from secondary school (junior high school) or later. I have skipped filters about the frequency and the number of weekly hours
spent on-line since Digital Immigrants can be fascinated by digital technology and they can use Internet very often (Prensky, 2001a). Thus, some of them can use Internet more, some less. I have not filtered them in terms of importance of any motive when choosing Internet since information about their preferences for choosing websites are not stated by previous scholars.

Based on the common features of the respondents who met mentioned variables and filters, Polish Digital Natives are people with age range between 16 and 24 (86% of respondents). They are either still pupils or students, or they graduated with BA degree few years ago. All of them have been using their own computers and mobile phones and some of them their smartphones. They use Internet every day and spend either more than 30 hours per week on-line or they are networked 24/7 via their smartphones. They have started using Internet either from basic school or since they remembered. They have accounts on at least three social networking portals (85% of respondents). The most common social networking portal was Facebook (100% of respondents), NK and YouTube (both 71% of respondents). However, only 27% of respondents treated as Digital Natives admitted that they have never done any examples of Digital Immigrants accent listed by Prensky (2001a) like printing out documents to edit it instead of editing it on screen, asking connected person to come to see a website instead of sending hyperlinks or confirming sending an e-mail by a phone call. Rest of them experienced at least one of those situations.

The Polish template of Digital Immigrant shows that such people are now elder than 20. They are usually well educated people (92% have their BA or MA degrees). They use Internet either few times a week or every day. Moreover, majority of them spend weekly maximum 30 hours surfing on-line. Only those who have smartphones (17%) are the only one connected all the time. They either do not have any accounts on social networking portals or they have only one (usually NK). As stated in filter they started using Internet either at high school or since they started working. Sixty nine percent of respondents who fit into Digital Immigrant pattern experienced at least one of examples of Digital Immigrant accent described by Prensky (2001a).

4.2.4 My interviewees
I have carried our ten interviews according to mentioned above templates of Digital Natives and Digital Immigrants. In the group of Digital Natives there were university students, high school and grammar school (junior high school) pupils. Their age rank was between 16 till 20,
thus they exactly fitted into the Digital Native pattern, according to the survey. Everyone of them used Internet every day using different devices (computer, mobile phones, smartphones) and the number of weekly hours spent on-line was more than 30. They either use Internet since they remember or since basic school so they grew up surrounded by digital technology. Everyone had at least one account on social networking portal. Generally they were interested in sport and used sport websites.

The group of Digital Immigrants consisted of people from age 25 till 45. They use Internet often (15-30 hours per week), but started to learn on-line skills either since high school or even later. Interviewees from this group had technical, journalistic or economic background. Majority of them had MA or BA degrees. Only some of them had accounts on social networking portals.

Some of my informants were acquaintances, however since they were not my personal friends and I was not studying any sensitive or personal issues that could be threatening in a personal relationship I considered them as valid and reliable interviewees. However, I have also interviewed people I did not know: both private readers of Polish sport informative websites and journalist working on these portal. I have accessed them since some of them commented on my blog or they were discussing with me via comments under articles on sampled websites. I was able to get also answers for my questions from journalists working on some of those portals. I have contacted them directly via contact section of the website or I contacted them on their blogs. Thus, I was able to detect the variation of attitudes or positioning to the topic since I had many backgrounds and my interviewees met conditions of either Digital Natives or Digital Immigrants. I have not attached any names of my interviewees since in all cases the confidentiality was guaranteed. Only in case of journalists they agreed to publicize their names: Michal Pol (Sport.pl) and Paweł Mogielnicki (90minut.pl).

4.2.5 My process of interviewing

The majority of the semi structured interviews have been carried out face to face with open-ended questions. I agree with Deacon (et al., 1999), that face to face method is more effective than e-mail or telephone interview, because interviewer can push for further information to clarify an answer. The time of interviews lasted approximately 15 minutes. However, when the interviewee had no time to meet in person I have carried out the interview either via phone call or via e-mail. In those cases I have also sent followed questions when I needed some more information concerning any particular issue.
In the each of the interviews I have been asking questions concerning similar subjects, thus the interview guide has been prepared before (appendix no 3). The interviewees were chosen according to my personal opinion using the convenience sampling strategy. However, some of the categories like e.g. the age, the time spent on-line etc. were supposed to fit to the patterns of either Digital Natives or Digital Immigrants developed thanks to the on-line survey. I have invited my interviewees by a phone call. The place and the date of the interview have been sorted according to interviewees’ conditions. Participants have been interviewed separately and the interviews in person or via phone call have been recorded. The informants were informed about purpose of the study and they were allowed to skip questions without giving a reason.

The questions during the interviews concerned the preferences for choosing websites and the factors due to which they choose them to gain information from. The measured factors were: informativeness, interactivity, entertainment, form of conveying a message (e.g. podcasts, graphics). Motives were taken from similar research from Hong and Raney (2007). The other motives could have also been mentioned. In particular, I have focused in all interviews on interactivity factor and I have been asking questions that related inter alias with understanding this term and value of it. Questions also concerned advantages and disadvantages of the interactivity on the websites.

After the discussion about interactivity and other motives for choosing websites I have presented sample of five Polish sport informative websites (same sample like for cyber ethnography: www.sport.pl, www.90minut.pl, www.ekstraklasa.tv, www.weszlo.com, www.zczuba.pl) to my interviewees and I wanted them to elaborate on those websites. I expected them to tell me what they liked and did not like on those websites. Interactivity on those websites was also touched. I knew which of the websites have been more interactive than others since I have investigated this in cyber ethnography method before interviews took place. This was also a form of checking validity and reliability of the study. Basically, I wanted to check whether chosen motives proved to be important in practice when choosing the most feasible websites for my interviewees.
4.3 The reliability and the validity of the study

The reliability is the extent to which other researchers can achieve similar results if they use the exact same procedure to carry out a similar study (Neuendorf, 2002: 112). According to Bryman (2001), to assess the reliability of my study I had to take one of three issues concerning consistency of investigation into consideration. These were: stability, internal reliability and inter-observer reliability (Bryman, 2001: 70). To achieve reliability in my project I have chosen stability, a confidence that the results relating to the assumptions will be stable over time (Bryman, 2001: 70). I have carried out a test-retest method which involved administrating a test or measure at two occasions (Bryman, 2001: 70). In my case, I have carried out the netnography method at the two different periods of time; however the second period lasted three days from 10th of May till 12th of May.

As far as interviews are concerned, I have assessed the reliability by carrying out interviews at more than one occasions since qualitative semi structured interviews allow doing so. During the on-line survey to create my own template of Digital Native and Digital Immigrant, I have also attached questions similar to those from interview guide so I have assessed the reliability of my study by comparing the results of the on-line survey and the in-depth interviews. I consider my study as reliable since the data has been taken from the credible sources (10 interviewees with different backgrounds including private users of media and journalists working on on-line sport informative websites) and the results from different periods of time in the netnography method appeared to be similar (an average number of posts on Facebook done by particular website or average number of tweets were similar). Moreover, I have quoted my interviews before analyzing and interpreting their answers so that everyone could actually read what my informants stated in the interviews. I think that my own template of Digital Native and Digital Immigrant was reliable since I have created those patterns for the purpose of this project based on the forty anonymous respondents. Some filters were created, according to the literature patterns of the Digital Natives and the Digital Immigrants given by Prensky (2001a & 2001b) and Green (2010).

Like all researchers carrying out a scientific project I have assessed the validity of my work which means whether a measure of concept really measures that concept (Bryman, 2001: 72). Validity of the study has been assessed by checking the appropriateness of chosen methods. The questions asked in in-depth interviews were specifically in relation to the theories used in this study (matching research questions) and I took an advantage of the previous researches concerning similar topic so that I used them to create questions. The interviewees were allowed to
express their own views about their preferences and motives. Their responses were critically analyzed and conclusions were made based on previous similar studies and theories.

4.4 The limitations of chosen methodology

One of the persisting limitations of the chosen methodology that I have met is lack of representativeness of my non-probability sampling. According to Bryman (2001), the results in such sampling usually prove to be interesting, though the main problem with this strategy is the lack of the representativeness and the impossibility to generalize findings. However, it is worth indicating that the probability sampling strategy is almost never used in the ethnographic research and it is rarely applied in the qualitative researches based on the interviews (Bryman, 2001: 302). Thus, as I have used the semi-structured qualitative interviews as the primary method it was all right to use the non-probability sampling strategy for choosing my interviewees. However, since my sample is not representative to the whole nation of Poland, but only to the niche community of the readers of sport informative websites, I cannot assess the generalisability of my project. That is why, in the conclusion I could not generalize that, for instance, all Digital Natives in Poland use the sport websites with many interactive tools or that to all Polish Digital Immigrants the interactivity factor is not important.

From the beginning I did not want to assess that my study apply to the whole nation of Poland, but in my case it is more about the community of readers of the sport informative websites. Having this into consideration, I do not think that my sample of websites and interviewees is neither big nor small. Given into account the time frame and virtue of accessibility I consider my sample as representative since a larger sample would not have an impact on the calculated precision of sample measures. I have concluded that because I have used five websites which is a big number having into consideration a cyber ethnography method. In case of interviewees, I have chosen them according to the different backgrounds and categories, thus the sample was also representative.

The other limitation of my project is connected to the choice of the sample of five the most often visited Polish sport informative websites. I have decided not to use the simple random sampling strategy in choice of websites, since it was impossible to count how many Polish websites containing sport news are on the World Wide Web. That is why; I have employed the five most often visited informative sport websites according to the Alexa’s rank. I
consider this as a representative sample of websites. However, there is also a big limitation with the Alexa’s source because it only takes into account the users who installed and used the Alexa’s software. I have checked a rank of top sites on the Alexa on the day of starting my cyber ethnography method, however this rank changes very often and if I had chosen those websites two weeks later, some of the websites would have been different. For instance, the website www.ekstraklasa.tv would be replaced by www.sportowefakty.pl. Similarly, I have used only particular examples of NNM since from my experience as a consumer of Polish media I know that such examples of NNM like Second Life or Digg are not popular in my country.

The problem with netnography is that it is a relatively new method, so there is not much information in literature concerning this process. Similarly, there are not many studies applying this method, therefore I must have coped with this challenge by searching about this method in more up-to-date journals or articles. Additionally, I have used some literature concerning regular ethnography since some issues like ethnographic interviews or writing notes are identical in both of these methods.

The other limitation of my project was choosing a literature pattern of either Digital Native or Digital Immigrant since those patterns differ from each other. That is why, I have created my own pattern for both groups and I have chosen a sample of interviewees. Nevertheless, Digital Natives, according to Prensky (2001) should be that young those spending their entire life surrounded by computers. But, in practice, not every young person, especially those living in countries of Third World is familiar with computers or Internet. That is why, I have decided to use people from still developing country – Poland, a country that is not as developed as for instance US, to which Prensky refers in his publications to. However, I have also considered that issue in conclusion chapter.

I am aware of weaknesses of my project and I have described them and I do realize that they still persist in my research despite explaining reasons for them.
5. The presentation and the analysis of the results

In this chapter I have presented and analyzed results of my empirical studies from both methods: netnography and in-depth interviews. Cyber ethnography method was carried out and analyzed before the interviews took place. The reason for that was to know which of the investigated websites are more interactive than the others since such information was crucial for me when comparing those results with findings from the in-depth interviews. The material from netnography method consisted of data like number of posts on Facebook or movies sent on YouTube channel etc. It has been taken from observations and notes taken during the period of these empirical studies. In case of interviews, the material consisted of typed transcripts of interviews that have been analyzed using literature patterns. I have presented actual findings and results of studies and I have also interpreted them.

5.1. Interactivity on websites – cyber ethnography

I have used order of methodological stages and procedures for cyber ethnography studies consisting entrée, data collection, analysis and interpretation advised by Kozinets (2010). During the first step I have created the research question I wanted to answer via this secondary method:

- Which of the investigated website is the most interactive based on the use of new media?

Following this, I have chosen sample of websites that I was investigating in this method. These are: www.sport.pl, www.90minut.pl, www.ekstraklasa.tv, www.weszlo.com, www.zczuba.pl. Then, I have chosen some of the examples NNM that I was counting during my observations. These are: blogging, YouTube, Facebook, Twitter and podcasts. The reasons for choosing those particular examples as well as motives for skipping Wikipedia, Second Life, MySpace and Digg have been explained in the previous chapter of this project.

5.1.1 The measurement of the interactivity on the websites

Material gained through netnography was in form of quantitative data consisting of actual numbers of posts shared on Facebook, numbers of tweets or videos on YouTube etc. However, unlike the quantitative methods, the qualitative methods have not reached the great degree of codification of analytic procedures (Bryman, 2001: 388). I have analyzed the material gained through netnography by stating research question before data collection.
process. Then I have proceeded to presenting quantitative data from my observations and I have analyzed them and made my conclusion.

The process of observations started on 21st of April 2012 and finished on 5th May 2012, thus it lasted two weeks. Thus, all the figures presented below show data gained only for those two weeks. Based on the notes and observations following has been found.

Sport.pl has posted on Facebook 176 times. Posts usually included some hyperlinks to the articles on the website or invitations for live transmissions, podcasts, polls or simply commentaries on the current stories. Particular posts were ‘liked’ between 20 to even 1000 times, however the number of comment under the posts was between 30 and 50. Journalists Michał Pol, Rafał Stec and Michał Szadkowski who work on this portal tweeted together 309 times, thus they tweet regularly (about 20 times a day). Tweets concerned current updates about sport issues, re-tweets of other journalists, even foreign journalists or included photos unpublished on the website. During this times Pol and Stec blogged eleven times each. Posts on their blogs included own podcasts, graphics or videos from YouTube. Content of the blog was usually either the commentary about current sport issues or showing work of journalists behind the scenes. There have been 85 own podcasts uploaded on the website during this period, from which 22 videos have been sent to official YouTube channel (SportplWideo). Podcasts contained inter alias interviews, press conferences or studio magazines. The possibility of commenting under articles was used by readers quite often since there have been between 10 and 50 comments under majority of articles. However, about half of them were used as a form of commercial for readers’ blogs or simply as spam, not as a discussion on content. Comments may be either liked or disliked by readers. Articles can be shared on Facebook, NK.pl, Wykop.pl, and Twitter and via e-mail thanks to the plug-ins: share or like it. They are located under each article.

Portal 90minut.pl posted 36 posts of Facebook and they included only hyperlinks to their website about particular information. Those posts are liked by fans between 50 – 500 times however the number of comments on those posts was between 10 till 100. On the website there were many comments under each article, between 300 and 500. There is a mobile version of the website available for smartphones and under articles there is a possibility to like the article by Facebook plug-in.
Sport website Ekstaklasa.tv has posted on Facebook 64 times. Each post was liked about 100 times and was commented between 20 and 50 times. However, articles on websites were rarely commented (maximum 5 times). Posts on the wall of their profile included own podcasts with goals, live scores of Polish football games and some other information concerning this particular league taken from the other news websites (usually Sport.pl). The website uploaded 182 own podcasts containing scored goals, highlights of the games, interviews or discussions in magazines from their own studio. Podcasts are hosted on their own server, not on the YouTube. In this case it is not an example of NNM, since readers are not allowed to upload their own movies on their portal. Official YouTube channel was not used. Articles on the website can be liked on Facebook.

Weszlo.com, on the other hand, made 19 posts on Facebook, however each of them was liked approximately 300 times and was commented between 50 and 100 times. Posts concerned commentaries on current sport issues or included hyperlinks to articles. Articles on the websites often contained YouTube videos, however not from their official channel. In the mentioned period there were more than 500 YouTube podcasts available to watch on the website. Articles are widely commented since almost under each of the articles there are more than 500 comments. Also blogs were updated by two former football players together three times. Journalists working on this portal created their own podcast, and uploaded it on their official YouTube channel. Twitter was not used despite having an official account. Under each article on the website there is the like it button that allow to share this particular article on Facebook wall of sharing person.

Zczuba.pl made 44 posts on Facebook which mainly concerned invitation to live on-line transmissions or generally hyperlinks to their articles or there were also some pictures and graphics uploaded. Sometimes authors give comments on contemporary issued connected with sport. Facebook posts were liked on average about 100 times, but commented only ten times. Under articles there were even less comments. Majority of articles contained podcasts, thus in video section of the website there were new podcasts available, uploaded during the investigated period. However, there was only one podcast sent to their official YouTube channel since they have done it on their own. Rest of podcasts are simply movies from YouTube created by other YouTube users a number of such podcasts was 70. Articles they can be easily shared on Facebook, NK.pl, Twitter, and Wykop.pl and via e-mails by buttons or plug-ins. Zczuba.pl tweeted on their official account 39 times. Tweeted usually included
recommendations for articles, however some comments on current sport issues appeared as well. Only blogs were not employed (look at the table below for the summary of results).

<table>
<thead>
<tr>
<th></th>
<th>Sport.pl</th>
<th>90minut.pl</th>
<th>Ekstraklasa.tv</th>
<th>Weszlo.com</th>
<th>Zczuba.pl</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Posts on Facebook</strong></td>
<td>176</td>
<td>36</td>
<td>64</td>
<td>19</td>
<td>44</td>
</tr>
<tr>
<td><strong>Tweets</strong></td>
<td>309</td>
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<td>N/A</td>
<td>0</td>
<td>39</td>
</tr>
<tr>
<td><strong>Videos on YouTube channel</strong></td>
<td>22</td>
<td>N/A</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Posts on blogs</strong></td>
<td>22</td>
<td>N/A</td>
<td>N/A</td>
<td>3*</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Number of podcasts</strong></td>
<td>85</td>
<td>N/A</td>
<td>182*</td>
<td>&gt;500</td>
<td>70</td>
</tr>
<tr>
<td><strong>Comments under Facebook posts</strong></td>
<td>30-50</td>
<td>10-100</td>
<td>20-50</td>
<td>50-100</td>
<td>+/- 10</td>
</tr>
<tr>
<td><strong>Number of likes on Facebook wall</strong></td>
<td>20-1000</td>
<td>50-500</td>
<td>+/- 100</td>
<td>+/- 300</td>
<td>+/- 100</td>
</tr>
<tr>
<td><strong>Comments under articles on website</strong></td>
<td>10-50</td>
<td>300-500</td>
<td>Max. 5</td>
<td>+/- 500</td>
<td>&lt;10</td>
</tr>
</tbody>
</table>

* examples of either podcasts or blogs that are not considered as NNM due to the fact that the reader cannot switch to the producer in those cases

Table no 1 The summary of cyber ethnographic observations on sampled websites

5.1.2 The analysis and the interpretation of the results

Having carried out the empirical studies in form of the ethnography I conclude that each of the sampled websites offer at least one example of investigated NNM. Additionally, the possibility of commenting, which I have also been investigating, is available on all of the sampled websites. As far as particular examples of NNM are concerned, I have gained data that show that Facebook has been used by all of five websites and it was used regularly by all sampled portals, usually few times a day. Facebook also is used by all websites to share articles by plug-ins like it.
Twitter was regularly used by journalists of two sport portals (Sport.pl and Zczuba.pl), blogging as a form of NNM only at one (Sport.pl). I do not count blogs on Weszlo.com since there only invited experts can write posts whereas regular users are only able to read those stories. If they want to set up their own blog, they do not have such possibility on this website. On the contrary, in case of Sport.pl, not only journalists are allowed to publish their blogs, but an average user can set up a blog on their server. On the other hand, podcasting as a form of NNM (everyone can switch from the reader to the producer) was employed on three of the websites (Sport.pl, Weszlo.com and Zczuba.pl). Those three websites used own podcasts or videos from YouTube created by others very often. Finally, the official channel on YouTube is updated regularly only by one website (Sport.pl), however websites like Weszlo.com and Zczuba.pl also sometimes upload some videos on this example of NNM.

As I have mentioned, possibility of commenting is available on all the five websites both under the articles and on Facebook fan pages. However, on the two websites (90minut.pl and Weszlo.com) the comments are the most numerous. As I found out from cyber ethnographic interview I have carried out, comments are important for portal 90minut.pl.

‘Largely from comments we generate the traffic on our website. The readers come back to already read articles to get the opinion of other readers who comment very often on our website. They often follow the discussion under the articles or on our wall on Facebook. Sometimes we also receive suggestions from our readers, so it is a form of communicating with our readers which is also important’ (Mogielnicki, 2012).

Other websites like Sport.pl, Ekstraklasa.tv or Zczuba.pl do not have many comments under their articles, however they use more examples of NNM and they have many comments on their walls on Facebook, on the other hand.

Portal Sport.pl employs Facebook, Twitter, YouTube, own podcasts and have blogs written by journalists working on this portal. Weszlo.com also have formal accounts on those three portals and use blogs or podcasts, however their Twitter account is not used regularly. Also blogs, in this case, are not examples of NNM since there is no possibility to become a producer. Ekstraklasa.tv use Facebook and podcasting (not an example of NNM in this case) and have own channel on YouTube; however it is not used anymore since they have their own server. ZCzuba.pl use Facebook, Twitter, YouTube and podcasting, however they use channel on YouTube occasionally and they do not have blogs either to read or to write. Portal 90minut.pl use only Facebook fan page from the examples of NNM.
Looking at gained data via netnography method, portal Sport.pl seems to be the most interactive website from the sample since it uses regularly all of investigated examples of NNM and it takes an advantage of commenting as well. From the cyber ethnographic interviews I got an answer from journalist working on this portal about reasons for such number of interactive tools available on the website.

‘We have decided to use variety of examples new available tools because they give different possibilities. Twitter allows for immediate commenting on current issue but it is also a great source of information for me since I get information directly from source, sometimes even faster than from press agencies. YouTube let us host our podcasts or video blogs on the server so that we can attach them on the blogs or to articles and Facebook simply allows to present our most interesting articles directly to our readers so they do not have to visit our website in order to receive information’ (Pol, 2012).

Alternatively, the portal 90minut.pl, according to the data I have gained, proved to be the least interactive due to the use of NNM. They actually use only Facebook and commenting to interact with their readers. The reason for that was also explained by a journalist working on this portal.

‘We decided to focus on Facebook since it is the most developing and most popular tool. By Facebook journalists can easier and faster approach their audience who like their fan page. Following this, readers are being informed about important news available on the websites’ (Mogielnicki, 2012).

Those couple of interviews showed the different management policy of two sport informative portals. Both of the websites are popular among the readers even though their policy of using new interactive tools is different.

‘It is up to us whether we want to use interactive tools like blogs or Facebook. We are not obliged to do them. Blog that I carry out is my private one, however since I work on this portal, I have an opportunity to upload it to get more readers’ (Pol, 2012).

‘We have strict rules of uploading information on the Facebook. These are in house and we have to do so. At the moment we are not obliged to use any other tools like Twitter, so we do not do this. We prefer to focus on only one tool’ (Mogielnicki, 2012).

Since there are different policies in management of the newsroom we can interpret them as reasons for having a particular level of interactivity on those websites. Journalists working on 90minut.pl are encouraged to use Facebook to announce important sport events which concern Polish football players or foreign players who are members of Polish teams. Thus, there are strict, in-house rules that journalists need to follow. In case of Sport.pl journalists are
not obliged to write blogs, tweet or to have accounts on YouTube or Facebook. This is up to journalists, however if they write a blog which is their private blog, they have an opportunity to share it on the website, thus they receive more readers. Some of the journalists on this portal use more examples than others. They tweet, share links on Facebook, create podcasts and write blogs, but some of journalists do not use any of them since they are not obliged to do this.

Those investigated material concerning the management policy of newsroom and possible reasons for the level of interactivity on investigated website taken thanks to transcribed cyber ethnographic interviews were only used for contextual information concerning the most and the least interactive websites. By those interviews I did not want to answer any research questions. It was only a supplement for my secondary method – netnography. However, when I had interviews with those journalists I took an advantage of this and I have also used those interviews for my primary method of the dissertation. However results of those interviews were presented in another section of this chapter. Since they had journalists background I was able achieve variety of informants including private users of media as well as professional users of on-line media.

The results of the netnography period proved to be reliable and stable over the time since during other, shorter period of time (10th – 12th of May), the re-rest method shown that the same websites use on average the same examples of NNM and in similar quantity, thus the same websites can be considered as the most interactive or the least interactive. The sample of sport websites was different due to the fact that Alexa’s rank changes often but the results of four the same websites were similar.

5.2 The motives for choosing websites – in-depth interviews

The empirical studies in the form of in-depth interviews answered research questions concerning the motives for choosing sport informative websites by Digital Natives and Digital Immigrants. Investigated motives were the informativeness, the interactivity, the entertainment, and the way of conveying the message. The first three motives were taken from research carried out by Hong and Raney (2007). I have included also the way of conveying the message since it was stated by Prensky (2001) that this motive is an important one for Digital Natives. I have also been asking about other motives that could be investigated in the future researches. I have focused on the interactivity factor, since I wanted to know how my
interviewees understood this term and whether they see any advantages or disadvantages of this concept in the case of sport website. Thus, by those questions I wanted to measure the value of the interactivity motive for group of Digital Natives and Digital Immigrants. Apart from two research questions I wanted to answer by this method, I have also prepared one hypothesis which was that the interactivity factor was more important for the group of Digital Natives than for the group of Digital Immigrants.

The interviewees were chosen according to the templates prepared thanks to the on-line survey. There were ten interviews carried out. They have been transcribed on the separate computer files and coded and analyzed. I was trying to find similarities and dissimilarities between answers given by my interviewees. I have divided this section into different subsections concerning measured motives. Since, the confidentiality was guaranteed to my interviewees, I have not attached their names but I have numbered the interviews from 1 till 8, and the last interviews were carried out with two on-line sport journalists: Michał Pol and Paweł Mogielnicki. Both of those interviewees were considered to be Digital Immigrants due to the period of starting using the Internet. Overall, the first five interviews were given by potential Digital Natives whereas the other five interviews were conducted with Digital Immigrants.

5.2.1 The informativeness

The first measured motive during the in-depth interviews was the informativeness, which is considered as having large volumes of information and being knowledgeable, credible, useful and helpful to obtain information from (Hong & Raney, 2007). Thus, the quantity of the articles and their quality including variety of sources or verified information was also interpreted as the informativeness motive.

‘The quantity of articles is apparently important, but it is not the most significant motive for me when choosing sport websites. I personally think that the quality of news is more important than the quantity of the news. The accuracy of news fitting to my interest is important as well. The piles of information without the good quality is not enough for me’. (Interview no 1, 2012)

‘The particular information and its sources are the most important motives for me to choose websites before any multimedia on the website. Sources should vary and there should be a lot of them in the article. I do not want the information to be simply copied from press agency or from the other portal. Thus, the informativeness, I mean the variety of sources and number of particular articles are really important for me’ (Interview no 2, 2012)
‘The variety of the information and the sources should be present on the portal. I do not want articles neither to be long nor short. From the website I want to be informed enough, thus the informativeness is the most important motive for me’ (Interview no 6, 2012).

‘The quality of the news is really important. I want information to be taken from credible source. I do not like rumors. The quantity of them is also important since I am interested in sport I want to get as much information as possible, however the information must be confirmed’ (Interview no 7, 2012).

‘The large number of the information and variety of the kinds, I mean reportages, feuilletons, interviews, biographies and articles concerning different sport disciplines including live transmissions are essential motives for me to choose sport websites’ (Interview no 8, 2012)

Looking at above quotations, the informativeness is considered to be an important motive to choose Polish sport informative websites for representatives of both groups: Digital Natives and Digital Immigrants. Having analyzed those answers, the number of articles and quality of them determined whether the portal is attractive or not for both groups. They did not like being not informed enough and when the articles were simply copied from press agency. They wanted journalists to put some more effort into preparing news. Variety of styles of news and topics were also appreciated by both groups. On portals they wanted to have reportages, feuilletons, interviews, biographies and articles concerning different sport disciplines. When they looked for news concerning particular sport (like e.g. speedway or basketball) they did not use portals, but special websites concerning only those sports. I have not taken this websites into consideration since they are not popular, according to Alexa’s rank (2012) which was my main determinant to choose sample of websites.

Both groups also underlined that the quantity of the articles was not as important as the quality of the news. They wanted to have credible and confirmed sources and pure facts without unnecessary subjective comments given by journalists. They did not like rumors, unverified information or suspicious sources. Thus, in the case of informativeness motive, the division into Digital Natives and Digital Immigrants was unnoticeable. Or both of them this factor proved to be important.

5.2.2 The way of conveying the message

This motive has been measured due to the fact that Prensky stated in his articles that Digital Natives prefer graphics over the text and they prefer websites with many multimedia in contrast with Digital Immigrants (Prensky, 2001a). Having his suggestions in mind I have interpreted this motive as a way of delivering the information in the articles; for instance in
form of photographic galleries, own podcasts, videos on YouTube or other graphic instead of plain written text.

‘The way of conveying the message is an important motive. I want articles to have photos and videos instead of plain text. I definitely like those portals more than other which do not have such supplements’ (Interview no 3, 2012).

‘The way of conveying the message is the most important issue for me when choosing sport websites. Photos or videos with the highlights or scored goals are significant because without them it would be hard to understand the context of the given information’ (Interview no 4, 2012).

‘The quantity and the quality of news are the most important for me, however those information have to be delivered in the appropriate way. I do not like too much text, some photos or even podcasts are helpful to focus more on the story; that is why I need them as well in articles. Usually I do not have time to read the whole articles so I prefer portals with some videos and graphics than simple, plain text.’ (Interview no 5, 2012).

‘The way of conveying the message is an important motive, especially when I do not have a time for long sitting in front of the computer. Graphics, videos or podcasts are tools that make the articles simpler to understand. The use of graphics or videos, requires less effort than simple continuous reading. That is why I definitely prefer websites which give such possibilities. When I read plain text I am not satisfied at all. Thus, those videos diversify articles for me’. (Interview no 6, 2012).

‘When the website provides own pictures or podcasts it is worth more attention for me those which do not provide those. It is even more credible I would say. In this case I am sure that journalists put more effort in preparing such articles. Such website are more interesting for me so this motive is an important one. Actually I use only such websites which provide such possibilities’ (Interview no 7, 2012).

The way of conveying the message was also very important for both groups. Both groups preferred websites with podcasts, photos and graphics than those with only plain text. The reason for that was that sometimes during the event it is impossible to notice some moments and by such podcasts or photos we can come back to it and see them again. Thus, it enriches the website. Even for some of the interviewees it is the most important motive when choosing websites. The representatives of both groups thought that articles with graphics and videos were more worth attention when seeking news on websites, and they would use portals with such way of conveying information instead of written text. Thus, my findings contradicts statement given by Prensky (2001a) that only Digital Natives prefer graphics over the written text. However there are some differences between those groups.
'I would be fully satisfied with news only in the form of movies without the written text. On the other hand, if articles contained only the plain text without any photos or videos I would not be satisfied and I would look for other portals that offer better way of conveying the message' (Interview no 1, 2012).

‘On the websites graphics and videos can simply replace the text. When I have all the information in the podcasts I do not need any written text. However, long written information cannot replace a decent photography or a video’ (Interview no 4, 2012).

‘Unfortunately on some websites there are only movies or podcasts, but there is no written text which is bad for me. I like movies and graphics as supplements, but still I need some text to be written’ (Interview no 6, 2012).

The difference between those groups was that written text was unnecessary for Digital Natives since they podcasts, graphics or videos on YouTube are enough for them when delivering the message. The written text is redundant for them. On the other side, for Digital Immigrants, the way of conveying the message was an important motive, but they still wanted some text to be written. They were not satisfied without text that can be read before watching particular podcasts.

5.2.3 The interactivity

The motive of interactivity on the website consists of inter alias opportunities for two-way communication, personal conversations, personal impact on the website and real time information (Hong & Raney, 2007). Thus, I have also included appearance of examples of NNM like blogging, Facebook or Twiiter since there are considered to be interactive tools available on the websites (Levinson, 2010).

‘The interactivity is important for my only as supplement and it is not a main determinant when choosing the website. In terms of interactivity I take advantage of Facebook fan pages of sportsmen since I can receive information directly from them not from the journalists. It is faster and more credible’ (Interview no 1, 2012).

‘The interactivity is not an important element on the websites. I do not comment, sometimes I read comments. But it does not impact on whether I choose this website or not’ (Interview no 2, 2012).

‘The interactivity allows to get others opinion and see whether some people think similar to me. I can also give my opinion on some issues which is also an important for me. However, it is not as important as the informativeness or the way of conveying the message. It is only a complement for the website’ (Interview no 6, 2012).
‘Before I had no opportunity to contact directly with my audience and get a feedback on my work, but now thanks to the interactivity in form of blogs or Facebook I can discuss with them. But still I do not think of interactivity as an important factor, however I predict it will be much more important in the future.’ (Pol, 2012).

‘The interactivity is important for me, but not the most important. The informativness and the way of conveying the message are more determinant for me when choosing sport informative websites’ (Interview no 8, 2012).

The interactivity was concerned as a good trend, but still developing. It was an important motive when choosing domestic sport websites, however the informativeness and the way of conveying the message were much more significant in this process. Nevertheless, it was good when website provided interactive possibilities like commenting and Facebook or Twitter plug-ins. Having this in mind, we can conclude that interactivity is only a supplement to the website, but it is not a determinant to choose it for both groups due to similar reasons. They simply appreciate other more important factors.

5.2.4 The entertainment
The last measured motive for choosing sport informative websites was the entertainment. According to Hong & Raney (2007), the entertainment motive includes information that are cool, enjoyable, exciting and entertaining. Thus, all infotainment articles are considered to be elements of entertainment motives. Similarly all the contests and quizzes included on the websites are included in this motive.

The entertainment is not important at all for me when choosing websites (Interview no 3, 2012).

‘The entertainment is moderately important. Sometimes I do take part in some quizzes or contests organized by the websites, but not often. It has never been a motive for me for choosing a decent informative website’ (Interview no 4, 2012).

‘The rumors are redundant for me. About contests, I do not take part in those, so definitely it is not an important motive for me. Interactivity is more important for me’ (Interview no 5, 2012).

‘The entertainment is the last thing I take into consideration when choosing sport informative websites’ (Interview no 7, 2012).

‘Since sport website is supposed to give reliable information, so entertainment is not a motive for me’ (Interview no 8, 2012).
The entertainment was the least important motive for choosing websites for representatives of Digital Natives and Digital Immigrants. All of my interviewees from both groups placed entertainment on the last position of importance. They did not want any infotainment in the articles, and all the quizzes and other contests were unnecessary for them. They usually did not take part in any competitions available on the websites, and it has never been a motive for them to choose a particular portal to gain information from.

5.2.5 Others motives

During the in-depth interviews I have also given a possibility to my informants to account for other motives that they think are important when they choose sport informative websites. I have done since I did not want to use only motives from the literature patterns of from the previous researches.

‘An important motive is themes of the website. I choose websites that give exact information what I am interested in like favorites teams or disciplines. It is because I mainly use the websites that concern information only about my favorite teams and only sometimes I use the general sport informative websites’ (Interview no 1, 2012).

‘The transparency of the website is quite important for me. I mean the information must be easy to find and the most important articles should be highlighted’ (Interview no 2, 2012).

‘Other important factor for me is the transparency’ (Interview no 3, 7, 2012)

‘Themes is an important motive for me when choosing sport informative websites’ (Interview no 8, 2012)

The majority of interviewees wanted websites to be transparent. They understood transparency on the websites as an order on the page and easiness to find what they were looking for. They also wanted primary news to be highlighted. The website should also be organized into tabs, for example sport disciplines sectors. This factor was mentioned by representatives of both groups and it could have been investigated from the beginning. Similarly, thematic factor was mentioned by representatives of both groups. Thus, they were choosing websites according to topics that they are interested in. They do not prefer the websites with general sport information, but with specified disciplines or even teams. This motive could have also been studied from the beginning of the empirical studies.
5.3 Preferable motives in practice of sampled sport websites

As form of analysis, I have compared results for choosing motives to choices of websites by both groups as a form of case study. To all of my interviewees sample of five most often visited sport informative websites was presented, so that they had to choose which of them they like the most and which of them they like the least and the reasons for that. I have done it also as a form of checking the validity and reliability of the study since before the interviews took place I had already analyzed the results of the cyber ethnography method and I had known which of the websites were the most interactive.

‘I like portal Sport.pl the most since it is the most transparent, there are plenty of movies and photos in the articles. And it is actually informative for me. On the other hand, 90minut.pl seems to the worst portal since there is too much text without any photos or podcasts which are important to me. The website is also not transparent at all’ (Interview no 1, 2012).

‘Portal Sport.pl is fulfilling all the important factors I need; I mean the informativness and the way of conveying the message. Fortunately, it does not include an infotainment. Alternatively, 90minut.pl is the worst since the information is delivered in bad way and the interface is bad for me’ (Interview no 2, 2012).

‘Sport.pl is a complete website for me, but 90minut.pl is definitely the worst one. Zczuba.pl is also the one I do not like since it is not informative at all for me. There is too much infotainment which I do not like’ (Interview no 6, 2012).

‘On Sport.pl everything is clear and transparent. It is quite informative and it contains many multimedia. [...] Zczuba.pl, on the other hand, is full of chaos. I do not understand it. It is not informative at all and it is definitely the worst one from the sample’ (Interview no 8, 2012).

The representatives of both groups agreed also in case of most interesting sport websites from the sampled group of informative sport websites. Both of groups considered Sport.pl as most interesting and worth attention website, whereas Zczuba.pl and 90minut.pl were the least interesting portals. Thus, the motives for choosing websites were confirmed by this case study. Sport.pl included much more articles then other four websites during investigated period of cyber ethnography. Those articles were enriched by videos and photos on larger scale than in case of other websites. The interactivity was also an important issue on this site since they took advantage of many examples of NNM. That has been proved by the netnography method and portal Sport.pl was considered to the most interactive website from the sample.
On the other hand, 90minut.pl and Zczuba.pl did not have many articles, so the informativeness factor could not be achieved in case of those two websites. Additionally, the first portal did not upload any videos or photos. Their stories included only plain text, thus way of conveying the message was poor. This website also proved not to be interactive enough since they did not employ many interactive tools. Although Zczuba.pl had many interactive functions and the way of conveying the message was in form of videos and graphics, it was marked as not interesting website due to overestimating entertainment motive. Their articles contained much infotainment, rumors and not serious information. As this factor was not popular among both groups, the low position of the website ranked by Digital Natives and Digital Immigrants was a confirmation of redundant motive of entertainment. Also, both of the websites are not transparent and it is hard to find the particular information since there are no categories.

5.4 The value of interactivity

In my dissertation I wanted to check how Digital Natives and Digital Immigrants value the level of interactivity on both websites. Generally, as it has been mentioned, the interactivity is valued almost equally by both groups. It is basically a supplement for the websites and it does not determine whether a reader choose the particular website or not. However I have also focused on other issues concerning the interactivity.

‘Interactivity is a possibility of commenting and sharing my own opinion with other readers. Also more and more often possibilities of sharing the article on Facebook page is a form of interactivity, however I rarely do this’. (Interview no 1, 2012).

‘Two way of communication on the portals. I do have a possibility to like the website on Facebook and receive the articles on my wall. I can comment on the articles as well’ (Interview no 5, 2012)

‘Possibilities of marking, judging and commenting on the websites’ (Interview no 7, 2012).

‘I can influence on what is happening on the website. Possibility of commenting or contacting with the author of the article’ (Interview no 6, 2012).

The term of interactivity was well understood by representatives of both groups. The most often repeated features of interactivity were possibility of commenting, contacting with authors, having a fan page of Facebook or having a general impact on what is happening on website. Both Digital Immigrants and Digital Natives read comments given by others, but only Digital Natives write comments under the articles, however they do this rarely: ‘Reading
comments is a good way to find whether our opinion is shared by someone else’ (Interview no 6, 2012). The interviewees shared also their opinion about commenting on the websites or on posts on Facebook. They liked it; however they did not use it often. ‘I usually read comments, but almost never take part in discussion; (Interview no 2, 2012). Commenting is good, but I do not use it (Interview no 6, 7, 2012). Possibility of commenting is appreciated by virtual community not only by writing comments, but often comments are read by websites users to find out whether someone thinks similar to them.

However there are also some cases when opinion given by Digital Natives and Digital Immigrants are not similar to each other when talking about the value of interactivity. For instance, there are some dissimilarities when touching the advantages and the drawbacks of interactivity.

‘It is hard to say. In comments sometimes there are examples of bad language, but this is only a small issue, thus in my opinion there are no drawbacks of interactivity’ (Interview no 1, 2012).

‘Sharing my opinion with others via comments or liking articles is a great profit of the interactivity. I do not see any drawback of the interactivity’ (Interview no 4, 2012).

‘If I had a time for using social networking which is an example of interactivity, I would probably like some websites to get the information to my wall instead of seeking it on website. However, I would have to trust the source since uploading particular information on Facebook is form of gatekeeping’ (Interview no 6, 2012).

‘I am afraid that sometimes language is really bad and pathetic on the comments. It is hard to accept for me. However, the possibility of commenting is a form of the freedom of expression, thus it is important despite bad language’ (Interview no 7, 2012)

‘Interactivity has also drawbacks like anonymity and lack of objectivity in the comments given by some readers. Also bad language is really annoying’ (Interview no 8, 2012).

I have concluded that only Digital Immigrants notice possible disadvantages of interactivity. Apart from journalists’ gatekeeping, they also believe that interactivity contributes to the popularity of slang language which is not considered as good phenomenon for Polish society. Interactive tools like Facebook or Twitter become easily addictive as well and they take a lot of time of younger generation. That is why; Digital Immigrants do not use social networking portals. Additionally, the comments include often objective opinions or even unverified information that confuse both readers and journalists. However, despite those disadvantages
of interactivity, Digital Immigrants still think that the interactivity gives more profits than drawbacks and it is a good step in the evolution of Internet.

Both of the interviewees who are journalists also gave their opinion about the interactivity.

‘Interactivity is still not as important as it should be. Sport is an area of life, it is all about passion so it is good to experience those emotions together with other people via interactive tools like commenting or Facebook fan pages. Interaction is also very important for me because I get a feedback on my work. Sometimes I got even inspired by comments’ (Pol, 2012).

‘At the moment, the interactivity is still not an important motive, however it is developing all the time. I predict that in the future it will become an important motive for our audience so probably we will take an advantage of more interactive tools’ (Mogielnicki, 2012).

They both agreed that the interactivity should be an important feature, but it is still developing nowadays on Polish websites. It is a trend that all websites should follow. Mogielnicki predicted that interactivity can become important motive for readers and in the future portal 90minut.pl will have to take an advantage of more examples of NNM.
6. Conclusion

In this chapter, I have given an account what I have done in my study by summing up the most significant stages of research. I have answered all my research questions and I have referred to stated at the beginning hypothesis. I have connected my results of empirical studies with previous researches relating to similar scientific problems and I have found some similarities and contradictions between them. I have linked my study with some of those described in the literature review chapter. Also, I have related the results of my study to theoretical points from third chapter of this dissertation. Following this, I have included suggestion for further researches.

6.1 The summary of the project

The general aim of this study was to take popular theme for researchers (digital divide, social networking) and conduct a research with linking those areas with concepts previously not used by many scholars (Digital Natives, Digital Immigrants and NNM). In my empirical studies in form of the cyber ethnography and in-depth interviews I wanted to check what motives are important for choosing sport informative websites by group of Digital Natives and Digital Immigrants. The measured factors were the informativeness, the way of conveying the message, the interactivity and the entertainment. Do those motives differ for those group? I have focused on the level of interactivity and its value for both groups.

Additionally, I have checked which of the sampled websites is the most interactive due to the use of NNM. I have also assumed that the interactivity factor was more important for group of Digital Natives than for Digital Immigrants.

In the theoretical framework chapter I have summarized fundamental theoretical points which I took advantage in next chapter. Firstly, NNM (e.g. Facebook or YouTube) are on-line tools that are included as the examples of interactive media The patterns of Digital Native and Digital Immigrants have been mentioned to help with creation of my own patterns of interviewees. Critical stance of Prensky’s concept was mentioned to show in what space the concept of digital divide was introduced as well as to understand others arguments about this concept to see that social theories are not either black or white. It was also contributing when analyzing my results of empirical studies e.g. in different patterns of Digital Native and Digital Immigrant.
Additionally, the motivation to the use of those media has been analyzed in terms psychological and sociological needs in case of consumers and in terms of management policy on the example of policy of newsrooms. These descriptions of NNM together with those issues were important to understand what I have done in my empirical studies in form of cyber ethnography. Similarly, examples chosen by Levinson were mentioned to let me choose in my empirical studies which of them I could have investigated and why.

They were two methods: in-depth interviews and cyber ethnography, however there was only one purpose of the study: the measurements of factors for choosing sport informative websites. Thus, the primary method was the in-depth interviews and cyber ethnography was only a secondary method that was supposed to answer one of the research questions. The sampling strategies for the methods are combination of convenience and snowball sampling. The reasons for my choices of methods, sampling and my account on limitations have been explained on the base of the literature, however I have had critical stance towards the other scholars’ suggestions. The sample of five most popular Polish sport websites has been chosen according to popularity in Poland thanks to database of Alexa and this sample is identical for both methods.

The generalisability, the validity and the reliability of the study have been assessed in my project as well. I consider my study as reliable and valid since the data has been taken from credible sources and the results are stable over the time. The generalisability is not taken into consideration due to non-probable sampling strategy. Limitations of the project have been included and I have shown my way of minimizing them, however I understand that they still persist. The reasons for my choices of methods, sampling and analysis strategies with those have been explained on the base of the literature, however I have tried to have critical stance towards the literature.

6.2 Answering research questions and hypotheses

Based on empirical studies in form of cyber ethnography and in-depth interviews I was able to answer research questions and check whether my hypothesis was well assumed or not. I have answered those questions after having analyzed the empirical studies containing my notes and observations as well as quantitative data in case of cyber ethnography and the data in the form of transcribed interviews in case of in-depth interviews.
6.2.1 The most interactive website

According to the cyber ethnography method, Sport.pl and Weszlo.com were the most interactive websites from the sample of investigated sport informative portals. The only one website (www.sport.pl) used regularly all five examples of NNM, thus due to the usage of this tool I can interpret it as most interactive website from chosen sample. Portal Weszlo.com also have all five examples of NNM, however they only have account on Twitter and they do not use it, so not all interactive possibilities are regularly employed. Alternatively, portal www.90minut.pl is the least interactive website since they only have Facebook fan page and possibility of commenting. Other two sport websites had few on-line interactive tools available. Looking at the fact that interactivity was not the most important motive; we can conclude that Sport.pl was both most interactive and most informative portal since it has been chosen as most interesting by both Digital Natives and Digital Immigrants. Their way of conveying the message was the most transparent and various since it included many graphics, photographs and podcasts, according to interviewees. Journalists working on this portal use also their private examples of NNM like Twitter accounts and blogs, so the interactivity in not only between portal and readers, but also between journalists and users of sport websites. I can conclude that high 18th position of Sport.pl in Alexa’s rank (Alexa, 2012) of most visited websites in Poland was only a confirmation of choices of my interviewees that this website was the most informative, the most transparent, and the most interactive and its way of conveying the message was the most various by included multimedia.

Based on the investigated period of my cyber ethnographic studies, Facebook can be considered as most popular example of NNM used by Polish sport informative portals and by on-line sport journalists. Facebook’s plug-in like it or share appears on all sampled websites. Podcasting, on the other hand is not available only on one website, thus it can be interpreted as 2nd most popular example of NNM. Popularity of Facebook has also been noticed by Social Diagnosis Report which stated that 34% of Poles admit to have an account on Facebook, however popularity of this social networking portal is an effect of appearance Facebook on other websites, for instance in from of plug-ins on websites (Batorski, 2011: 317). As I have proved in my empirical studies, Facebook is used by all sampled sport websites and journalists post on it regularly.
6.2.2 The main motives for choosing websites

‘The way of conveying the message and the informativeness are most important motives for me when choosing sport websites’ (Interview no 1, 7, 2012).

‘The way of conveying the message and the informativeness are the most important since I do have a possibility to get many information which are delivered in an appropriate way. The interactivity is only a supplement, and the entertainment is not important for me at all’ (Interview no 2, 2012).

‘The way of conveying the message and the informativeness are only determinants for choosing particular websites for me. The interactivity is only a supplement for me’ (Interview no 3, 2012).

‘The informativeness and the way of conveying the message are the most important motives for me when I seek for the information. The interactivity is only a supplement, which is still good. But in case of the entertainment, it is definitely not important at all’ (Interview no 6, 2012).

Based on the above passages and results of the empirical studies presented in the previous chapter I have concluded that main motives for choosing domestic sport websites by both Digital Natives and Digital Immigrants are the informativeness and the way of conveying the message. These motives were always placed on the first two positions by both groups. The interactivity was only important as a supplement and it is not a main determinant to choose websites. On the contrary, the entertainment has not even been places as a good supplement. It was usually called as redundant in choosing sport websites.

Thus, my results contradicted Prensky’s assumption that only Digital Natives like more graphics or video instead of texts. My interviews showed that for Digital Immigrants and Digital Natives this motive was equally important, just after the informativeness. Interactivity factor was also important, however only as a supplement, not a main determinant. Many interviewees included also the transparency as an important motive, however not as significant as the informativeness and the way of conveying the message. It was as important as the interactivity. The least desirable investigated motive for both groups was entertainment.

I have compared my results to research introduced in literature review chapter by Hong and Raney (2007). The primary determinants for choosing websites in their studies were informativeness, followed by entertainment. Perceived interactivity exerted relatively small direct and indirect effect on attitudes toward sports website uses (Hong & Raney, 2007). In my case informativeness was also the most important motive, however interactivity factor was
more significant than entertainment. Additionally, two others determinants like way of conveying the message and transparency were taken into consideration by Polish readers of sport websites before the entertainment. Thus, we can conclude that Polish readers of sport websites do not like infotainment and different quizzes on the websites, and this factor is popular among Americans readers of sport websites (Hong & Raney, 2007). Entertainment was only a motive for Polish readers for using social networking portals, but not for choosing particular sport websites.

6.2.3 The value of interactivity for Digital Natives and Digital Immigrants

The project also answered the value of interactivity for groups of Digital Natives and Digital Immigrants. According to my empirical studies, both group valued the motive of interactivity, but only as supplement, not the main motive. The distinction between Digital Natives and Digital Immigrants was that younger generation does not see any drawbacks of interactivity. They took it for granted, as it is. However, the position of Digital Immigrants was a little bit different. I have concluded that only Digital Immigrants notice possible disadvantages of interactivity. Apart from journalists’ gatekeeping, they also believe that interactivity contributes to the popularity of slang language which is not considered as good phenomenon for Polish society. Interactive tools like Facebook or Twitter become easily addictive as well and they take a lot of time of younger generation. That is why; Digital Immigrants do not use social networking portals. Additionally, the comments include often objective opinions or even unverified information that confuse both readers and journalists. However, despite those disadvantages of interactivity, Digital Immigrants still think that the interactivity gives more profits than drawbacks and it is a good step in the evolution of Internet.

The interactivity factor was also closely related to other factors in research carried out by Hong & Raney (2007). However, the opportunity to be involved in interactive features based on real (or perceived) two-way communication such as commenting, chatting, blogging, and online polls are more important for Polish readers of sport websites than for American sport fans.

Additionally, my first hypothesis that the interactivity factor was more important motive for choosing websites for audience fitting the group of Digital Natives than for Digital Immigrants proved to be false. The interactivity is valued equally by Digital Natives and Digital Immigrants in case of Polish readers of sport websites.
6.3 Other connections to the literature

Having done my own templates for both groups of Internet users, there are few issues that I wanted to underline. First of all, age confirmed not to be 100% determinant when talking about Digital Natives and Digital Immigrants, since only about 86% people fitting to pattern of Digital Natives met a condition of age. In addition, people between 21 and 24 can belong to both of the groups. Thus, in this case, I agree to Prensky about the case of age, however Green (2010) noticed that Digital Natives should be born in 1980’s so at the moment Digital Natives could be maximum 32 years old, and in this case all Digital Natives would meet this condition, however some people between 25-35 age range did not have all common features of Digital Natives (number of hours spent on-line or period of familiarizing with Internet), thus I have qualified them as Digital Immigrants. There are also problems with possible Digital Immigrants accent since, according to my survey, more Digital Natives have experienced any example of those behaviors then Digital Immigrants actually did it.

Thus, VanSlyke’s opinion that consumers of Internet not necessary want to fit only into one of those groups, or those groups should be much more diverse (VanSlyke, 2003) confirmed to be true. As he also noticed there are some distinctions between Digital Natives and Digital Immigrants, but those differences cannot be overemphasized. My survey has shown some differences between those groups like number of created accounts on social networking portals or noticing possible drawback of interactivity, however those distinction probably are not as big as Prensky has stated. However, the space of research was different in my study and in Prensky’s study, so as Poland is still developing country, the distinction between those born in digital era and those born before it can be more visible in the future. Green (2010) also noticed that her template of Digital Native refer only to the wealthiest countries like US.

Despite this, I am more into VanSlyke idea that Internet users are diverse due to many more reasons than simply period when they started using Internet. On the first sight, idea proposed by Prensky seems to be logical and clear, however there are many issues and comments connected with this concept that should be critically reflected since I personally think that phenomenon of digital divide between generations exists, however Prensky used too many stereotypes and generalizations in this notion.

The reasons for the interactivity by on-line sport journalists on sport informative websites differed depending on the portal and its management policy. Some of them had domestic rules about usage of interactive tools, but in some case it was only up to the journalist to lead a blog or have a Twitter account or a Facebook fan page. What is interesting, journalists who had a
choice (Sport.pl); they took an advantage of it very often. Thus, study by Domingo (2008) on example of Spanish newsroom that most of the journalists in the traditional media companies were completely separated from audience contact was not confirmed. Garcia (2007), in his qualitative study of two Argentinean on-line newsroom, also concluded that interactivity is not an important aspect for journalists. Sport.pl is also linked to traditional media and journalists who work there have a direct contact with their audience. For journalists working on this portal and 90minut.pl the interactivity was considered to be still developing, but important factor, thus Garcia’s research was also not confirmed.

6.4 Further research

In this section I have given some suggestions for the future research concerning this scientific subject. First of all, I think that similar study should be done using quantitative motives by combination of surveys (large number) and have a random sample to achieve generalisability of the study. Given the time frame I was not able to do this, so I have chosen qualitative methods. Also, I suggest carrying out a research collecting and describing Polish examples of NNM like for instance: NK or Wykop.pl (there are more). Since I was referring to Levinson, thus I did not include those examples. However my study could be a base for comparative study of Levinson examples of NNM and their Polish equivalents.

Research concerning information from examples of NNM like Facebook or Twitter as a source of credible information for journalists should also be studied since my interviewees accounted examples of NNM as an immediate source of news, faster even than press agencies. Similarly, further research should be carried out investigating relationships between examples of NNM like blogging and civil journalism. This concept I have skipped in my research since I believe that it needs own separate research.

In case of Digital Natives and Digital Immigrants I also suggest having quantitative research consisting of large number of survey to investigate exactly the potential differences between those groups. I believe also that those two concepts should be researched within education field since this is what Prensky and in some case VanSlyke were referring to in their publications. Research questions could consider differences between student or oven pupils and their teachers. The way of learning and the way of teaching could be also compared in relation to what Prensky has publicized in his articles.
6.5 Conclusion

My research questions were answered clearly and explicitly, however some queries concerning this scientific problem still remain unanswered. In my project, I have touched upon innovative concepts of *new new media* (NNM) and Digital Natives and Digital Immigrants, in space of Polish country. I have not updated already existing results of the study, but I have filled a gap in the research area concerning digital divide. I have used a genre and space not used by previous scholars and I have referred to Prensky ideas that were not that popular before. I have found similar studies concerning motives to choose sport websites, however it was carried out in space of United States without division into Digital Natives and Digital Immigrants.

Additionally, the other part of my project filled a gap in development of ICT and impact of social networking research areas since concept of NNM is relatively new and scholars still did not include it in many publications. I have focused on the usage of those examples of media on sport informative websites which was not done before, however the possibilities of interactivity on websites were investigated by Garcia (2007) on example of Argentinean online newspapers and by Domingo (2008) on the genre and space of Spanish websites linked to traditional media and those not connected to any traditional media.
Bibliography


Mogielnicki, P., 2012. *The interview about the portal 90minut.pl* [e-mail] (Personal communication, 29th of April 2012).


Appendix 1

LIST OF HYPERLINKS

1. Portal Sport.pl (www.sport.pl)
Facebook fan page: http://www.facebook.com/Sportpl
Twitter account of three journalists working on this portal:
   - Michał Pol: https://twitter.com/#!/Polsport
   - Rafał Stec: https://twitter.com/#!/RafalStec
   - Michał Szadkowski: https://twitter.com/#!/miszowaty
   - Unused official account of Sport.pl: https://twitter.com/#!/sportpl
YouTube channel: http://www.youtube.com/user/SportplWideo
Blogs of journalists:
   - Rafał Stec: http://rafalstec.blox.pl/html
List of podcasts available on website: http://www.sport.pl/sport/0,67450.html

2. Portal 90minut.pl (www.90minut.pl)
Facebook fan page: http://www.facebook.com/pages/90minutpl/155338797841847

3. Portal Ekstraklasa.tv (www.ekstraklasa.tv)
Facebook fan page: http://www.facebook.com/EkstraklasaTV
YouTube channel (unused): http://www.youtube.com/user/EkstraklasaTV
List of podcasts: http://ekstraklasa.tv/ekstraklasa/0,91668.html

4. Portal Weszlo (www.weszlo.com)
Facebook fan page: http://www.facebook.com/Weszlocom
Twitter (unused): https://twitter.com/#!/Weszlo
YouTube channel: http://www.youtube.com/user/WeszloTV
Blogs of experts updated on period of netnography:
   - Wojciech Kowalczyk (ex football player): http://www.weszlo.com/blog/2
   - Radosław Gilewicz (ex football player): http://www.weszlo.com/blog/39
List of podcasts: http://www.weszlo.com/tv

5. Portal Zczuba.pl (www.zczuba.pl)
Facebook fan page: http://www.facebook.com/zczubapl
Twitter account: https://twitter.com/#!/zczuba
YouTube channel: http://www.youtube.com/user/zczubapl
List of podcasts: http://tv.zczuba.pl/zczubatv/0,0.html
Appendix 2

SURVEY

The survey – templates of the Digital Native and the Digital Immigrant in Poland

Material gained here is anonymous and will be used in research carried out by Arkadiusz Szalkowski, MA student of Global Journalism. Survey consists of 4 pages (including this one) and it takes approximately 5 minutes.

Please fill out if you are at least 16, citizen of Poland and at least once a week you use Internet.

1. What is your age?
   a) 16-20
   b) 21-24
   c) 25-35
   d) 36-49
   e) >49

2. What is the last level of your education that you already graduated?
   a) basic school
   b) grammar school (junior high school)
   c) secondary school
   d) high school
   e) BA
   f) MA
   g) M.Sc.
   h) PhD of higher
   i) none of them

3. Which of the mentioned devices do you have or use at home?
   You can pick up more than one answer
   a) computer (laptop, netbook etc.)
   b) mobile phone
   c) smartphone
   d) tablet
   e) mp3, mp4 as separate device

4. How often do you use Internet?
   Pick up the answer that is the closest to your time
   a) once a week
   b) few days a week, but not every day
   c) every day
5. How many hours per week do you spend on-line?
Pick up the answer that is the closest to your time
a) <1
b) 1-5 h
c) 6-15 h
d) 16 – 30 hours
e) >30 h
f) I am on-line 24/7 thanks to my phone

6. Since when have you been using Internet?
Pick up the answer that is the closest to your time
a) since I remembered
b) basic school or grammar school
c) high school
d) since I started my studies
e) since I started to work
f) do not remember

7. How much important is way of conveying the message in articles when choosing websites (graphics, videos form YouTube, own podcasts etc.)
Likert scale when 1 is not important and 5 is very important

8. Which of the social networking portal do you have accounts on?
You can pick up more than one answer
a) Facebook
b) NK
c) Twitter
d) YouTube
e) MySpace
f) Wykop.pl
g) none of them
h) others:

9. Have you ever printed document to edit it instead of editing in on screen?
a) Yes
b) No

10. Have you ever called someone from other room or office to show him/her a website instead of sending them hyperlink?
a) Yes
b) No

11. Have you ever confirmed delivering e-mail by phone call?
a) Yes
b) No
Appendix 3

INTERVIEW GUIDE

1. How much important motive is informativeness when choosing domestic sport websites (number of articles, quality of them, sources)?
2. How much important motive is way of conveying the message when choosing domestic sport websites (graphics, own podcasts, YouTube videos)?
3. How much important motive is interactivity when choosing domestic sport websites?
4. How much important motive is entertainment when choosing sport domestic websites (infotainment, quizzes, and competitions)?
5. What are other important motives for you when choosing domestic sport websites?
6. How do you understand the term of interactivity?
7. How much important for you is possessing fan page on Facebook, Twitter account, channel on YouTube or possibility of commenting when choosing particular domestic sport website?
8. According to you, what are the main profits and drawbacks of interactivity?
9. Please have a look at those websites (Interviewee could look at them before the interview):
   www.sport.pl
   www.90minut.pl
   www.ekstraklasa.tv
   www.weszlo.com
   www.zczuba.pl
Tell me what you like and do not like about those particular websites.

10. Which of the mentioned websites do you like most and why?