

RESULTS OF POLISH COMMUNES WEBSITES RESEARCH

Summary

Majority of Polish communes has own websites. Those pages are used mostly for information and promotional activities, rarely for conducting formalities. The website can be a perfect tool for creating positive image of the commune. The message is addressed both outside (to the tourists and potential investors) and inside (to inhabitants and people who work within this community). The information requirements of those recipients' groups are different. During several last years different authors have analyzed the content and the look of communes websites using various criteria. The criteria that were used and the results of their research are presented.

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