INFORMATION ACTIVITY OF COMPANIES IN ONLINE BUSINESS - METHODOLOGY AND RESULTS

Summary

The present paper has discussed an issue concerning information activity on the Internet. The author of this paper has presented Model of Information Activity on the Internet in order to qualify actions of signalling and screening information on the Internet.

On the basis of the model a questionnaire has been created to research information activity in online business and includes questions concerning: primary and secondary sources of information available on the Internet, Internet tools, techniques of signalling and screening information on the website (e.g. techniques presentation and searching), internal information systems.

The author has presented research methodology and some of the results of the questionnaire survey conducted in May-June 2010 (the questionnaire was sent to 7,546 companies). As a result, 185 surveys were collected. The presented results allow to characterize the companies as for their information activity.

Translated by Marcin Krzesaj