

Use of Social Media in Developing Countries: Internet and Social Media Users in Poland*

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Abstract

The Internet and social media have become part of people's lives all over the world. They contributed, inter alia, to the improvement of access to education and entertainment, but also attracted the attention of entrepreneurs. There has been a shift in the interest of companies from traditional media to media enabling mutual feedback and various activities. Companies use the Internet and social media, for example, for image building and communication based on interaction with customers. However, there are differences between internet and social media users in different countries. Moreover, changes in the number of users and their activity on the Internet and social media are the reason to continue research in this area. This study shows data on Internet and social media users in Poland, including their detailed characteristics, and provides a profile of a typical social media user in Poland.

Keywords: Social Media, Internet Users, Social Media Users, Social Media User Profile.