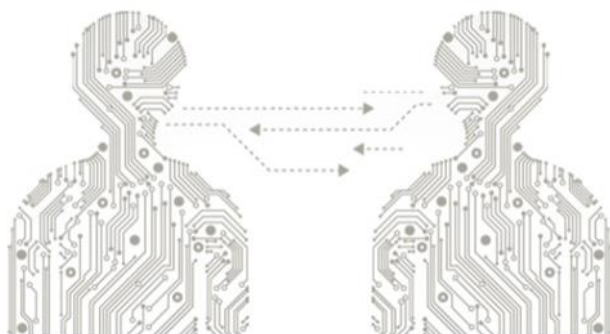


informačné interakcie 2015



[SEMINÁR S MEDZINÁRODNOU ÚČASŤOU/  
WORKSHOP WITH INTERNATIONAL  
PARTICIPATION]

## [INFORMAČNÉ INTERAKCIE 2015/ INFORMATION INTERACTIONS 2015]

[DIGITÁLNE PROSTREDIE A INFORMAČNÁ VEDA/  
DIGITAL ENVIRONMENT AND INFORMATION  
SCIENCE]

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**27. 11. 2015**

BRATISLAVA

UNIVERZITNÁ KNIŽNICA V BRATISLAVE, VENTÚRSKA 1

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# **INFORMATION INTERACTIONS 2015**

DIGITAL ENVIRONMENT AND INFORMATION SCIENCE

WORKSHOP WITH INTERNATIONAL PARTICIPATION

**[Abstracts]**

UNIVERZITNÁ KNIŽNICA V BRATISLAVE, 27. 10. 2015

## **Editors:**

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## **Publisher:**

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Univerzita Komenského v Bratislave  
Bratislava 2015

**Cieľ:**

Seminár sa uskutočňuje v rámci riešenia výskumnej úlohy Modelovanie informačného prostredia digitálnej vedy. Cieľom sú prezentácie výskumných zámerov a projektov doktorandov a diskusia k metodologickým problémom informačnej vedy a praxe informačných služieb a digitálnych knižníc.

Metodologický seminár sa realizuje v rámci projektu VEGA1/0066/15 Modelovanie informačného prostredia digitálnej vedy.

**Vybrané témy:**

informačné správanie vedcov, digitálna veda, otvorená veda, metafory informačnej spoločnosti, publikačné správanie, veľké dáta, open access, akademické repozitáre, sociálne siete, digitálne knižnice, informačná etika, informačná gramotnosť, informačné správanie mládeže

**Aim:**

The workshop is organized as part of the research project Modeling of the information environment of digital scholarship. The objective is to present research aims and projects of professors and doctoral students and discussion on methodological problems of information science and practice of information services and digital libraries.

The methodological workshop is realized within project VEGA1/0066/15 Modeling of the information environment of digital scholarship.

**Selected topics:**

information behavior of researchers, digital science, open science, publishing behavior, big data, open access, academic repositories, social networks, digital libraries, information provision of scholarly communication, information ethics, information literacy, information ethics, information behavior of youth

**Organizátori / organizers:**

**Katedra knižničnej a informačnej vedy, Univerzita Komenského v Bratislave**

**a**

**Univerzitná knižnica v Bratislave**

**Garant / program chair:**

Prof. PhDr. Jela Steinerová, PhD., Katedra knižničnej a informačnej vedy, Univerzita Komenského v Bratislave

**Organizáciu zabezpečuje / organization chair:**

Mgr. Katarína Buzová, PhD., Katedra knižničnej a informačnej vedy, Univerzita Komenského v Bratislave

**Miesto / place:**

Univerzitná knižnica v Bratislave (Ventúrska 1), seminárna miestnosť

**Termín / time:**

27. októbra 2015 od 9:00

Pozn.: Za jazykovú a štylistickú stránku abstraktov zodpovedajú autori.



09.00 otvorenie / opening – Silvia Stasselova (UKB) & Jela Steinerová (KKIV FiFUK) - Information Challenges of Digital Science

- 09.20 Publikační gramotnost začínajících vědců  
(Iva Adlerová, Czech Technical University in Prague, CZE)
- 09.30 Informačné správanie vedcov v digitálnych sociálnych a humanitných vedách  
(Michal Sliacky, Comenius University in Bratislava, SK)
- 09.40 Komunikácia poznatkov prostredníctvom sivej literatúry  
(Marta Dušková, Comenius University in Bratislava, SK)
- 09.50 Informačná etika v teórii a praxi informačných interakcií  
(Františka Tomoriová, Comenius University in Bratislava, SK)

10.00 - 10.15 diskusia / discussion

10.15 - 10.45 prestávka / break

- 10.45 Metaphors for information as terms of the information society discourse  
(Horatiu Dragomirescu, Bucharest University of Economics in RO)
- 11.00 Research 2.0, information overload and information literacy  
(Tibor Koltay, Szent István University, HU)
- 11.15 Ve víru transformace: kapitoly z informační vědy  
(Michal Lorenz, Masaryk University in Brno, CZ)

11.30 - 12.00 diskusia / discussion

- 12.00 Libraries on the semantic web  
(Márton Németh, University of Debrecen, HU)
- 12.10 Zaměřeno se na digitalizované kartografické dědictví  
(Eva Novotná, Charles University in Prague, CZ)

12.20 - 12.30 diskusia / discussion

12.30 - 13.30 obed / lunch break

- 13.30 Interpretativní fenomenologická analýza jako nástroj pro zkoumání čtenářského prožitku  
(Tomáš Bouda, Masaryk University in Brno, CZ)
- 13.40 Pohľad na informačnú explóziu  
(Katarína Haluzová, Comenius University in Bratislava, SK)
- 13.50 Informačné správanie Google generácie  
(Patrícia Stanová, Comenius University in Bratislava, SK)
- 14.00 Problematické aspekty multitaskingu  
(Lenka Duchoňová, Comenius University in Bratislava, SK)
- 14.10 Citování sociálních sítí  
(Anna Motejlková, Charles University in Prague, CZ)

14.20 - 15.00 diskusia, prestávka / discussion, break

- 15.00 Využívanie sociálnych sietí knižnicami na Slovensku  
(Milan Regec, Comenius University in Bratislava, SK)
- 15.10 Perspektíva budovania inštitucionálneho repozitára na Univerzite Komenského v Bratislave  
(Marcela Kopecká, Comenius University in Bratislava, SK)
- 15.20 Inštitucionálny digitálny repozitár ako modelové prostredie pre využitie digitalizovaných zbierok knižníc  
(Henrieta Gábríšová, Comenius University in Bratislava, SK)
- 15.30 Instiucionální repozitář – nová cesta pro služby specializovaných knihoven  
(Radka Římanová, Charles University in Prague, CZ)

15.50 - 16.20 diskusia, záver / discussion, closing

Miesto: Univerzitná knižnica v Bratislave,  
prednášková sála (Ventúrska 11)  
Termín: 27.10.2015, 09:00  
Organizátori: KKIV FiFUK, UKB



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**Iva Adlerová****Information and publication literacy of young researchers**

Information and Publication literacy is one of the essential skills of the young researcher. The question is, what is the situation nowadays and what influences the young researchers publication behavior. Basically, there are three main factors that influences the publication behavior. The first one is the national way of evaluating the scientific work quality. That seems to be the alpha and omega of the publication strategy. This system prefers the quantity of impacted publications, but does not take into consideration the lack of junior researchers experience and high quality results, that could lead to new projects, results and publications. Therefore, the young researcher is in a paradox situation, because of the obligation "to publish something". The creative scientific personality is able to come up with many solutions, but not all of them would meet the publication ethic standards. The second factor of influence consists of different professional practices in a different fields of expertise, which goes hand in hand with communication and team collaboration of the team, the young researcher works in. Finally, the third factor represents the student's personality, moral character and in some cases, intergenerational differences in user habits and behavior in the internet Environment. The influences of all these factors vectors is well reflected on the editorial staff of the scientific journal, published by Czech Technical University (CTU), where young authors submit their publications. Editorial office is part of the Central Library, and also participates in the education of PhD students. The criterion for the quality of our work is publishing university peer-reviewed journal as a platform for high-quality publications with all the publishing standards, which helps young scientists succeed in international scientific community. This contribution presents a first insight into this interesting and complex issue, which is the subject of future research.

*Ing. Iva Adlerová**Ústav informačních studií a knihovnictví, Univerzita Karlova v Praze**Ústřední knihovna, České vysoké učení technické v Praze**iva.adlerova@cvut.cz***Tomáš Bouda****Discovering readers' reading experience using Interpretative phenomenological analysis**

Author presents concrete qualitative research design used in his dissertation theses regarding reading in digital age. Nowadays digital documents, which are perceived by a reader from interactive screens on tablets or e-readers, differ radically compared to print materials. The main object of study is to describe and evaluate a role of haptic and tactile experience while reading digital document which lack its physicality. And how do readers perceive and experience phenomenon of reading using technology, which separates digital document and reader's mind. Author's theoretical roots are based in phenomenology and hermeneutics. He presents method of Interpretative phenomenological analysis (IPA) as an appropriate tool for discovering experience and meaning of exposed phenomenon of reading from digital device. Personal tips about process of gathering and analysing data using semi-structured interviews are presented.

*Mgr. Tomáš Bouda**Kabinet informačních studií a knihovnictví, Masarykova univerzita v Brně**tomas.bouda@phil.muni.cz*

**Horatiu Dragomirescu****Metaphors for information as terms of the information society discourse**

In the 21st century, information society is an outstanding topic of the scientific, political, and civic reflection and action and thus it ranks high on both the research agenda and the public agenda at national and international level. An active discourse peculiar to the Information Society is developing; it operates not only with technical terms pertaining to the converging technologies of computers, telecommunications and digital media, but also with metaphors that significantly increase its intellectual richness and impact. According to Lauer (2001), "information is the sort of concept that lends itself to metaphorical expression." Information flows, information as resource, information superhighway, information flood and other terms in this range are worth being considered with respect to their intrinsic vocation of conveying complex meanings, but also as instruments for trans-domain conceptual mapping.

*Prof. Horatiu Dragomirescu**Bucharest University of Economic Studies**dragomir@ase.ro***Lenka Duchoňová****Problematic aspects of multitasking**

Modern technologies became a natural part of our life. Their progress reflects itself in personal, professional but mainly in social life. In recent years we can observe great shift in the way how people consume the media. Behind this change lies an interesting possibility of multitasking. Concept of multitasking can be labeled as multidimensional. Scientists with the help of wide-ranged studies and researches try to specify symptomatic effects on various levels (behavioral, neurological, cognitive and psychological). This entry elaborates problematic questions of multitasking. The author on the basis of analysis, synthesis of scientific literature and following implication, points out the problematic areas of the realization of a research focused on multitasking behaviour.

*Mgr. Lenka Duchoňová**Katedra knižničnej a informačnej vedy, Univerzita Komenského v Bratislave**duchonova11@uniba.sk***Marta Dušková****Knowledge communication through grey literature**

Grey literature indicates such types of documents, which are intended to small groups of experts. It is published in small release in print or electronic forms by non-traditional publishers. Impact of the development of information and communication technologies, the Internet and electronic publishing are constantly being new types of documents that can be described as grey literature. The existing typology of grey literature contains more than 150 types of grey literature. We expect that in the future will give rise to new types of documents, so it is very difficult to define exactly this kind of literature. In addressing the dissertation knowledge communication through the grey literature we are trying to map a theoretical framework grey literature (individual definitions, typology, characteristics of grey literature, the effects of Open Access and Open Science). We also aim to implement bibliometric research of selected types of grey literature in Slovakia. We will focus on three

groups of documents which we will examine: scientific papers in conference proceedings, scientific research reports, dissertations and habilitation works (theses). The aim of our research is to study publication behavior of university teachers by means of selected types of grey literature. The basis for quantitative research is the Central Registry of Publication Activity and Central Registry of Theses, which are built at the national level. So we get a picture of the publication behavior in the academic environment in Slovakia. Through bibliometric research we will monitor indicators such as number of publications, an area of research issues, and the co-authorship. We believe that through qualitative (bibliometric) research we obtain qualitative information on the publication behavior in the academic environment. Bibliometric research will be completed with questionnaire survey, which aims to find out whether and to what extent publish university teachers selected grey literature documents. Based on the research results we can draw some generalizations regarding the publication behavior in the academic environment in selected types of grey literature.

*Mgr. Marta Dušková*

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**Henrieta Gábrisová**

### **Pamäťové a fondové inštitúcie na Slovensku – správa, uchovávanie a využívanie digitálneho obsahu**

Príspevok sa bude zaoberať prieskumom digitálnych knižníc a iných typov úložísk (repozitárov) vo vedeckých knižniciach, archívoch a múzeách na Slovensku a sumarizuje prístupy k uchovávaniu a využívaniu týchto nástrojov na uchovávanie digitálneho obsahu v porovnaní s prístupmi v Európe a vo svete. Využívanie digitálneho obsahu z digitálnych knižníc je podmienené legislatívnym rámcom, ale aj systémovými krokmi a modelmi, ktoré sú založené na zdieľaní metadát a snažia sa reálne využívať princípy interoperability. Príspevok naznačuje úlohu inštitúcií v procese správy, uchovávania a využívania digitálneho obsahu na Slovensku.

*Mgr. Henrieta Gábrisová*

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**Katarína Haluzová**

### **View on information explosion**

Information explosion is a long-standing phenomenon, which more or less significantly affects a person's life. The aim of the paper is to present the phenomenon in several social contexts. One of the most interesting is the subjective view of contemporary young man. That we have gained through the implementation of research methods - semantic differential.

*Mgr. Katarína Haluzová*

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**Tibor Koltay****Research 2.0, information overload and information literacy**

The widespread availability and use of information and communication technologies, in particular technological innovations brought about by the Web 2.0 influence the nature of scientific inquiry. The abundance and relatively easy access to research data in the natural sciences, social sciences, as well as the arts and humanities made research heavily data-intensive, as well. These changes are reflected by the term 'Research 2.0' (also called eScience or digital scholarship). Information overload that can be defined as an impediment to efficiently using information due to the amount of relevant and potentially useful information available has much earlier origins. Notwithstanding, researchers often struggle unsuccessfully with the storage of an ever-growing volume of documents and data that they use and produce, thus information overload did not cease to exist and affects researchers to a substantial extent. Notwithstanding, information overload is not only a question of quantity, but there is a qualitative aspect of it, which can be lead back to the failure to filter information, thus has to be counterbalanced by applying appropriate information literacy skills, the scope of which is broadened by data literacy. The presentation will explain these issues, based on a new book to be published soon, titled 'Research 2.0 and the future of information literacy'.

*dr. habil Tibor Koltay, PhD.  
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**Marcela Kopecká****The perspective of building institutional repository at Comenius University in Bratislava**

The work is focused on possibilities of building of institutional repositories in scholarly environment in Slovakia, particularly in the case of Comenius University in Bratislava. Institutional repositories represent a new communication channel and important tool not only for preservation, accessing and sharing scientific and scholarly information, but also they can have impact on increasing prestige of the institution, scientific community or the author. Publishing of the research outputs in institutional repositories influences also the publishing behaviour and spreading of information in the academic community. The author presents a few basic results of the research performed at the Comenius University in Bratislava. The research aimed to explore the interest of researchers of the University in various disciplines to publish via Open Access and institutional repositories. According to the survey, most employees would appreciate building a repository on the university. The survey uncovered their preferred features in IR and also barriers that discourage the employs from using it on the present.

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**Michal Lorenz****In whirl of transformation: fragments of information science**

Development of information science is divergent in contrast with predictions of traditionally-based model. The field is in transformation. It extends its jurisdiction and concurrently obscures its boundary. It is growing more wider than deeper. Commentators argue for subject and nature of

information science including its interdisciplinarity. The basic issue is identity of information field shaped by information wars and status of information science as metascience. Transformation of field is introduced from crisis point of view anchored in historical context. Formation of information profession is illustrated by cases of librarians, documentalists, archivists and information scientists. The peak of field transformation represents i-school movement. The aim of this contribution is analysis of possible development strategies with respect to dynamics of information landscape.

*PhDr. Michal Lorenz, PhD.*

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### **Anna Motejlková** **Social networks citing**

Publishing new knowledge, discoveries and results of research activities is an integral part of scientist's job. Social networks can serve as one of the publishing channels. They are becoming more and more popular, more than 2 billion people use them worldwide. Social networks are primarily used for quick sharing of various types of information to a wide audience on the Internet. Their use can be found also in science and research today. Researchers use social networks mostly for looking for recommended publications in their field, share links to their own publications, looking for potential new colleagues for collaboration and discuss the results of their research. Social networks enable scientists also to quickly, openly and without any restrictions publish the latest results of their research and share it with the rest of the world. This makes from social networks very useful publishing tool. Publishing usually goes together with citing the source literature. With growing trend of use of posts on social networks as one of the publishing options will also grow the need to cite these new sources of information. According to available information resources area of social networks citing hasn't been sufficiently explored and standardized yet. There are just some recommendations how to cite selected social networks using some of citation styles (e.g. APA, MLA or Chicago). Another issue is the possibility of including various types of information that can be shared via social networks into commonly used citation formats such as RIS, EndNote, BibTeX and others.

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### **Márton Németh** **Libraries on the semantic web (short concept of a Phd project)**

I am starting my Phd studies from September 2015. in Debrecen, Hungary in the Doctoral School of Informatics that can accept digital library related topics through the researchers from the LIS department at the Faculty of Informatics. I would like to introduce my basic ideas about my PhD project. I may focus on the main challenges that initiated by the new document description and data exchange standards related to the library management systems and digital archives (repositories). I am not planning a traditional presentation, but I would like to describe some main challenges and elaborate some ways of my future research activities. The appearance of semantic ontologies, new type of namespaces based on RDF/XML metadata description and the several types of application

that based on it (in connection with the Linked Open Data conception) are appearing as a gateway to the semantic web universe. It also means the introduction of some new ways in information search and retrieval, and digital document management. The harmonization of the traditional data exchange standards with the new semantic web-compatible environment seems to be an essential task. Interesting experiments can be realized in many European countries (mainly in Scandinavia) for the implementation of the BIBFRAME standard conception (developed by the Library of Congress in the US). The Swedish National Library started to convert its national catalogue to Linked Open Data and semantic web compatible structure. The National Széchényi Library also made projects in this field. Now the Hungarian National Museum is a main partner of the ALIADA project that offers simple tools for cultural heritage institutions to convert and share their data to semantic web and linked open data compatible format. I would like to realize the main ways and challenges to introduce and implement new semantic paradigms through data exchange formats and other tools, and in connection with it, how we can re-establish the traditional structures. Transition from MARC to the new semantic-web based structures also means a paradigmatic change of professional mind. It is also not an easy task just to give up important professional standard practices after several decades. (I would like to introduce some examples about it in my conference presentation). The appearance of new standard environments also opens the way of closer collaboration within the cultural heritage sector among libraries, museums, archives. A key challenge is that data must be set beyond their traditional institutional environment to a global semantic cloud. The new set of practices can be an essential part of the daily workflow in any kind of cultural heritage institutions. The different kind of traditions the status of openness, the copyright challenges makes difficult to answer to the current challenges form the institutional challenges. An important aspect also is the transformation of the library management systems. I would like to investigate how the new semantic standards and conceptions are appearing in the system environments (Ex-Libris, OCLC, local, regional systems just as QULTO in Central-Europe).

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**Eva Novotná**  
**Aimed at digitized cartographic heritage**

The contribution introduces the way of making the special cartographic documents of the Faculty of Science in Prague accessible within the TEMAP project. Certified methodologies reflecting cataloguing rules Resource Description and Access (RDA) for the description of cartographic documents as well as for old maps, atlases and manuscripts were created. The digital archive and user copies are taken in accordance with the copyright law on a certified flatbed scanner in the highest accuracy. The possibilities to scan globes were tested. The maps are made available through Digital University Repository of Charles University in Prague. The work is being done on a map portal. Cartographic measurements are in progress or a competition in georeferencing is taking place. E-learning courses are prepared as well. 55,000 bibliographic records have been created within the project. 60,000 maps, 90 atlases and 8 globes were digitized and made accessible.

*Mgr. PhDr. Eva Novotná*  
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**Milan Regec****The Use of Social Networks by the Libraries in Slovakia**

In the pilot research, we have analyzed the activities of selected 211 Slovak academic, scientific and public libraries on social networks. Among them, the greatest proportion of libraries is using Facebook (40%), but relatively high number of profiles was present also on Foursquare and Google+. For the purpose of the research data from the "About" sections on social profiles as well as libraries' websites were collected manually in a distributed manner with the help of LIS students. Next, data from Facebook Fan Page profiles were harvested with automated tool Fanpage Karma. The evaluation was based primarily on the statistical examination of raw data with the use of statistical software IBM SPSS and Statgraphics Centurion. Altogether we have collected and analyzed 7606 status updates from 83 libraries published during the one year period from 1. 3. 2014 to 28. 2. 2015. We have found out the most frequent and successful posts contain an image. Videos are highly successful, however severely underused by libraries. The highest level of reaction from users was observed on posts published on Tuesday and Sunday afternoon, however, the later was not statistically significant due to the lack of data. There were also significant differences between various types of libraries, for example, scientific libraries were having successful posts only up until Thursday noon. For all libraries, people tend to react more on posts published until early noon, which can be best demonstrated on the number of comments. During the afternoon and evening, people perform only simple forms of interaction more typical for the mobile devices. We have found an insufficient level of linking social network profiles with their websites. Only 7% of posts had 10 or more reactions from the users (fans), however, posts informing about future events which compromised the majority of all posts, had significantly less interaction and smaller reach. Much more successful were posts reporting on past events, competitions and other interesting content, even if not relevant to the libraries but providing emotions to the readers. Harvested database and collected data are published freely for future comparative study and further research.

*Mgr. Milan Regec**Katedra knižničnej a informačnej vedy, Univerzita Komenského v Bratislave  
milan.regec@gmail.com***Radka Římanová****Institutional Repository - a new way for the services of special libraries**

Based on promising research services specialized libraries, it was found that, as in traditional librarianship, remains the main task of the library working on a document, document services. This work, however, the library is transformed into a digital environment. Maintaining continuity of the work of the library in the digital environment, linking traditional funds and digital is the task of today's specialized libraries. Research on a new typology of services in addition to dealing with the issue of transformation processes reference services to remote users and conflicting needs of large repositories centralization of services and individual services tailored to a specific target group. Work brings arguments regarding the qualification and competency framework, staff specialized library.

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**Michal Sliacky****Information behavior of scientists in digital social sciences and humanities**

The aim of this presentation is to inform professionals about continuation of scientific research that focuses on the information behavior of scientists in digital social sciences and humanities. In addition to a reminder of the main and particular objectives of research and formulation of the scientific problem of this research is the content of this paper and that is the designed original conceptual map. It will be used for the needs of doctoral research. Its goal within information ecology is to find a tool for better understanding and solution of scientific problems related to the phenomenon of information behavior and examining the differences between scientists from different disciplines. The point is in formulation and identification of differences that can be seen in the information activities between scientific domains / disciplines – with a focus on scientists in digital social sciences and humanities (science 2.0). It places the emphasis on conceptual and terminological mapping the basic themes, on problems of formulating the research questions and to management of their own research project. The presentation is focused on the research methodology and the practical application of selected methods of research. The research questions of the questionnaire survey as well as topics of structured interviews are there presented.

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The aim of this paper is presentation of research intentions in the field of information behavior of the Google generation – which is also the title of the dissertation thesis. Another aim of this paper is to present results of a survey, which was conducted as a pilot study of the dissertation thesis. At the beginning of the presentation, main concepts related to the issue of information behavior of young people are introduced. These concepts are information behavior, information ground, information literacy and especially “Google” generation itself. Subsequently, selected domestic and foreign researches related to the problematics are presented and own research methods are defined. In the end, results of a short survey conducted on a narrow sample of respondents are presented. Over 52 students were given a hard copy of the questionnaire and were involved in making of this pilot study. Based on the results of this survey a model of information behavior of the Google generation was designed, this model will be further adjusted during next phases of the research.

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**Jela Steinerová**  
**Information Challenges of Digital Science**

Introduction. Open science and digital science are challenges for research in information science and relate to digital information in workplaces. New models of communication of scholarly information emerge. Many authors presented new models of scholarly communication based on big data (e.g. Borgman 2015) or on issues of sustainability of scholarly information (Chowdhury 2014). It is clear that better understanding of changes and challenges of scholarly communication and information behavior of researchers is required. We can ask – what features matter and how to broaden the conversation on information creation and use in scholarly work. The aim of this work in progress is to enhance information use and design new systems and services. Problem statement. Our main research questions are articulated as follows: How can we build a new conceptual framework for modeling information environment of digital science? Which differences in information behavior of researchers from different disciplines can we identify? Which patterns of online information use and publishing are typical for them? How to design new services, tools and systems as part of knowledge infrastructure of digital science? Methodology. Conceptual modeling was applied, semi-structured interviews with scholars are planned and experimental conceptual mapping and terminological analyses are planned. Results. Information interactions between people and information objects can lead to changes in workflow of the research processes and require new research and methodological literacy and information skills. Several conceptual models of digital scholarship emerge and will be synthesized with data from empirical surveys.

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**Františka Tomoriová**  
**Information ethics in theory and practice of information interactions**

The subject is information ethics, outlined are basic theoretical approaches and definitions. The main part consists of problematic aspects of information ethics in traditional and electronic environment. The emphasis is on the problem studied, which is depersonalisation of the agent in electronic environment and on the questions of responsibility of moral agent in electronic and traditional environment in comparison. Methodology of the research consists of selected methods, which are of qualitative and quantitative character: questionnaire and semi-structured personal interview. Selected methods are described and their selection justified.

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