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Internet usage styles and attitudes toward globalization[2]

Abstract:

Our article discusses the research results aimed at finding relations between Internet usage styles and attitudes toward globalization. The research included 597 people, aged 15 to 39 years, from Poland by using two methods: 1) The World-I Questionnaire (by A. Senejko, Z. Łoś) to diagnose attitudes toward globalization (accepting, critical, fearful); 2) The Internet-Interpersonal Relations Questionnaire (by D. Chmielewska-Łuczak) – diagnoses four categories of Internet usage styles (distanced, frustrated, omnipotent, ambivalent).

The research was based on an idiographic analysis focused on the results obtained for the specific people under examination.

The results revealed the relationships between the distanced and omnipotent Internet usage styles and the accepting attitude toward globalization; between the frustrated style and the critical attitude; and between the ambivalent style and the fearful attitude toward globalization. The ensuing discussion can be used to increase Internet user awareness that it is necessary to look for a strategy for coping with the challenges posed by the Internet that is best adjusted to a particular individual. The competence in choosing such an appropriate strategy is a valuable asset for any contemporary manager who would like to target his or her offer at a variety of customers representing different Internet usage styles.

Keywords:

attitudes toward globalization (accepting, critical, fearful), Internet usage attitudes (open, overwhelmed), styles of using the Internet (omnipotent, ambivalent, distanced, frustrated)

Streszczenie:

Artykuł przedstawia wyniki badań z udziałem 597 osób w wieku 15-39 lat, pokazujące powiązania pomiędzy postawami wobec globalizacji a ustosunkowaniem do użytkowania Internetu. Postawa wobec globalizacji jest tu definiowana jako subiektywne ustosunkowanie do różnych przejawów zglobalizowa-

nej rzeczywistości (ekonomicznych, społecznych, kulturowych, politycznych, psychologicznych) będących treścią osobistego doświadczenia. Ustosunkowanie do użytkowania Internetu określamy natomiast jako wyjściową dyspozycję do doświadczania (poprzez spostrzeganie, odczuwanie i zachowanie) rzeczywistości wirtualnej w kategoriach wyzwania (ustosunkowanie otwarte) lub zagrożenia(ustosunkowanie przytłoczone). Postawy wobec globalizacji były badane za pomocą Kwestionariusza „Świat -Ja", gdzie wyróżniono trzy skale: akceptującą, krytyczną i lękliwą postawę do globalizacji. Ustosunkowanie do użytkowania Internetu zbadano za pomocą kwestionariusza „Internet- Relacje Interpersonalne", gdzie wyróżniono dwie skale: ustosunkowanie otwarte i przytłoczone do użytkowania Internetu. Na podstawie uzyskanych wyników (wysokich) otrzymanych dla każdego badanego w dwóch skalach ustosunkowania do Internetu, wyróżniono cztery style użytkowania Internetu (zdystansowany, sfrustrowany, omnipotentny i ambiwalentny). Wymienione wyżej skale dla obu kwestionariuszy zostały wyróżnione za pomocą analizy czynnikowej z rotacją varimax. Na podstawie przeprowadzonych badań można stwierdzić, że zarówno staż użytkowania Internetu jak i wiek osób badanych wiążą się z postawami wobec globalizacji i stylami użytkowania Internetu.

Słowa kluczowe:

postawy wobec globalizacji (akceptująca, krytyczna, lękliwa), ustosunkowania do użytkowania Internetu (otwarte, przytłoczone), style użytkowania Internetu (omnipotentny, ambiwalentny, zdystansowany, sfrustrowany)

Introduction

This paper explores the possible relations between the attitudes of people aged 15 to 39 years toward globalization and their attitudes toward using the Internet – contemporary globalized reality's most commonly used product and tool.

For a dozen or so years, globalization, defined as a process of strengthening relations and growing interdependence on a worldwide scale (Giddens, 1990; 1991), has attracted keen interest from scholars representing various disciplines of science, and more recently also from sociologists and psychologists (see, for example, Bauman, 1999; 2000; Fukuyama, 1992; Giddens, 1990; Wallace, 1999; Arnett, 2002; Turkle, 2005). The media, Internet, and mobile phone development has been accompanied by a gradual intermingling of cultures, which has also stimulated profound social changes. They are expressed in changed social customs, blending value systems, developing a popular culture that sets new trends and fashions, creating a consumerist lifestyle that promotes itself in advertisements, and in propagating behavior not necessarily advantageous to individuals or to society at large.

Materials and Methods

Manifestations of globalization

As a rule, those scholars depict the present time as a phenomenon that is heterogeneous, dialectical, and full of contradictions and reactance (Giddens, 1991; Bauman, 2000). The

following list of dialectical characteristics of the present reality may be offered in an attempt to make sense of this paradoxical contradictory diversity:

Globality versus locality: interdependence on a worldwide scale is accompanied by centrifugal processes, the desire ethnic groups have to preserve their identity, and so on – but also the reciprocal influence between the global and the local (glocalization[3]);

Unification versus fragmentation: globalization facilitates a uniform culture creation, but it also enables individuals to emphasize their identity, "breaking out" of the unified whole (see anti-globalization movements according to Castells [2000; 2004] as a networking result);

Control versus powerlessness: a number of global institutions control the processes that influence the entire world; on the other hand, growing powerlessness against global risk can also be witnessed;

Authority versus uncertainty: a growing need for authority and experts is accompanied by methodological doubt, undermining authoritative roles, and creating revisionist ideas, methods, and so on;

Devaluating the past and the future versus the primacy of the present: globalization processes are so qualitatively new that the past, preserved in traditions and culture, is no longer regarded as a signpost for the present or, even more so, for future social and individual development. The present, therefore, is that which should be fully utilized by people who are tasked with shaping their identities (Giddens, 1991; Bauman, 2000; Arnett, 2002; Dasen, 2000; Szlegel, 2001).

Attitudes toward globalization in Poland

It is often emphasized (see, for example, Bauman, 2000; Fukuyama, 1992; Arnett, 2002, 2003) that globalization also affects the individual's personal life, influencing how they think about themselves and their relations with others. This provides both opportunities and threats (Łoś & Senejko, 2013).

It is assumed in our study that the diverse ways in which globalization influences the individual's life and development depend most of all on the individual's <u>attitude</u> toward those processes. It is this assumption that forms the basis for the World-I Ques-

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[3] Glocalization – the effect of globalization resulting from the tension between the local and the global. Initially, the term had only had an economic connotation and signified the process of adapting global marketing strategies to individual localities. The term was transferred to the field of social sciences by Roland Robertson, who defined glocalization as an adaptation of global actions to local conditions. Its philosophy can be best summarized by the catchphrase: "think globally, act locally". Various complex processes occur within glocalization: interpretation, translation, mutation and adaptation of global contents, as well as delocalization. It also gives rise to indigenization (localization), creolization (mixing), and hybridization (Robertson, 1994).

tionnaire developed by Alicja Senejko and Zbigniew Łoś. The following three attitudes toward globalization can be distinguished:

a/ *accepting* (focusing on the positive aspects, benefits and opportunities that are made available by functioning in the globalized reality);

b/ *critical* (focusing on the threats posed by globalization and an active or passive protest against its negative aspects);

c/ *fearful* (focusing on the fear caused by various aspects of the globalized reality, the uncertainty if one can cope with the challenges created by globalization).

In Poland, two major political phenomena have exerted considerable influence on the psychological condition of young people within the last two decades. The first was 1989 when the political system changed and the country embarked on democracy, while the second was Poland's joining the European Union in 2004. In principle a positive phenomenon, Poland's political transformation brought a lot of negative experience to the social life in the 1990s. This affected mostly young people, who, having no authorities or mentors with knowledge adequate for the changing conditions, faced challenges that were difficult to handle. They could not even rely on their parents, who were focused on their own everyday problems and desperately seeking their place in the new reality. It is also important to remember that the period witnessed increasing social differences and negative inequities . In contrast, Poland's accession to the EU opened up opportunities for many people to improve their living conditions and fulfill their dreams. Open borders, the possibility to study and work in Western Europe and the opportunity to contact their peers living abroad and to compare their lifestyles and living conditions, all were positive influences on young Poles. On the other hand, insecurity concerning the economy, vague criteria for determining social and professional success, as well as an uncertain and unforeseeable future, all have contributed to the fact that young people today are disoriented and full of doubts (Oleszkowicz & Senejko, 2013).

The Internet as a tool of the information society

Our article focuses on the Internet's role and its influence on communication between people[4]. We emphasize that globalization is an outcome of political, economic, cultural, and social processes. Globalization has gained momentum due to the progress made by information and communication technologies, particularly the Internet, which has considerably increased the speed and range of human interactions worldwide.

The Internet is both a manifestation of globalization and a factor initiating it. Other processes are currently underway that, by increasing access to information, offer "Inter-

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[4]   The enormously dynamic development of the Internet took place within just thirty years. Being increasingly efficient in satisfying people's needs, the Internet transforms their behavior, perceptions, and functioning – and these changes reach beyond the virtual reality (Turkle, 2011).

net support" serving to shape a society embedded in globalization. This quantitative change translates into a qualitative one – participating in creating an information culture may stimulate and give new dynamics to democratic processes and become a driving force for "globalization with a human face" (Korcz, 2005).

The three most distinctive Internet characteristics are that it reduces time and space dividing people, creates interactive online activities, and makes available a wealth of easily accessible information.

Rather than a radically new medium, the Internet is a transmedium – a place where older media digitally combine. It is due to its complexity, sensitivity, and enormous dynamics that the Internet is currently perceived as a new quality (Sokołowski, 2005).

Most crucially, the Internet has transformed social relations. It has made obsolete the principle that information is produced and stored in particular centers, has introduced new subjects to public discourse (by providing people with the means to create and process information), and has enabled the receivers of information to function in a new capacity as both creators and subjects (Sokołowski, 2003; Sokołowski, 2005; Tomsia, 2008; Krawczyk- Bryłka, 2009; Shirky, 2008; 2010; Bernstein, Monroy-Hernandez, Harry, Andre, Panovich, & Vargas, 2011; Bhuiyan, 2011; Burgess & Green, 2009). What is more, a new category of culture participants has emerged: they are transmitters, who provide information and work with the final image (and its importance) by replicating, multiplying and mutating cultural memes (Blackmore, 1999; Brodie, 2004)[5].

But apart from the new opportunities it offers, scholars also underline the emotional, social, behavioral and cognitive problems associated with Internet use. These problems are the consequence of a disturbed ability to self-regulate with respect to individual commitment to Internet or computer activities (cf. Young, 1998; Morahan-Martin, 2005; Shaw & Black, 2008; Szmigielska, 2008; and others).

Characteristics of Internet communication

In the literature on the subject, the characteristics of communication through the Internet are described by sociological models, the most popular being Computer-Mediated Communication[6] (Hiltz, Johnson, & Turoff, 1986; Rice & Love, 1987), but they are also analyzed from the psychological perspective, emphasizing the users' reactions to an incomplete interpersonal situation in the Internet environment. Particular attention should be given to the "cold impression" on the Web (after Wallace, 2005), the "Net effect" de-

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[5] Meme – a term introduced by Dawkins, designating a replicator that spreads similarly to the transmission of genes (Dawkins, 1976, continued by Blackmore, 1999 and Brodie, 2004).
[6] Computer-Mediated Communication (CMC) – a term introduced by the Social Presence Theory (Hiltz, Johnson, & Turoff, 1986; Rice & Love, 1987).

scribed by Aboujaoude (2011),[7] the disinhibition effect (Lea, O'Shea, Fung, & Spears, 1992, after Johnson, 2009), both toxic and benign, according to Suler (2004), the duality function in the Internet environment (feeling isolated and being in contact) described by Turkle (2011),[8] and escalated narcissistic traits (Buffardi & Campbell, 2008).

It is on such an understanding of Internet communication that our study was based in an attempt to diagnose the general attitude toward Internet use expressed in two orientations: openness to various opportunities and functions offered by the Internet (*open attitude*), or the feeling of being dominated by the Internet and losing control over its processes, which overwhelm the user (lack of control over the influx of information as well as over one's reactions and behavior, both his or her own and the partner's – *overwhelmed attitude*).

The second factor that we explored was the attitude toward globalization (*accepting*, *critical* and *fearful*). Whereas globalization appears to be a macrosocial and cultural phenomenon, which is superior to the individuals' psychic processes, one's attitude toward globalization is a subjective psychological phenomenon – one which, in our opinion, is not among the most important psychic processes. It is assumed that the attitude toward globalization is interrelated with other experienced human dimensions, such as experiencing self-efficacy, interpersonal approval or the Internet environment. Therefore, it is not one-sided cause-and-effect relationships, but rather reciprocal ones, that should be expected to exist between the variables examined. Furthermore, such an analysis would emphasize a relative advantage of one phenomenon over others.

The problem being dealt with was operationalized in such a way as to measure experiences in using the Internet (Internet usage styles) by applying the Internet-Interpersonal Relations Questionnaire, and examining attitudes toward globalization by using the World-I Questionnaire.

Aim of the study, research questions and hypotheses

The study aimed to explore whether there is a relationship between Internet usage styles and attitudes toward the experienced globalization. The literature provides no previous research that offers such a perspective on the subject. The question concerning the exist-

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[7] Aboujaoude describes the "Net effect" as comprising impulsivity, dissociation, disinhibition, grandiosity, narcissism, darkness and regression (Aboujaoude, 2011).

[8] Suler (2004a, b) distinguishes benign disinhibition and toxic disinhibition. One of the reasons for disinhibition on the Internet is the feeling of anonymity, which enables people to separate their online activities from their personality and individual lifestyle. As a result, they feel less vulnerable to getting hurt and thus are more willing to open up and express their emotions. Negative disinhibition may share certain points of convergence with the "Net effect" explored by Aboujaoude. In contrast, although it has the same cause, positive disinhibition gives rise to many positive emotions and experiences – people become more confident and affectionate, more willing to open up to others and less guarded about their emotions. They make friends, fall in love and help others more often.

ence of such relations is a complex one, since people experience the Internet in a direct and personal manner, whereas globalization is experienced indirectly and requires an extra-personal world-view perspective to be adopted. With respect to the above aim, the following research questions and related hypotheses were proposed:

Research question no. 1

What characteristics do the people under examination have as regards their attitudes toward globalization and toward the Internet, taking into account their ages and length of Internet experience?

Since most respondents are young people, under thirty-nine years of age, it was assumed that a relatively higher percentage of them would be characterized by an open attitude, expressing both acceptance of globalization and an open Internet usage style (see the research results on the development of identity and the dominant informational identity style for people aged 17 to 35 years – Berzonsky, 2012; Oleszkowicz & Senejko, 2011).

Hypothesis no. 1: Regardless of their age and length of Internet experience, most respondents will exhibit an accepting attitude toward globalization and an open attitude toward using the Internet.

Research question no. 2

Since it was assumed that the attitude toward the Internet may be expressed in particular usage styles (*distanced*, *frustrated*, *omnipotent* and *ambivalent*)[9], the second research question was formed as follows:

What characteristics do people under examination have regarding the four styles of Internet use, taking into account the respondents' age and Internet experience?

Because no current results enable us to advance a hypothesis about usage styles concerning age and Internet experience, no specific hypothesis was proposed in relation to the second question.

Research question no. 3

What are the relations between styles of Internet use and attitudes toward globalization?

It was assumed that the above-mentioned styles are related to various attitudes toward globalization, a relationship that is addressed in the third hypothesis.

Hypothesis no. 3: People characterized by different Internet usage styles will exhibit different attitudes toward globalization.

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[9] According to Turkle, technology and the unique medium of the Internet largely contribute to the fact that people avoid closeness in their relations with others and that they feel both alone and surrounded by other people at the same time. They perceive others as objects to which only limited access can be acquired, or rather, that access can be acquired to the "elements" of these objects that the other person engaged in the relationship deems useful, funny or soothing (Turkle, 2013).

The methodological tools used in the study
Internet-Interpersonal Relations Questionnaire (I-IRQ)

The questionnaire was developed by Chmielewska-Łuczak (2013). It includes an introductory section which gathers basic information about the respondent, and the main part which comprises fifty-nine items describing the respondent's personal Internet experiences. The I-IRQ items form two larger scales[10]. The respondent's answers are given on a four-point scale (Strongly Agree, Agree, Disagree, Strongly Disagree) and are graded accordingly (three points for an answer that is entirely consistent with the key, 0 points for an answer that is wholly inconsistent, and intermediate points for partial consistency with the key).

An overview of the psychometric scale properties is shown in Table 1.

Table 1. *Characteristics of the I-IRQ (N=647) scales.*

Parameter	Scale of the open attitude	Scale of the overwhelmed attitude
Cronbach's alpha based on standardized items	**0.85**	**0.80**
No. of items	15	14
Mean	13.99	16.49
Standard deviation	8.09	7.28
Potential range	0-45	0-42
Observed range	0-37	0-38
Skewness	0.28	-0.01
Kurtosis	-0.55	-0.35
Mean inter-item correlation	0.27	0.23
Range of discriminant function coefficients	0.40-0.59	0.31-0.49

As is demonstrated in Table 1, both scales have almost normal distributions and solid reliability coefficients[11]. Their significance has been explained above.

World-I Questionnaire (W-IQ)

The World-I Questionnaire was developed by Senejko and Łoś (2011). The items were based on fourteen globalization domains that were singled out for our study (e.g. political, financial and banking, industrial, consumer, ecological, cultural, civic). The respondents' answers were provided on a four-point scale (Strongly agree, Agree, Disagree, Strongly disagree). At present, the W-IQ consists of three weakly correlated scales (with-

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[10] An exploratory factor analysis of data reveals that more than two factors could be distinguished. Nevertheless, given the limitation of our paper, only the first two factors were taken into account.

[11] It must be noted that in the present sample, the scales are positively correlated (Pearson's correlation coefficient $r=0.36$), even though a varimax orthogonal rotation was used in the process of the factor analysis of items, and items with high weights in both factors were deleted from the scales.

in the range -0.08 - 0.25 for this data sample). The present research used a 35-item questionnaire version that measured three attitudes toward globalization (accepting, critical, fearful)[12]. An overview of the psychometric properties is shown in Table 2.

Table 2. *Characteristics of the W-IQ (N=647) scales.*

Parameter	Scale G–accepting	Scale G–critical	Scale G–fearful
Cronbach's alpha based on standardized items	**0.70**	**0.73**	**0.68**
No. of items	9	10	11
Mean	15.23	18.72	12.65
Standard deviation	5.06	5.29	5.15
Potential range	0-27	0-30	0-33
Observed range	0-27	0-30	0-28
Skewness	-0.21	-0.33	0.09
Kurtosis	-0.27	0.33	-0.20
Mean inter-item correlation	0.21	0.22	0.16
Range of discriminant function coefficients	0.22-0.54	0.31-0.47	0.25-0.45

The scales' relatively low reliability coefficients (within the range 0.68 - 0.73) result from the questionnaire scales' intended wide content variety (as many as fourteen globalization domains). On a different sample (constructive, N=806), the reliability coefficients of those three scales were slightly higher (within the range 0.73 - 0.79). This level of internal consistency appeared sufficient for our research.

Procedure
Respondents

The respondents were 597 people aged fifteen to thirty-nine living in Lower Silesia, Poland. They were school pupils, students and employed persons. The research was conducted between January and March 2013, in groups (school pupils) and individually (students and employed persons), in places where the respondents studied, worked or lived.

Results
Analysis of the research results

The results are presented in the order corresponding to that in which the research questions and hypotheses have been given above.

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[12] The wording of the items was intended to encourage the respondents to talk about their personal attitudes, opinions or behavior even if the item concerned macrosocial phenomena, such as "fleeing" jobs or the loss of social control over international corporations.

Respondents' characteristics in relation to age, length of Internet experience, attitude toward using the Internet and attitude toward globalization

The study results (see Table 3) show that, with respect to Internet experience, both the younger (aged 15–19) and the older (aged 20–39) respondents having more than five years' experience are more often characterized by low levels of open attitude toward using the Internet (p< 0.0001 for the older respondents). Conversely, among respondents with less than five years' experience, significantly higher percentages of both younger and older respondents are characterized by high open attitude levels toward using the Internet (p< 0.01).

Table 3. *Age, length of Internet experience and attitude toward using the Internet.*

Age	Length of Internet experience	Attitude toward using the Internet				Total
		Open		Overwhelmed		
		Low	High	Low	High	
Younger (aged 15–19)	Over 5 years	116	115	131	100	231
		50.22%	49.78%	**56.71%**	43.29%	
	Less than 5 years	23	37	26	34	60
		38.33%	**61.67%**	43.33%	56.67%	
Older (aged 20–39)	Over 5 years	162	88	134	116	250
		64.80%	35.20%	53.60%	46.40%	
	Less than 5 years	10	46	11	45	56
		17.86%	**82.14%**	19.64%	**80.36%**	
Total		311	286	302	295	597

As regards the overwhelmed attitude, higher percentages for both the younger and the older respondents having over five years' Internet experience are characterized by a low attitude level (p< 0.003 for the younger respondents; p< 0.06 – for the older group). In contrast, both the younger and the older respondents with less than five years' Internet experience are characterized by a high level of this attitude (p< 0.0001 for the older respondents). Therefore, longer Internet experience is related to low levels for both open attitude and overwhelmed attitude, whereas shorter Internet experience shows high levels for both. Respondent age was not a significant predictor of attitude.

The findings concerning Internet style usage must be preceded briefly by how they were acquired. Since the I-IRQ comprises two scales (the open attitude and the overwhelmed attitude toward using the Internet), categorizing them involved converting their results to those greater than zero ("high") and those less than zero ("low"). This made it possible to identify four Internet usage styles. These were: the distanced style (low open, low over-

whelmed), the frustrated style (low open, high overwhelmed), the omnipotent style (high open, low overwhelmed), and the ambivalent style (high open, high overwhelmed).

Table 4 shows that irrespective of age, among the respondents having the longer Internet experience,[13] those exhibiting the distanced style are in the majority (in a pair-wise comparison, the majority of differences are highly significant statistically).

Table 4. *Age, length of Internet experience and Internet usage styles.*

Age	Length of Internet experience	Internet usage styles				Total
		Distanced	Frustrated	Omnipotent	Ambivalent	
Younger (aged 15–19)	Over 5 years	76	40	55	60	231
		32.90%	17.32%	23.81%	25.97%	
	Less than 5 years	10	13	16	21	60
		16.67%	21.67%	26.67%	35.00%	
Older (aged 20-39)	Over 5 years	96	66	38	50	250
		38.40%	**26.40%**	15.20%	20.00%	
	Less than 5 years	5	5	6	40	56
		8.93%	8.93%	10.71%	**71.43%**	
Total		187	124	115	171	597

Among the respondents having shorter Internet experience, regardless of age, the majority exhibited the ambivalent style. In the older group, the ambivalent style levels are significantly higher than for any of the other three styles, whereas in the younger group, the ambivalent style is significantly more frequent than the distanced style. Therefore, the length of Internet experience is again a more significant predictor the respondents' age.

Furthermore, certain regularities can also be observed with respect to the respondents' attitudes toward globalization. While the accepting attitude toward globalization is most prominent (at a level ranging from $p< 0.08$ to $p< 0.01$) among the younger respondents having over five years' experience, the older respondents with the longer Internet experience are mostly characterized by a critical attitude (at a level ranging from $p< 0.03$ to $p< 0.0001$).

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[13] Among the respondents with more than five years' Internet experience, 85% use the Internet several times a day, while the remaining 10% use the Internet once a day. Hence, almost all of them use the Internet systematically.

Table 5. *Age, length of Internet experience and attitudes toward globalization.*

Age	Length of Internet experience	Attitudes toward globalization			Total
		Accepting	Critical	Fearful	
Younger (aged 15–19)	Over 5 years	92	65	74	231
		39.83%	28.14%	32.03%	
	Less than 5 years	22	14	24	60
		36.67%	23.33%	40.00%	
Older (aged 20-39)	Over 5 years	84	107	59	250
		33.60%	**42.80%**	23.60%	
	Less than 5 years	13	6	37	56
		23.21%	10.71%	**66.07%**	
Total		211	192	194	597

In contrast, both the younger and the older respondents having less than five years' Internet experience are predominantly characterized by a fearful attitude toward globalization (in pairwise comparison, the majority of differences were highly statistically significant).

Styles of Internet use and attitudes toward globalization

No other research results were available to our study that would enable a meaningful comparison, but certain relations between Internet usage styles and attitudes toward globalization were assumed to exist, given the psychological content of those categories and the the respondents' developmental characteristics (adolescents and young adults).

The results shown in Table 6 indicate that the accepting attitude is mostly exhibited by respondents characterized by distanced and omnipotent styles (in pairwise comparison, the differences vary from $p<0.05$ to $p<0.0001$); the critical attitude is mostly exhibited by respondents characterized by the frustrated style ($p< 0.01$ to 0.001), whereas the fearful attitude characterizes those exhibiting the ambivalent style ($p< 0.001$ to 0.0003).

Table 6. *Internet usage styles and attitudes toward globalization.*

Categories	Accepting attitude	Critical attitude	Fearful attitude	Total
Distanced style	89 **47.59%**	59 31.59%	39 20.86%	187
Frustrated style	35 28.23%	61 **49.19%**	28 22.58%	124
Omnipotent style	50 **43.48%**	29 25.22%	36 31.30%	115
Ambivalent style	37 21.64%	43 25.15%	91 **53.22%**	171
Total	211	192	194	597

Furthermore, to obtain a full view of the findings, we also assessed whether statistically significant correlations existed between the four Internet usage styles and the scales of attitudes toward globalization.[14] The results are presented in Table 7.

Table 7: *Spearman's correlations between Internet usage styles and attitudes toward globalization.*

N=597	Accepting attitude	Critical attitude	Fearful attitude
Distanced style	0.00	-0.07	**-0.28**
Frustrated style	-0.06	**0.19**	0.02
Omnipotent style	0.05	**-0.09**	**-0.13**
Ambivalent style	0.01	-0.01	**0.38**

Statistically significant correlations are written in bold ($p < 0.05$).

Table 7 shows significant correlations between Internet use styles and two of the three attitudes toward globalization scales: the critical attitude and the fearful attitude. These correlations are consistent with those obtained in the idiographic analysis (cf. Table 6). Conversely, no significant correlations with Internet usage styles were obtained for the accepting attitude, even though such significant relations were obtained in the idiographic analysis, which took into account the results categorized individually for each respondent. These correlations are shown in Figure 1 – the analysis of variance results of the attitude scales to globalization in the Internet usage subgroups.

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[14] The three-factor solution was accepted based on factor analysis (principal components analysis with varimax rotation). It was assumed that even if it was complex, the respondents' attitude toward globalization was primarily categorized by the strongest of the three components – accepting, critical or fearful (the idea was borrowed from Berzonsky, 2012, who classifies identity styles in this way). This analysis was performed through the standardization of raw scores in the W-IQ scales, which revealed the highest result for each respondent, constituting his or her category of attitude toward globalization.

Table 8. *Analysis of variance of the W-IQ scales in the Internet usage style subgroups (df effect = 3, df error = 593).*

Scales of attitudes toward globalization	F	p<
Accepting scale	0.82	0.48
Critical scale	7.79	0.00004
Fearful scale	38.23	0.000001

As it turned out, the acceptance scale results among Internet usage styles was not statistically significant. This is illustrated in Figure 1 (green line).
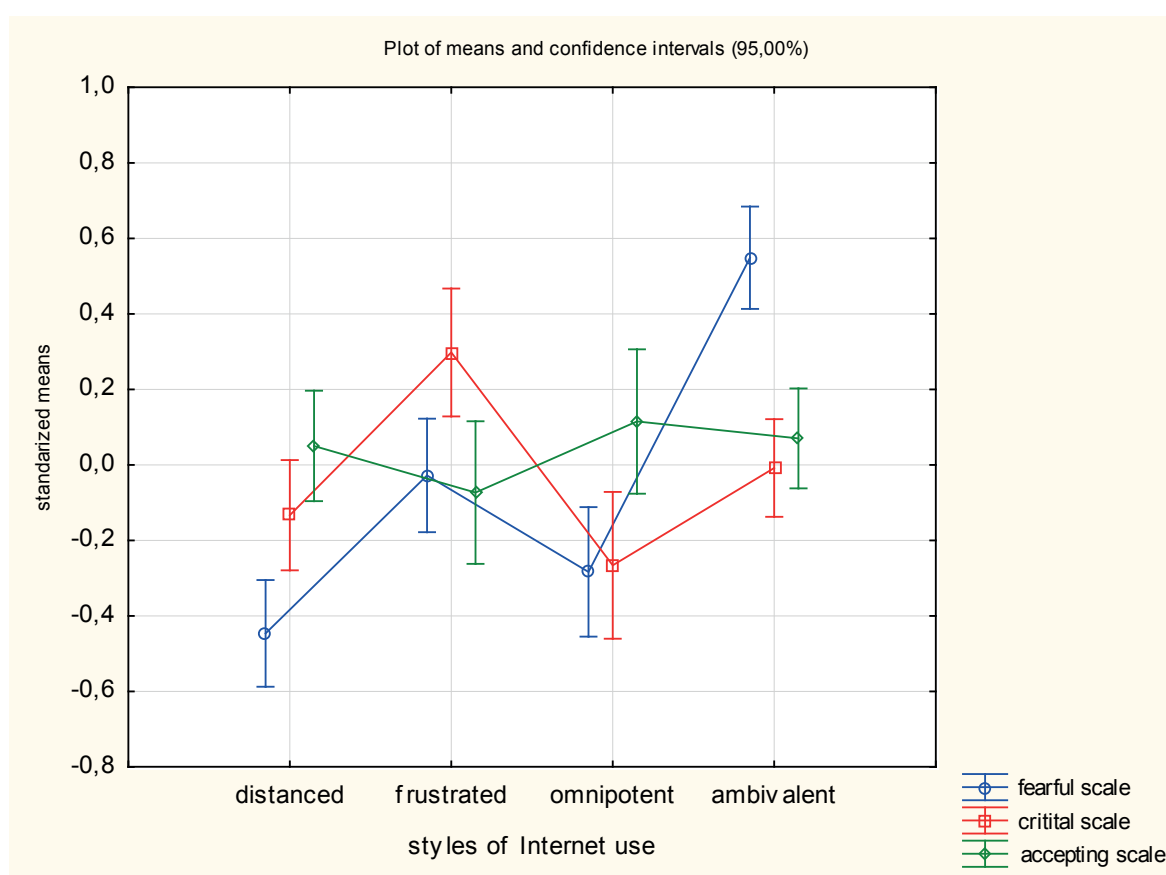
Figure 1: Means of three attitudes toward globalization and four Internet usage styles.

Discussion

According to the literature on the subject, no previous research using idiographic analysis has been conducted on relationships between Internet use and attitudes toward globalization. The results thus achieved are more interesting and produce greater insight into the essence of the relations than would be possible if the classic quantitative analysis had been used. Taking into account the developmental characteristics of people under

examination – adolescents and young adults – it was expected that the respondent's age would constitute an important variable that should be included in the study (Bee, 2000; Newman, B.M. & Newman, P.R., 2006; Oleszkowicz & Senejko,2013). Another variable which was deemed important to the present study was Internet experience, often regarded (Kraut, Kiesler, Boneva, Cummings, Helgeson, & Crawford, 2002; Sum, Mattews, Pourghasem, & Hughes, 2009) as crucial to the mental state of Internet users.

Indeed, our research results indicate that in some cases respondent age significantly modifies the acquired data, while Internet experience – or both variables – would appear to be crucially important in others. Based on psychological knowledge about human development, Hypothesis no. 1 assumed that, regardless of age and Internet experience, a majority of respondents would be characterized by openness to experiences, as expressed in an accepting attitude toward globalization and an open attitude toward Internet use. However, our results do not confirm this hypothesis: it turns out that longer Internet experience may decrease openness toward the Internet irrespective of the respondent's age. Such openness is observed only in respondents, both younger (nineteen years of age and under) and older (thirty-nine years of age and under), who have less than five years' experience in using the Internet. The results, paradoxical in light of developmental psychology and other research (Kraut et al., 2002),[15] are in accordance with psychological analysis of Internet users indicating that the Internet environment is psychologically difficult and exposes Internet users to various frustrations (Aboujaoude, 2011; Turkle, 2011; Suler, 2004a, b). It is worth mentioning at this point the interesting results concerning the overwhelmed attitude level toward the Internet that characterizes younger and older respondents alike. As it turns out, respondents with longer Internet experience often have a low level of overwhelmed attitude, while those with shorter Internet experience feel more overwhelmed. Arguably, the results may be interpreted within the strategic categories adopted by experienced Internet users, involving controlled limitation of openness to online information, and contacts or emotions related to experience in using the Internet. It allows experienced users to avoid feeling overwhelmed by the Internet (cf. Young, 1998)[16].

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[15] Robert Kraut and his colleagues carried out in the 1990s an experiment known as the "Home Net Study", in which a number of families, which had no previous experience in using the Internet, were provided with computers and unlimited access to the Web. The results of two years' observations of the changes in the families' functioning, well-being and emotions show that the new Internet users felt much more lonely and frustrated. However, observations that were made after an additional period of three years revealed that virtually all of the negative emotions diminished. The researchers also observed a positive correlation between frequent Internet use and social commitment and mental equilibrium (Kraut et al., 2002).

[16] These findings appear particularly interesting when juxtaposed with the notion of Internet addiction. Our study suggests that experienced Internet users may individually develop strategies for regulating their commitment to the Internet.

Both the respondents' age and Internet experience prove significant with respect to their attitudes toward globalization. Among the younger respondents, longer Internet experience is related to the accepting attitude toward globalized reality, whereas in the older respondents, longer Internet experience is related to the critical attitude. Conversely, respondents with less than five years' experience tend to exhibit a fearful attitude toward globalization. This may be attributable to numerous factors. It may be supposed that older respondents with at least five years' Internet experience may be influence by socio-political phenomena related to political transformation and global interdependencies, such as recession, unemployment, professional qualifications becoming outdated, and unfavorable forms of employment. They experience these phenomena directly, trying to remain in work in an unstable labor market or making decisions about starting a family and securing its future at a decent level, and so on. In contrast, younger respondents with longer Internet experience are susceptible to ideological acceptances and a wealth of opportunities related to the ubiquitous globalization. Undeniably, the Internet enables groups excluded from social discourse to contact each other and become involved in social organizations (Rybarczyk, 2005; Rudnicka, 2005; Hołda, 2008; Sahaj, 2013). Despite this, however, there is still a real threat that, in line with the rich-gets-richer principle, the Web may offer opportunities while remaining yet another hotbed of growing social stratification (Weiser, 2001, after Barani, 2009).

It may be suggested that the less experienced Internet users, both younger and older, are worried by their insufficient competence and potential informational exclusion (Chmielewska-Łuczak & Nowak, 2007). It appears necessary to conduct intercultural studies concerning this issue. Certain attitudes toward globalization and Internet usage styles reflect the marginalization fears experienced by some members of society. Observations made over several years have confirmed that there are indeed "winners" and "losers" in globalization, as Marek Sokołowski remarked over ten years ago in the context of education and media (Sokołowski, 2003). Already a decade ago, he argued that only a broadly educated society – one that was competent and able to participate in ongoing processes (including participation via the Internet), and that was rooted in its own culture but remained open and willing to meet other cultures – would be able to take full advantage of the opportunities offered by globalization, but would also be able to counter the new threats it posed. A society of knowledge is a partner to economic globalization and the information revolution, offering its members access to knowledge and constant actualization of the knowledge in the form of lifelong learning (Sokołowski, 2003).

The most important results regarding Internet usage styles (based on two attitude types) show that the majority of respondents with at least five years' Internet experience, regardless their age, are characterized by the distanced style (low open and low over-

whelmed attitudes). In contrast, among the respondents with less than five years' experience, irrespective of their age, the majority are characterized by the ambivalent style (high open and high overwhelmed attitudes). The results suggest a dynamic transformation of attitudes toward the Internet conditioned by online experiences (cf. Turkle, 2011). The initial stages in exploring Internet possibilities may be intense, unlimited and lack conscious control, leading, as a result, to positive but also many negative experiences and events. In consequence, the inexperienced users may feel overwhelmed and trapped by the Internet. Gradually, they tend to increase self-control and reduce the intake of information as well as their own participation in online activities.

Furthermore, we observed a relationship between the distanced and omnipotent styles and acceptance of globalization. To reiterate, both styles are characterized by low overwhelmed attitude, a fact which may be related to self-efficacy, controlling the situation as well as identifying and understanding the principles governing the Internet environment (Yan, 2006). It is possible that these competences predispose users to fully utilize the opportunities offered by both globalization and the Internet.

 A relationship between the frustrated style (overwhelmed attitude and no openness to the Internet) and the critical attitude toward globalization may be partly explained by "digital exclusion"[17]. Moreover, a mass of negative emotions arising from experienced failures may incline people to generally criticize globalized reality.

Contrary to techno-optimists, claims Ellul (1962, after Podgórski, 2013), technological development creates more problems than it can solve. Here the social and human sciences may play a role – to identify both the positive and negative aspects of technological innovation impacting on interpersonal relations and human problems (Ledzińska, 2009). The observations made while investigating the critical attitudes toward globalization could serve to determine how the media society, where the dominant social contacts constitute those executed through the media, can overcome the paradox of mediatization: how to regain control over the media, socially and individually (Podgórski, 2013; Laskowski, 2013).

The ambivalent style (high openness and high overwhelmed attitudes toward the Internet) and a fearful attitude toward globalization appear to result from an unskillfully set balance between the user's own inclinations and provocative online advertising campaigns[18]. As a possible result, the uncertainty that people experience becomes generalized to fears concerning the globalized socio-cultural environment that do not have their source in Internet activity. The observed relations are consistent with Hypothesis no. 3 in

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[17] For the our purposes, "digital exclusion" is understood not only as no Internet access or limited technical skills, but also encompasses various limitations with respect to the self-efficacy competences, controlling the situation as well as identifying and understanding the principles governing the Internet environment.

[18] For example, the YouTube advertising campaign.

that it is possible to indicate a relatively explicit relationship between Internet usage styles and attitudes toward globalization.

Based on idiographic analysis, our study considered individual configurations of Internet usage style and attitudes toward globalization. Several interesting relationships transpire that are important from psychological, socio-political and technological perspectives. As has been emphasized throughout, these relations would probably have escaped the researchers' attention if the study had been based only on a typical quantitative analysis. Our present study may be utilized by Internet users to make them aware of the opportunities and threats presented by the Internet, but also, more importantly, to increase their awareness for finding strategies to cope with the challenges posed by the Internet that best suit the needs of individual users.

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Appendix

Selected items of Open and Overwhelmed Scales (I-IRQ)

Open Scale

29. I have more Internet friends than the ones I stay in touch with in other ways (phone, snail mail, direct meetings).

33. I prefer contacting people online.

61. I have made more good friends since I started using the Internet.

Overwhelmed Scale

30. I am constantly flooded with information from the Web.

41. I am tired of constantly having to answer my friends' emails.

49. People on the Net make me irritated.

Selected items of Fearful, Critical and Accepting Scales (W-IQ)

Fearful Attitude Scale

9. I feel that a great number of inventions and discoveries do more harm than good.

23. I can see so many different possibilities in the contemporary world that I do not exactly know which way I should choose.

31. I feel overwhelmed by the abundance of new pop music bands and styles.

Critical Attitude Scale

2. I would like the egoism of companies and countries that do whatever they want, ignoring ecological, health or financial problems they are causing, to be restricted.

28. I think it to be an unacceptable practice to make people redundant just because their company moves to another country.

32. I get angry to see that our country's problems are caused by decisions made by someone in a different part of the world.

Accepting Attitude Scale

8. I consider choosing quite a different place in the world to live in.

10. I keep on trying food (cuisines), cosmetics and medicines coming from distant, exotic countries.

25. To relax or see something interesting, I travel to distant places and to other countries.