

Slovakia

Phone calls still the most preferred type of communication

The most preferred way of contacting a friend or an acquaintance continues to be over the phone. As many as 85 percent reach for their phones when they want to get in touch with their friends. However, this established means of communication is increasingly rivalled by the Internet, which provides a full range of communication channels, from e-mail, chat, and messages all the way to social networks or online calls and web cameras. These are some of the findings of the September online survey conducted by GfK Slovakia on a sample comprising 528 respondents aged 15 to 50.

Even though phone calls represent the clear leader in the basket of the most preferred ways of communication, modern forms of communication are tightening the gap and coming more and more to the forefront. Online social networks have recently become one of the most significant means of communication in Slovakia. According to the survey, 95 percent of the Slovak online population are members of one or more of the numerous online communities. They are mostly used by young people under 30 years of age. The older, perhaps more 'conservative' users seem to prefer to opt for e-mail communication when contacting their friends or acquaintances.

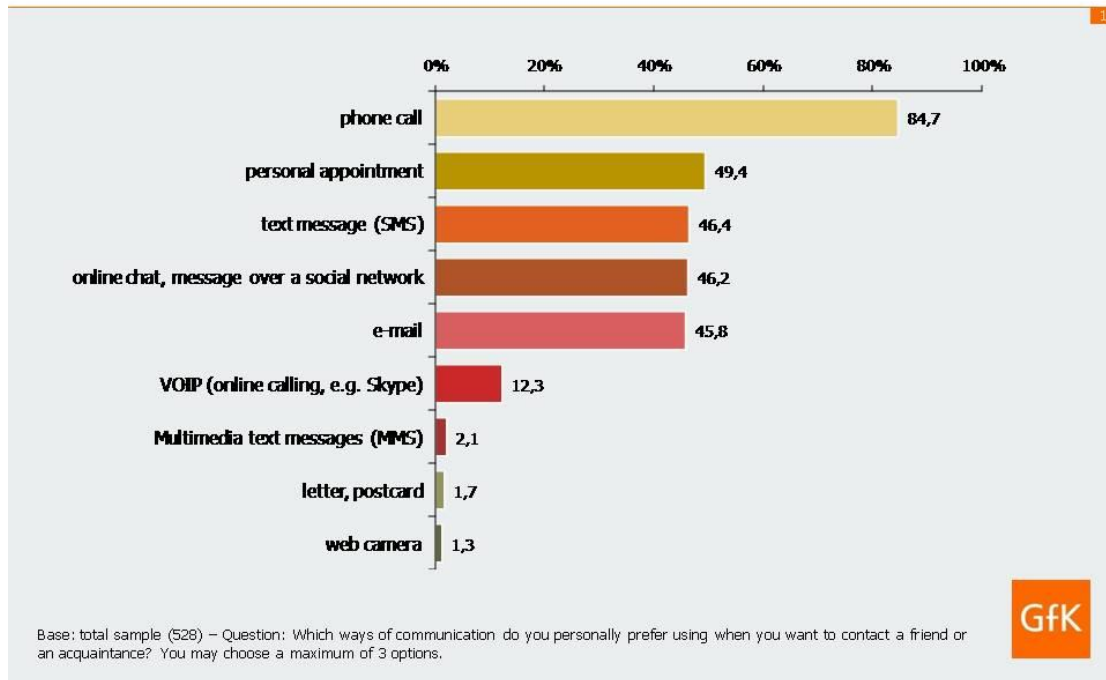
Social networks in Slovakia are actively used on a daily basis. Online chat or messages sent through a social network ranks second after calling by telephone among the most frequently used means of contacting a friend among people younger than 30.

For most users, social networks represent a pleasant way to spend leisure time. As many as 68 percent of the people who are members of some kind of social network agree with the statement that since they became a member of this online community, they communicate more intensively and stay in touch with their friends and acquaintances. As many as 84 percent also agreed with the statement that this is the best way to share photos, videos or music with their friends. Four in ten members of a social network also tend to agree that online communities constitute a good opportunity to look for a partner. This opinion is shared equally by older and younger respondents.

Membership of a specific online group of people, linked by human relationship, interests, hobbies, work, location or something else, has become a natural part of the lifestyle of a large number of Slovaks. It is, therefore, hardly surprising that almost one in three respondents cannot imagine leaving the group or terminating their account. On the other hand, as many as 63 percent of people who are members of social networks admit that this activity distracts them from work or study. Furthermore, 37 percent of members of online communities feel that this network often poses a threat to their privacy.

Despite the strong trend of strengthening online communication, a personal meeting with a friend or an acquaintance is still irreplaceable. It is preferred by as many as one half of all respondents and came second in the overall charts.

The means of communication used most when contacting a friend or an acquaintance



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