

**Abstract**

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**Using new media by the heads of  
the state of the European Union  
member countries**

The aim of this paper is to explore the problem of using new media (especially social media) by politicians, with a focus on the heads of the state of the European Union member countries. This research will address the perspectives on using web pages and social media: as a one-way or two-way communication channels.

Both quantitative and qualitative research is necessary to gain a full picture of this situation. Firstly, there will be examined all official web pages dedicated to the heads of the state of the EU member countries in particular the possibility to contact. Secondly, there will be analysed all social media profiles connected to those official web pages in a context of using (or not using) them for two-way communication.

The article will provide a description of differences in the politicians' attitudes to social media. Moreover, it appears to establish one of answers to a question about self-mediatisation of politics. The obtained results may be also a starting point to broader research in the future.