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**Book review: Marta Jas-Koziarkiewicz (ed.) (2017),
*Informacja w Unii Europejskiej.
Jaka i dlaczego?*, Warszawa, 233 pages**

Informing about the EU which could support the process of European integration is the subject of analysis by political scientists, media experts and marketing communication specialists. Some are looking for the reasons for the general ignorance of the European societies of the EU institutions and the actions they undertake, others – effective tools for reaching out with that knowledge to particular social groups. This problem is being tackled by the EU structures themselves, which in their information policy see a remedy for crises, systematically shaking the foundations of the organisation. A relatively new reason for concern for the EU's information policy consists in growing Euroscepticism.

Information policy, defined as principles and forms of dissemination of information, is supported by various channels. Our own channels are an important group. In the case of the EU, these include: information portals of EU structures; EU Digital blog; online journal "EUobserver"; the "VoxEurop" website, which is a daily review of the European press, the "EurActiv" network, i.e. a website publishing texts about the EU; Euronews information television; the European Parliament's TV channel – europartv, the TV agency – Europe by Satellite (EbS), the radio network – Euranet; EUTube channel and profiles in social media of EU institutions and officials. Already the list of dissemination channels shows that EU structures prefer electronic media and websites, as well as social media. Nothing unusual. They correspond to the habits of using the media of the main recipients of messages formulated by the EU – young people.

Information in the European Union. What and why? edited by Marta Jas-Koziarkiewicz takes up the subject of the European Union's information policy from a political and media-related perspective. Due to the subject of the research, it should be considered as a monograph in the area of the subdiscipline of European studies.

An undoubted advantage of the book consists of its authors – young recipients of media messages. The editor managed to invite undergraduate, master and doctoral studies students at the Institute of European Studies at the Faculty of Political Science and International Studies at the University of Warsaw. It is a valuable initiative, consistent with the goals set by the scientific community – infect with research passion, promote professionalism, involve the environment for specific projects, popularise science.

The monograph is also a summary of the research conducted by Marta Jas-Koziarkiewicz. Finally, it should be treated not only as an important source of knowledge about the EU but as an example of good practice in explaining the process of European integration and gaining social support for it.

The publication consists of five parts, each of them prepared by a different author. They analysed different channels of EU information policy, supported by various theories, using various research methods, including empirical research.

The collective work is opened by a chapter presenting information on databases, networks and information centres of the European Union (*Union Networks*). Its author, Beata Słupek, treats them as an important channel of communication in the EU information policy, and she also draws attention to their quick adaptation to the needs and expectations of message recipients. Unfortunately, this part can be treated only as a historical study as the data comes from 2014.

In the second of the texts entitled *Union in the Network* by Paulina Brzoska, she discussed the activity of EU institutions in the field of websites as well as blogs of EU officials. On the basis of the analysis of content (both qualitative and quantitative), the author, using the metaphor of the network, frequent in scientific publications in the field of communication, recognised that such a system of relations can be observed in the case of EU institutions. It is alarming to conclude that the content of the messages is not consistent, and each of the EU institutions independently determines the scope of its online activity. This suggests the lack of a coherent strategy in the field of EU information policy.

Similarly, the conclusions presented by the next young researcher Benjamin Shishko (*Union In The Network – EU Information Platforms In Practice*) are worrying as

well. According to the results of the functional and usability tests based on the principles of web application design (including User Experience Design), EU information service www.europa.eu does not meet the tasks assigned by the EU. And here, the lack of consistency in the construction of the website was considered problematic. Moreover, the drawback of the site consisted in the lack of order in the information posted and their incompleteness. The methodology of this chapter distinguishes itself from the other methodologies used, as it is rarely implemented by social researchers, and it is a pity. However, this chapter is also distinguished by its style – it is much more difficult to understand than the rest of the publication.

The two subsequent chapters developed have a very well-developed empirical layer. Katarzyna Malinowska, in the chapter entitled *Meetings with Europe – how can you talk to the citizens about the European Parliament?* based on a successive experiment, determined the degree of absorption of information about the EU and checked whether there is a gender difference between the level of knowledge about the EP. Some of the conclusions confirm earlier studies on social communication – unusual and surprising information is the most easily remembered. The number of repetitions of information also influences the effectiveness of remembering. The analysis is interesting because of the research methods used by the author and their combinations.

The last part, prepared by Anna Kwiecień, entitled *What does Kowalski know about European funds and what is the attitude towards the European Union?* contains the results of the analysis on Poles' knowledge of EU funds and their promotion and perception of the EU. According to the data, the declarative knowledge of Poles is greater than the actual one – as confirmed by previous research. The researcher also managed to confirm the relationship between knowledge about EU funds and positive associations about the EU.

Each of the presented texts deserves the attention of the reader, fits into a well-composed whole – an assessment of the efforts of the EU structures to build a positive image of the organisation and to promote the idea of European integration. The authors of individual parts have noticed that crisis situations are a challenge for information policy regarding the process of European integration and the EU itself. They also noticed the growing importance of new technologies in the information process.

The monograph is a valuable reading for a wide range of practitioners of information policy. For the academic community, it can be a good example of motivating students to research. It should be a compulsory reading of students of European studies, political science, international relations, sociology and journalism.