

INTERNET USAGE ON MOBILE DEVICES AND THEIR IMPACT ON EVOLUTION OF INFORMATIVE WEBSITES IN ALBANIA

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ABSTRACT

The computer is the main tool used to get information from the Internet. However, recent developments show that he is losing ground fast enough in relation to new forms of access to internet, such are smartphones or tablets. Technological developments, such as 3G or 4G devices enable mobile users to have the same speed Internet with broadband network users. Official data from the Agency for Electronic and Postal Communications of Albania (AKEP) shows an increase of 90 per cent of mobile phone devices that have access to the 3G network from 2012 to the 2013 and 2014, reflecting the high number of potential users of the informative sites from mobile. This study aims to highlight the mobile devices, as a new channels used by internet users in Albania to reach informative websites and also by analyzing changes that these websites made to fit this new trend. The study will try to demonstrate through statistical indicators, the significant increase in clicks from mobile to informative websites and to answer questions on the factors that have led to this increase.

Keywords: Mobile users, Albania, internet, informative websites, smartphones.