SUMMARY OF DOCTORAL THESIS ENTITLED "THE LOCATION MODEL OF A DAILIES MARKET AND ITS EMPIRICAL VERIFICATION"

Location models are one of the most often used tools in economics. Their purpose is to describe and predict heterogeneous markets, which are dominant in the economic reality. Although the first location model was published almost 90 years ago, only few attempts at empirical verification of conclusions drawn from location models have been made ever since. Additionally, those attempts were not comprehensive, meaning that they were aimed at testing only a part of assumptions drawn from the models. Therefore, there is a need for a more extensive verification. Such was the main research objective of the current work, in which the socio-economic market of Polish national daily newspapers was studied.

An important objective of the present study was to demonstrate the possibility of using economics to solve problems raised within the context of science of communication. The results helped to better understand the mechanisms determining the content of dailies and phenomena occurring in this market.

The study utilized mainly quantitative methods; however, prior to their application an analysis and critique of the writings on the topic of location models, sciences of communication and the studied market was conducted. Chapter I discusses the theoretical aspects of competing in the market of dailies. Thanks to that it was possible to single out the main instrument of competition in the dailies market, i.e. product differentiation. In addition, the chapter presents sizes in which the dailies and press statements may be differentiated.

Chapter II examines the subject of mathematical modeling of heterogeneous markets, as, according to the observations made in the first chapter, dailies are not homogenous goods. The same chapter also describes in detail the location models and presents a literature review on the topic empirical attempts at verifying location models.

Chapter III presents a model of the dailies market constructed by the author. It begins with a presentation of the necessary assumptions which were drawn on the basis of the characteristics of the socio-economic market of Polish national dailies. Moreover, in this chapter, real products offered on the aforementioned market were localized in the space of product characteristics. This was possible thanks to text mining.

The last chapter, i.e. Chapter IV, presents the results of computer simulation tests of the constructed model of the dailies market, as well as a comparison of predictions of the model with the actual behavior of bidders on the socio-economic market of Polish national dailies. Conducted simulations resulted in many interesting findings. In contrast, the behavior of the bidders was not consistent with the predictions of the model.