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Title: Evaluation of formal accuracy and content on the risk behavior of the webpages of pedagogical and psychological counseling centers in the Czech Republic in 2016

ABSTRACT

The thesis describes the evaluation of formal accuracy and content about the risk behavior of the websites of pedagogical and psychological counseling in the Czech Republic. Since information technology is today one of the main tools for obtaining information, it is necessary to address the quality of internet presentations.

The aim of the research is to evaluate the formal and content levels of the websites of pedagogical and psychological counseling through research and content analysis.

The theoretical part of this thesis is based on professional literature, both Czech and foreign experts. It deals with risk behavior from the point of view of addictology, pedagogical-psychological counseling, its purpose and position in the education system. Practical part deals with practical research, which was realized by questionnaire survey. Within the stated objectives, it was found that all PPPs in the Czech Republic use a website for their presentation. Their quality is generally very variable and even the most successful ones have not reached 70% of the possible points. The extent of information provided on risk behavior is inadequate. The main weaknesses of the website were also identified. This was mainly about poor targeting for target audience groups, little information about employee experience and professional practice, poor visual performance, and few modern elements for communication, such as the order form. On the basis of the identified shortcomings, an optimal structure and content content was designed to meet the requirements.

Overall, the results of the research can be interpreted as insufficient, due to the poor structure, lack of required information and relevant links. Given that the Internet is today one of the main sources of information, it is desirable that PPP risk information be tailored to needs and requirements and be understandable to all target groups.

Keywords: risk behavior, pedagogical and psychological counseling, prevention, website