

ABSTRACT

The bachelor thesis focuses on preschool children and their perception of new media. The aim of the thesis is to create educational material, based on a theoretical analysis of the given issue with the contribution of empirical evidence, which is focused on bringing the topic of new media closer to preschool children. The theoretical framework defines the term „new media“ and describes the field of new media a preschool child should be associated with, based on current studies at the time of writing.

As part of the thesis, qualitative research was carried out in the form of action research which consisted of two sets of survey research. The first survey collected data from the children's legal representatives in the form of a questionnaire. The follow-up second survey research took place in the form of individual interviews with the children. The results of the research describe the new media environment of preschool children, the values that are transmitted to children, the positive and negative aspects children perceive in new media, the behaviour they consider correct within new media, and the factors influencing preschool children's perception of new media.