

Abstract

The thesis is focused on personalized content recommendation in Czech online news media and the ethical issues related to its implementation. The subject of the qualitative analysis are semi-structured interviews with representatives of two Czech media houses. The research sample includes respondents from *Seznam Zprávy* and *Seznam*, and from *E15* and *Czech News Center*. The interviewees included representatives of newsrooms as well as media and product management. The aim of the study was to find out to what extent they use personalised content recommendation tools, to outline the reasons why they have decided to take this step or are considering it. It turned out that within the studied online news media they are still using personalised content recommendation to a minimum, or they are testing or planning to introduce these tools to a greater extent. Personalised recommendation tools are more widely used on the homepage of *Seznam*. The subject of this thesis was also to identify ethical issues related to the introduction or use of personalised recommendation. The main areas, according to the respondents' statements, include issues of setting selection parameters, the ability to retain agenda setting by editors, automation and transparency.