

## **Abstract**

**Title:** Coverage of women in selected online articles during the Beijing 2022 Olympic games

**Objectives:** The aim of this thesis is to analyse the gender balance of articles published on two selected online sports websites and their social networks.

**Methods:** This thesis contains an analysis of secondary data, which were studies dealing with gender issues not only in the Czech Republic but also abroad. The articles were subjected to a content analysis, which included a quantitative as well as a qualitative part of the research. Indicators were selected after analysis of secondary data and examined by content analysis. Posts on social media were examined by quantitative method of data collection.

**Results:** The results obtained from the content analysis and compared with earlier studies showed that gender imbalance has decreased in the last four years and that articles are fairly distributed between men and women. Compared to the independent standard, that was determined by the percentage distribution of all participating athletes, the percentage of articles written about women was higher. The gender of the authors was no longer equal. During the analysis of the two sites, there were found only four women from forty eight authors. Thus, the authors were not influenced by gender and wrote articles concerning both female and male athletes. For the quantitative analysis of the social networking sites, there was a balanced amount of articles by gender. However, the two sites targeted a different type of audience, which influenced the content of each post.

**Key words:** gender, media inequality, internet sport sites, content analysis, social networks