

Abstract

Since the beginning of the new millenium, the internet and its contents have developed and grown at a swift speed. Contemporary internet and its image are largely shaped by users themselves. By using a also porducing the content they help to shape it and are becoming produsers. The most well-known and widely used online space where users can post and share their own content is social networks. Another highly spread exampe of user-generated content is online discussions. Online discussions are entirely user-generated and at the same time have a huge impact on them. If we combine these two platforms, we get a space where almost anyone can comment on anything and indirectly influence a huge mass of people, and from here whole societies. It is precisely because of the huge reach of social networks and the discussions on them, that the question of how to control or regulate them arises.

This thesis deals with discussions under articles published by the profiles of the news websites Novinky.cz and ČT24 on the social network Facebook. Discussions are view from two perspectives, namely from the point of view of the editors and from the point of view of the contributors. Based on research interviews with social media administrators of the selcted media, the thesis desribes what approach to control and regulation of discussions the media have taken. On the other hand, the questions of what leads contributors to post to Facebook discussions, what they hope to get out o fit, and whether they have any rules to follow when posting, are examined.