

Abstract

The thesis *Media habits of children aged 5-6* examines the media awareness of 5 and 6 years old children, their media habits and preferences. It deals with the attitudes of parents and educators towards the media and their role in education, and seeks an answer to the question of whether the popularity and use of electronic visual media (television, computer, mobile/tablet) has an impact on some areas of a child's psychomotor development. The work is inspired by a similar research conducted in 2010 by Ondřej Luštinec. The aim is to answer what is the media awareness of children, what are their media preferences and what attitudes are taken by parents and pedagogical staff towards the media in education. Several hypotheses were established, e.g. that children with worse results in the monitored areas will more often choose visual electronic media as their favorite and printed media with radio as unpopular, that children with worse results will spend more time with visual electronic media and that children will spend more time with them than in 2010. The current research was carried out in June 2022 and in January 2023 in kindergartens in Kyselka, Velvary, Čakovice and in Prague – Opletalova street. Qualitative methods (interviews and experiments with children) and quantitative methods (questionnaires for parents and teaching staff) were used in the work. Media occupy an important position in children's lives, and visual electronic media are significantly more popular with children than print media or radio. Children also have a high media awareness. In education, parents and teaching staff are inclined to compromise, to use the media, but reasonably. The hypotheses were largely confirmed. The research can be considered an attempt to capture the transformation of the media habits of 5 and 6 years old children from the 2010s to the 2020s.