

Seznam příloh

Tabulka 1: Průměrný podíl témat (1–3) všech zařízení v rámci týdnů dle typu interakce v Reels

THEMES SROVNÁNÍ	W1 (1)	W2 (2)	W3 (3)	W4 (1)	OVERALL ADAPTATION
TIME SPENT	63%	45%	13%	87%	52%
LIKES	37%	4%	3%	68%	28%
COMMENTS	48%	8%	1%	86%	35%

Tabulka 2: Průměrný podíl témat (1–3) všech zařízení v rámci týdnů dle typu interakce v Explore

THEMES SROVNÁNÍ	W1 (1)	W2 (2)	W3 (3)	W4 (1)	OVERALL ADAPTATION
TIME SPENT	30%	39%	10%	43%	31%
LIKES	31%	5%	3%	48%	22%
COMMENTS	16%	4%	3%	44%	17%

Tabulka 3: Time spent: Vývoj poměru hledaných témat (1-3) na obsahu zařízení Z1-Z10 v Reels v rámci týdnů

THEME/W	W1 (1)	W2 (2)	W3 (3)	W4 (1)	OVERALL ADAPTATION
Z1	67%	34%	3%	87%	48%
Z2	74%	35%	59%	79%	62%
Z3	79%	52%	49%	79%	65%
Z4	75%	67%	1%	89%	58%
Z5	40%	1%	1%	97%	35%
Z6	77%	33%	0%	97%	52%
Z7	77%	70%	5%	87%	60%
Z8	55%	75%	1%	78%	52%
Z9	61%	1%	8%	88%	40%
Z10	27%	79%	2%	88%	49%
AVERAGE/W	63%	45%	13%	87%	52%

Tabulka 4: Likes: Vývoj poměru hledaných témat (1-3) na obsahu zařízení Z11-Z20 v Reels v rámci týdnů

THEME/W	W1 (1)	W2 (2)	W3 (3)	W4 (1)	OVERALL ADAPTATION
Z11	23%	1%	5%	83%	28%
Z12	31%	2%	0%	70%	26%
Z13	37%	0%	1%	78%	29%
Z14	57%	3%	1%	73%	34%
Z15	23%	17%	2%	71%	28%
Z16	28%	3%	1%	35%	17%
Z17	62%	5%	1%	76%	36%
Z18	35%	1%	1%	36%	18%
Z19	41%	7%	13%	66%	32%
Z20	31%	1%	1%	94%	32%
AVERAGE/W	37%	4%	3%	68%	28%

Tabulka 5: Comments: Vývoj poměru hledaných témat (1-3) na obsahu zařízení Z21-Z30 v Reels v rámci týdnů

THEME/W	W1 (1)	W2 (2)	W3 (3)	W4 (1)	OVERALL ADAPTATION
Z21	34%	7%	3%	85%	32,3%
Z22	65%	1%	0%	97%	40,8%
Z23	86%	1%	0%	99%	46,5%
Z24	48%	1%	1%	84%	33,5%
Z25	21%	51%	0%	92%	41,0%
Z26	89%	1%	0%	99%	47,3%
Z27	53%	1%	0%	98%	38,0%
Z28	21%	8%	1%	84%	28,5%
Z29	6%	5%	0%	41%	13,0%
Z30	52%	1%	0%	83%	34,0%
AVERAGE/W	48%	8%	1%	86%	35%

Tabulka 6: Time spent: Vývoj poměru hledaných témat (1-3) na obsahu Reels v rámci dnů

THEME DAY	cat					food					beauty					cat					OVERALL ADAPTATION
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Z1	7%	63%	80%	93%	90%	0%	7%	37%	50%	77%	0%	3%	0%	0%	13%	77%	83%	87%	97%	90%	48%
Z2	20%	63%	90%	100%	97%	0%	3%	3%	80%	87%	0%	60%	73%	70%	90%	30%	77%	97%	97%	93%	62%
Z3	20%	93%	90%	90%	100%	0%	7%	60%	97%	97%	0%	17%	60%	83%	87%	53%	93%	67%	97%	87%	65%
Z4	37%	50%	93%	100%	93%	13%	33%	97%	90%	100%	0%	3%	0%	0%	0%	67%	93%	93%	93%	100%	58%
Z5	0%	0%	20%	87%	93%	0%	0%	0%	7%	0%	0%	3%	0%	0%	0%	83%	100%	100%	100%	100%	35%
Z6	27%	87%	97%	97%	80%	0%	33%	57%	60%	17%	0%	0%	0%	0%	0%	87%	100%	100%	97%	100%	52%
Z7	17%	93%	97%	100%	80%	27%	77%	73%	90%	83%	0%	0%	3%	0%	23%	57%	90%	100%	97%	93%	60%
Z8	0%	27%	87%	77%	87%	7%	67%	100%	100%	100%	0%	0%	0%	3%	3%	20%	87%	90%	100%	93%	52%
Z9	0%	40%	100%	87%	80%	0%	0%	0%	3%	3%	0%	3%	0%	13%	23%	70%	83%	100%	93%	93%	40%
Z10	0%	3%	10%	37%	87%	20%	73%	100%	100%	100%	7%	0%	0%	3%	0%	60%	90%	100%	90%	100%	49%
AVERAGE	13%	52%	76%	87%	89%	7%	30%	53%	68%	66%	1%	9%	14%	17%	24%	60%	90%	93%	96%	95%	52%

Tabulka 7: Likes: Vývoj poměru hledaných témat (1-3) na obsahu Reels v rámci dní

THEME DAY	cat					beauty					food					cat					OVERALL ADAPTATION					
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5		1	2	3	4	5
Z11	30%	3%	27%	23%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	63%	77%	90%	90%	97%	28%
Z12	7%	33%	33%	40%	43%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	70%	90%	100%	40%	26%
Z13	20%	3%	7%	67%	90%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	57%	77%	77%	87%	90%	29%
Z14	0%	7%	23%	47%	63%	0%	0%	0%	3%	3%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	53%	33%	27%	37%	20%	16%
Z15	0%	13%	97%	87%	90%	0%	0%	0%	0%	10%	0%	3%	0%	0%	0%	0%	3%	0%	0%	0%	70%	83%	83%	53%	73%	33%
Z16	0%	10%	27%	30%	47%	10%	13%	7%	27%	30%	0%	3%	7%	0%	0%	0%	3%	0%	0%	0%	37%	77%	77%	80%	83%	28%
Z17	13%	53%	83%	70%	90%	0%	3%	3%	7%	13%	3%	0%	0%	0%	0%	3%	0%	0%	0%	0%	70%	87%	63%	87%	70%	36%
Z18	3%	20%	43%	40%	70%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	3%	0%	0%	0%	0%	3%	20%	43%	43%	70%	18%
Z19	3%	30%	33%	67%	73%	0%	0%	0%	13%	20%	0%	10%	13%	23%	17%	0%	10%	13%	23%	17%	47%	47%	57%	83%	93%	31%
Z20	3%	0%	13%	57%	83%	0%	3%	0%	0%	3%	0%	3%	0%	0%	0%	0%	3%	0%	0%	0%	97%	100%	93%	80%	97%	32%
AVERAGE/D	8%	17%	39%	53%	68%	2%	3%	2%	6%	8%	1%	2%	2%	3%	5%	1%	2%	2%	3%	5%	55%	67%	70%	74%	73%	28%

Tabulka 8: Comments: Vývoj poměru hledaných témat (1-3) na obsahu Reels v rámci dnů

THEME	cat					beauty					food					cat					OVERALL ADAPTATION					
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5		1	2	3	4	5
Z21	10%	0%	10%	57%	93%	0%	3%	7%	3%	3%	0%	3%	7%	3%	3%	0%	3%	7%	3%	3%	93%	70%	93%	77%	93%	32%
Z22	10%	40%	77%	100%	97%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	97%	97%	97%	93%	41%
Z23	60%	93%	93%	83%	100%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	97%	100%	100%	100%	47%
Z24	0%	10%	63%	83%	83%	0%	0%	3%	0%	0%	0%	3%	0%	0%	0%	0%	3%	0%	0%	0%	100%	77%	73%	90%	80%	33%
Z25	0%	0%	10%	33%	60%	3%	10%	70%	87%	87%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	70%	93%	100%	97%	100%	41%
Z26	50%	100%	100%	93%	100%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	97%	100%	100%	100%	47%
Z27	0%	13%	67%	93%	93%	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	93%	100%	100%	97%	100%	38%
Z28	0%	7%	10%	17%	73%	0%	13%	0%	3%	23%	0%	3%	0%	0%	0%	0%	3%	0%	0%	0%	40%	97%	93%	93%	97%	28%
Z29	3%	7%	3%	7%	10%	0%	10%	3%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	57%	27%	43%	23%	57%	13%
Z30	13%	17%	53%	80%	97%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	93%	97%	77%	83%	63%	34%
AVERAGE/D	15%	29%	49%	65%	81%	2%	4%	9%	12%	12%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	85%	85%	88%	86%	88%	35%

Tabulka 9: Time spent: Vývoj poměru hledaných témat (1–3) na obsahu zařízení Z1–Z10 v Explore v rámci týdnů

THEME/W	W1 (1)	W2 (2)	W3 (3)	W4 (1)	OVERALL ADAPTATION
Z1	18%	28%	0%	34%	20%
Z2	26%	44%	42%	36%	37%
Z3	38%	42%	42%	30%	38%
Z4	38%	62%	0%	46%	37%
Z5	16%	2%	0%	68%	22%
Z6	34%	30%	0%	48%	28%
Z7	44%	62%	0%	58%	41%
Z8	24%	68%	0%	24%	29%
Z9	38%	8%	4%	42%	23%
Z10	22%	46%	12%	46%	32%
AVERAGE/W	30%	39%	10%	43%	31%

Tabulka 10: Likes: Vývoj poměru hledaných témat (1–3) na obsahu zařízení Z11–Z20 v Explore v rámci týdnů

THEME/W	W1 (1)	W2 (2)	W3 (3)	W4 (1)	OVERALL ADAPTATION
Z11	32%	2%	0%	44%	20%
Z12	28%	0%	2%	38%	17%
Z13	14%	2%	0%	78%	24%
Z14	22%	0%	8%	64%	24%
Z15	22%	30%	2%	58%	28%
Z16	34%	6%	0%	32%	18%
Z17	58%	2%	2%	30%	23%
Z18	38%	8%	2%	42%	23%
Z19	44%	2%	10%	34%	23%
Z20	22%	2%	4%	58%	22%
AVERAGE/W	31%	5%	3%	48%	22%

Tabulka 11: Comments: Vývoj poměru hledaných témat (1–3) na obsahu zařízení Z21–Z30 v Explore v rámci týdnů

THEME/W	W1 (1)	W2 (2)	W3 (3)	W4 (1)	OVERALL ADAPTATION
Z21	2%	8%	4%	56%	18%
Z22	24%	2%	2%	90%	30%
Z23	46%	0%	4%	52%	26%
Z24	12%	2%	2%	50%	17%
Z25	2%	16%	2%	26%	12%
Z26	30%	6%	0%	46%	21%
Z27	32%	0%	2%	34%	17%
Z28	12%	0%	2%	26%	10%
Z29	0%	4%	6%	22%	8%
Z30	4%	2%	2%	42%	13%
AVERAGE/W	16%	4%	3%	44%	17%

Tabulka 12: Time spent: Vývoj poměru hledaných témat (1-3) na obsahu Explore v rámci dnů

THEME DAY	cat					food					beauty					cat					OVERALL ADAPTATION
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Z1	0%	10%	10%	20%	50%	0%	0%	20%	60%	60%	0%	0%	0%	0%	0%	20%	20%	40%	40%	50%	20%
Z2	0%	10%	60%	10%	50%	0%	0%	40%	90%	90%	0%	0%	20%	100%	90%	0%	50%	30%	70%	30%	37%
Z3	10%	30%	70%	40%	40%	0%	0%	50%	60%	100%	0%	0%	60%	90%	60%	10%	0%	50%	30%	60%	38%
Z4	10%	30%	70%	40%	40%	0%	60%	50%	100%	100%	0%	0%	0%	0%	0%	20%	50%	70%	30%	60%	37%
Z5	0%	0%	10%	20%	50%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%	20%	60%	90%	100%	70%	22%
Z6	0%	50%	40%	40%	40%	0%	0%	20%	80%	50%	0%	0%	0%	0%	0%	10%	50%	60%	50%	70%	28%
Z7	10%	60%	50%	50%	50%	0%	50%	100%	60%	100%	0%	0%	0%	0%	0%	10%	70%	80%	60%	70%	41%
Z8	0%	0%	50%	40%	30%	0%	90%	80%	80%	90%	0%	0%	0%	0%	0%	0%	10%	70%	10%	30%	29%
Z9	0%	0%	40%	100%	50%	10%	20%	0%	0%	10%	0%	0%	0%	0%	20%	0%	40%	90%	40%	40%	23%
Z10	0%	0%	0%	20%	90%	0%	40%	40%	80%	70%	0%	0%	0%	0%	60%	80%	40%	40%	0%	70%	32%
AVERAGE	3%	19%	40%	38%	49%	1%	26%	40%	61%	68%	0%	0%	8%	19%	23%	17%	39%	62%	43%	55%	31%

Tabulka 13: Likes: Vývoj poměru hledaných témat (1-3) na obsahu Explore v rámci dnu

THEME DAY	cat					food					beauty					cat					OVERALL ADAPTATION
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Z11	0%	0%	40%	50%	70%	0%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%	10%	30%	60%	60%	20%
Z12	0%	50%	50%	20%	20%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	20%	20%	50%	50%	50%	17%
Z13	0%	0%	0%	20%	50%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%	50%	90%	80%	80%	90%	24%
Z14	0%	10%	40%	10%	50%	0%	0%	0%	0%	0%	10%	10%	10%	0%	20%	60%	70%	50%	80%	60%	24%
Z15	0%	0%	10%	50%	50%	0%	60%	40%	40%	10%	0%	0%	0%	10%	0%	20%	60%	80%	40%	90%	28%
Z16	0%	0%	20%	80%	70%	0%	0%	0%	20%	10%	0%	0%	0%	0%	0%	30%	30%	30%	30%	40%	18%
Z17	0%	60%	70%	70%	90%	0%	0%	0%	0%	10%	10%	0%	0%	0%	0%	10%	40%	30%	40%	30%	23%
Z18	10%	0%	50%	80%	50%	0%	10%	10%	0%	20%	0%	0%	0%	10%	0%	20%	30%	60%	50%	50%	23%
Z19	0%	70%	50%	50%	50%	0%	10%	0%	0%	0%	0%	0%	10%	20%	20%	30%	20%	20%	60%	40%	23%
Z20	10%	0%	0%	40%	60%	0%	0%	0%	0%	10%	10%	0%	0%	0%	10%	50%	60%	50%	70%	60%	22%
AVERAGE/D	2%	19%	33%	47%	56%	0%	9%	6%	6%	6%	3%	0%	2%	4%	6%	30%	45%	51%	56%	57%	22%

Tabulka 14: Comments: Vývoj poměru hledaných témat (1-3) na obsahu Explore v rámci dní

THEME DAY	cat					food					beauty					cat					OVERALL ADAPTATION
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Z21	0%	0%	0%	0%	10%	0%	0%	20%	10%	10%	20%	0%	0%	0%	0%	70%	50%	70%	60%	30%	18%
Z22	0%	0%	30%	10%	80%	0%	10%	0%	0%	0%	10%	0%	0%	0%	0%	90%	100%	100%	70%	90%	30%
Z23	0%	30%	70%	70%	60%	0%	0%	0%	0%	0%	10%	10%	0%	0%	0%	50%	60%	60%	40%	50%	26%
Z24	0%	0%	10%	30%	20%	0%	10%	0%	0%	0%	10%	0%	0%	0%	0%	30%	60%	60%	40%	60%	17%
Z25	0%	0%	0%	0%	10%	0%	10%	10%	20%	40%	0%	10%	0%	0%	0%	10%	40%	30%	10%	40%	12%
Z26	0%	50%	20%	60%	20%	0%	10%	0%	0%	20%	0%	0%	0%	0%	0%	30%	70%	40%	50%	40%	21%
Z27	0%	0%	70%	70%	20%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	10%	30%	50%	30%	50%	17%
Z28	0%	10%	0%	0%	50%	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	10%	40%	30%	10%	40%	10%
Z29	0%	0%	0%	0%	0%	10%	0%	0%	0%	10%	10%	10%	0%	10%	0%	0%	20%	30%	30%	30%	8%
Z30	0%	0%	0%	10%	10%	10%	0%	0%	0%	0%	10%	0%	0%	0%	0%	20%	50%	50%	30%	60%	13%
AVERAGE/ D	0%	9%	20%	25%	28%	2%	4%	3%	3%	8%	8%	4%	0%	1%	0%	32%	52%	52%	37%	49%	17%

Tabulka 15: Srovnání adaptace všech zařízení na téma cats v záložce Reels v rámci W1 a W4

THEMES SROVNÁNÍ	W1 (1)	W4 (1)	NÁRŮST THEME/W
TIME SPENT	63%	87%	24%
LIKES	37%	68%	31%
COMMENTS	48%	86%	38%

Tabulka 16: Srovnání adaptace všech zařízení na téma cats v záložce Explore v rámci W1 a W4

THEMES SROVNÁNÍ	W1 (1)	W4 (1)	NÁRŮST THEME/W
TIME SPENT	30%	43%	13%
LIKES	31%	48%	17%
COMMENTS	16%	44%	28%

Tabulka 17: Z1: Vývoj výskytu témat v Reels v rámci celého výzkumu

DATE THEME POST NR./DAY	28.11.22 29.11.22 30.11.22 1.12.22 2.12.22					5.12.22 6.12.22 7.12.22 8.12.22 9.12.22					12.12.22 13.12.22 14.12.22 15.12.22 16.12.22					19.12.22 20.12.22 21.12.22 22.12.22 23.12.22													
	cat	cat	cat	cat	cat	food	food	food	food	food	beauty	beauty	beauty	beauty	beauty	cat	cat	cat	cat	cat									
1.	0	1	1	1	1	1	1	0	1	2	1	1	2	2	1	1	1	1	1										
2.	0	1	1	1	1	1	1	0	2	2	2	2	0	1	2	2	1	1	1										
3.	0	0	1	1	1	1	1	1	1	2	2	1	1	1	1	0	1	1	1										
4.	1	0	1	1	1	1	1	1	0	2	2	2	1	1	2	1	0	1	1										
5.	0	0	1	1	1	1	1	1	2	2	1	1	1	1	2	1	1	1	1										
6.	0	0	1	1	1	1	1	1	1	2	2	0	0	1	2	1	1	1	1										
7.	0	1	1	1	0	1	1	1	2	2	1	1	0	2	1	1	1	1	1										
8.	0	0	1	1	1	1	1	1	1	2	1	1	0	1	1	1	1	1	1										
9.	0	1	1	0	1	1	1	2	1	1	1	1	2	1	1	1	1	1	1										
10.	0	2	0	1	1	1	1	1	2	2	2	0	0	1	1	1	1	1	1										
11.	1	1	0	1	1	1	1	1	1	2	1	1	2	2	0	0	1	1	1										
12.	0	0	1	1	1	1	1	1	2	1	0	1	1	1	2	1	1	1	1										
13.	0	0	1	1	1	1	1	3	1	1	0	3	1	1	1	2	1	1	1										
14.	0	1	1	1	1	1	1	0	1	1	1	1	2	2	1	1	1	1	1										
15.	0	2	1	1	1	1	1	1	2	2	0	1	1	1	1	1	1	1	0										
16.	0	1	1	1	1	1	1	2	1	2	2	2	1	1	1	1	1	1	1										
17.	0	1	1	1	1	1	1	0	0	1	1	1	2	1	1	1	1	1	1										
18.	0	1	1	1	1	1	1	1	2	2	1	2	2	1	1	1	1	1	1										
19.	0	1	1	1	1	1	1	1	2	2	1	1	1	1	1	1	1	1	1										
20.	0	1	1	1	1	1	1	2	2	2	2	2	1	1	1	1	1	1	1										
21.	0	1	1	1	1	1	1	3	1	2	0	2	1	1	1	1	1	1	1										
22.	0	1	0	1	1	1	1	1	2	2	1	2	1	2	1	0	1	1	1										
23.	0	1	1	1	1	1	1	0	1	2	2	0	0	0	1	1	1	1	1										
24.	0	1	1	1	1	1	1	1	2	2	2	2	1	2	1	1	1	1	1										
25.	0	1	0	1	1	1	1	1	0	0	2	1	0	1	0	1	0	1	1										
26.	0	1	0	1	1	1	1	1	2	0	1	2	1	1	1	1	1	0	1										
27.	0	1	1	1	1	1	1	1	0	2	2	0	2	1	1	0	1	1	1										
28.	0	0	1	1	1	1	1	1	2	2	2	1	1	2	1	1	1	1	1										
29.	0	1	0	1	1	1	1	0	2	2	1	2	0	1	1	1	1	1	1										
30.	0	0	1	1	1	1	1	0	1	1	2	1	0	1	1	1	1	1	1										
AMOUNT (0)	28	9	6	2	3	48	32%	21	25	12	12	7	20	13%	5	2	10	2	5	24	16%	1	2	4	1	3	11	7%	
AMOUNT (1)	2	19	24	28	27	100	67%	0	2	11	15	23	51	51%	12	17	11	19	14	73	49%	23	25	26	29	27	130	87%	
AMOUNT (2)	0	2	0	0	0	2	1%	0	2	11	15	23	51	34%	13	10	9	9	7	48	32%	5	3	0	0	0	8	5%	
AMOUNT (3)	0	0	0	0	0	0	0%	0	0	2	0	0	2	1%	0	1	0	0	4	5	3%	0	0	0	0	0	0	0	0%
AMOUNT (4)	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0%
AMOUNT (5)	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0%
total	30	30	30	30	30	30	100%	30	30	30	30	30	150	100%	30	30	30	30	30	150	100%	30	30	30	30	30	30	150	100%

Tabulka 20: Z4: Vývoj výskytu témat v Reels v rámci celého výzkumu

DATE THEME POST NR./ DAY	28.11.22 29.11.22 30.11.22 1.12.22 2.12.22					5.12.22 6.12.22 7.12.22 8.12.22 9.12.22					12.12.22 13.12.22 14.12.22 15.12.22 16.12.22					19.12.22 20.12.22 21.12.22 22.12.22 23.12.22																
	cat	cat	cat	cat	cat	food	food	food	food	food	beauty	beauty	beauty	beauty	beauty	cat	cat	cat	cat	cat												
1.	1	0	1	1	1	1	1	2	3	4	5	1	2	2	1	2	2	2	1	1	2	2	2	1	1							
2.	1	0	1	1	1	1	1	1	2	2	2	2	2	2	1	1	2	2	1	1	0	1	1	1	1							
3.	1	0	1	1	1	0	1	2	2	2	2	2	1	2	2	2	2	2	1	2	2	1	1	1	1							
4.	1	0	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2	0	1	1	0	1	0	1							
5.	0	0	1	1	1	1	0	2	1	2	2	2	2	2	1	0	2	2	1	1	2	1	1	1	1							
6.	0	0	1	1	1	1	1	2	2	2	2	1	2	2	2	1	1	1	1	1	0	1	1	1	1							
7.	1	0	1	1	1	1	0	2	1	2	2	1	3	0	1	1	1	1	1	1	2	1	1	1	1							
8.	0	1	1	1	1	2	1	2	2	2	2	2	2	2	2	0	2	2	1	1	1	1	1	1	1							
9.	1	1	1	1	1	0	1	2	2	2	2	2	2	2	2	2	2	2	1	1	2	1	2	1	1							
10.	0	0	1	1	0	1	0	2	2	2	2	2	1	2	1	2	1	2	1	1	1	1	1	1	1							
11.	0	0	1	1	1	2	1	2	2	2	2	1	2	2	2	2	2	2	1	1	1	1	1	1	1							
12.	0	1	1	1	1	1	2	1	2	2	2	2	2	2	0	1	2	2	1	1	2	1	1	1	1							
13.	0	1	1	1	1	1	1	2	2	2	2	2	1	2	2	2	2	2	1	1	1	1	1	1	1							
14.	3	0	1	1	1	0	1	2	2	2	2	1	2	2	2	2	2	2	1	1	1	1	1	1	1							
15.	1	0	1	1	1	0	2	2	2	2	2	2	2	2	2	0	1	2	1	1	1	1	1	1	1							
16.	4	0	1	1	1	2	1	2	1	2	2	1	2	1	2	2	2	2	1	1	1	1	1	1	1							
17.	4	0	1	1	1	1	1	2	2	2	2	1	1	1	1	2	2	2	1	1	1	1	1	1	1							
18.	5	0	1	1	1	0	0	2	2	2	2	2	2	2	1	0	1	1	1	1	1	1	1	1	1							
19.	2	1	1	1	1	1	0	2	2	2	2	1	1	1	1	2	2	2	1	1	1	1	1	1	1							
20.	0	0	1	1	1	0	1	2	2	2	2	2	0	2	2	2	2	2	1	1	1	1	1	1	1							
21.	1	1	1	1	1	1	0	2	2	2	2	2	1	2	2	0	2	2	1	1	1	1	1	1	1							
22.	1	1	1	1	1	1	0	2	2	2	2	0	2	2	1	2	2	2	1	1	2	1	1	1	1							
23.	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	1	2	2	1	1	1	1	1	1	1							
24.	1	1	0	1	1	1	2	2	2	2	2	2	1	2	2	2	2	2	1	1	1	1	1	1	1							
25.	0	1	0	1	1	1	2	2	2	2	2	1	2	1	0	2	2	2	1	1	1	1	1	1	1							
26.	0	1	1	1	0	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1							
27.	5	1	1	1	1	1	2	2	2	2	2	1	0	1	0	2	2	2	2	1	1	1	1	1	1							
28.	3	1	1	1	1	0	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1							
29.	2	1	1	1	1	1	2	2	2	2	2	2	0	1	1	2	2	2	1	1	1	1	1	1	1							
30.	3	1	1	1	1	1	2	2	2	2	2	2	2	2	2	1	2	2	1	1	1	1	1	1	1							
AMOUNT (0)	10	15	2	0	2	7	7	0	0	0	0	14	9%	1	3	1	7	2	1	0	1	0	4	20	28	28	28	30				
AMOUNT (1)	11	15	28	30	28	19	13	1	3	0	36	24%	8	8	9	8	10	43	28%	7	1	2	1	0	134	7	1	2	1	0	11	
AMOUNT (2)	2	0	0	0	2	4	10	29	27	30	100	67%	21	18	20	15	18	92	61%	0	0	0	0	0	0	0	0	0	0			
AMOUNT (3)	3	0	0	0	0	0	0	0	0	0	0	0%	0	1	0	0	0	1	1%	0	0	0	0	0	0	0	0	0	0			
AMOUNT (4)	2	0	0	0	2	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0	0	0			
AMOUNT (5)	2	0	0	0	2	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0	0	0			
total	30	30	30	30	30	30	30	30	30	30	150	100%	30	30	30	30	30	150	100%	30	30	30	30	30	150	30	30	30	30	30	150	100%

Tabulka 21: Z5: Vývoj výskytu témat v Reels v rámci celého výzkumu

DATE	28.11.22 - 29.11.22				30.11.22 - 1.12.22				2.12.22 - 1.12.22				5.12.22 - 6.12.22				7.12.22 - 8.12.22				9.12.22 - 12.12.22				13.12.22 - 14.12.22				15.12.22 - 16.12.22				19.12.22 - 20.12.22				21.12.22 - 22.12.22				23.12.22 - 28.12.22			
	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat								
THEME																																												
POST NR./DAY																																												
1.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
2.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
3.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
4.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
5.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
6.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
7.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
8.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
9.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
10.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
11.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
12.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
13.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
14.	2	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
15.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
16.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
17.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
18.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
19.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
20.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
21.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
22.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
23.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
24.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
25.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
26.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
27.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
28.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
29.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
30.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1								
AMOUNT (0)	29	29	23	4	2	87	58%	87	9	10	11	16	10	16	10	2	1	15	12	22	22	86	57%	86	4	0	0	0	4	0	0	0	4	3%	3%	145								
AMOUNT (1)	0	0	6	26	28	60%	40%	60%	21	19	19	11	20	20	0	0	0	14	8	18	7	8	37%	55	0	30	30	30	30	30	30	30	30	97%	97%	0								
AMOUNT (2)	1	1	1	0	0	3	2%	0	0	0	0	2	0	2	0	0	0	1	6	0	1	8	5%	8	0	0	0	0	0	0	0	0	0	0%	0%	0								
AMOUNT (3)	0	0	0	0	0	0	0%	0	0	1	0	1	0	1	0	0	0	0	0	0	0	1	1%	1	0	0	0	0	0	0	0	0	0	0%	0%	0								
AMOUNT (4)	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0	0	0	0%	0%	0								
AMOUNT (5)	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0	0	0	0%	0%	0								
Total	30	30	30	30	30	150	100%	100%	30	30	30	30	30	30	30	30	30	30	30	30	30	150	100%	100%	30	30	30	30	30	30	30	30	30	150	100%	100%								

Tabulka 22: Z6: Vývoj výskytů témat v Reels v rámci celého výzkumu

DATE	28.11.22 29.11.22 30.11.22 1.12.22 2.12.22				5.12.22 6.12.22 7.12.22 8.12.22 9.12.22				12.12.22 13.12.22 14.12.22 15.12.22 16.12.22				19.12.22 20.12.22 21.12.22 22.12.22 23.12.22								
	cat	cat	cat	cat	food	food	food	food	beauty	beauty	beauty	beauty	cat	cat	cat	cat					
THEME																					
POST NR./ DAY	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4					
1.	0	1	1	1	1	1	2	2	1	1	2	1	1	1	1	1					
2.	0	1	1	1	1	0	1	1	1	1	1	0	1	1	1	1					
3.	0	1	1	0	1	1	2	0	0	1	0	1	1	1	1	1					
4.	0	0	0	1	0	1	1	0	1	1	1	1	2	1	1	1					
5.	0	1	1	1	3	1	2	1	2	1	0	1	1	1	1	1					
6.	0	1	1	1	1	0	2	2	1	1	1	0	1	1	1	1					
7.	3	1	1	1	1	0	0	2	2	1	0	1	1	1	1	1					
8.	0	0	1	1	0	2	1	2	2	1	1	0	1	1	1	1					
9.	0	0	1	1	0	0	1	0	0	1	1	1	1	1	1	1					
10.	0	1	1	1	1	1	2	0	0	1	0	1	1	1	1	1					
11.	1	1	1	1	1	1	0	1	1	1	1	0	2	1	1	1					
12.	0	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1					
13.	0	1	1	1	1	1	0	1	0	1	2	1	1	1	1	1					
14.	0	0	1	1	1	2	2	0	1	1	1	1	1	1	1	1					
15.	1	1	1	1	1	0	1	2	1	0	1	1	1	1	1	1					
16.	0	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1					
17.	0	1	1	1	0	0	2	2	1	1	0	1	1	1	1	1					
18.	0	1	1	1	0	1	2	2	1	1	0	0	1	1	1	1					
19.	0	1	1	1	1	1	2	2	1	2	1	0	1	1	1	1					
20.	0	1	1	1	1	1	1	2	1	0	1	1	1	1	1	1					
21.	0	1	1	1	0	1	2	2	2	1	0	1	1	1	1	1					
22.	1	1	1	1	0	2	2	0	1	0	1	1	1	1	1	1					
23.	1	1	1	1	1	2	2	2	1	1	1	0	1	1	1	1					
24.	1	1	1	1	1	2	1	2	1	1	1	1	1	1	1	1					
25.	0	1	1	1	0	2	2	2	2	0	1	0	1	1	1	1					
26.	1	1	1	1	1	2	2	2	1	0	1	0	1	1	1	1					
27.	0	1	1	1	1	2	2	2	1	1	0	0	1	1	1	1					
28.	1	1	1	1	0	3	1	2	1	1	1	0	1	1	1	1					
29.	0	1	1	1	1	2	2	2	2	2	1	1	1	1	1	1					
30.	1	1	1	1	1	2	2	2	0	2	1	0	1	1	1	1					
AMOUNT (0)	21	4	1	1	10	6	4	7	35	23%	8	3	12	10	47	31%	0	0	0	1	1
AMOUNT (1)	8	26	29	24	19	13	9	5	63	42%	14	26	15	20	16	61%	26	30	30	30	145
AMOUNT (2)	0	0	0	0	0	10	17	18	50	33%	8	1	3	0	0	12	3	0	0	3	2%
AMOUNT (3)	1	0	0	0	1	1	0	0	2	1%	0	0	0	0	0	0	0	0	0	0	0%
AMOUNT (4)	0	0	0	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0	0	0	0%
AMOUNT (5)	0	0	0	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0	0	0	0%
total	30	30	30	30	30	30	30	30	150	100%	30	30	30	30	150	100%	30	30	30	30	150

Tabulka 31: Z15: Vývoj výskytů témat v Reels v rámci celého výzkumu

DATE	28.11.22 29.11.22 30.11.22 1.12.22 2.12.22				5.12.22 6.12.22 7.12.22 8.12.22 9.12.22				12.12.22 13.12.22 14.12.22 15.12.22 16.12.22				19.12.22 20.12.22 21.12.22 22.12.22 23.12.22								
	cat	cat	cat	cat	food	food	food	food	beauty	beauty	beauty	beauty	cat	cat	cat	cat					
POST NR./DAY	1	2	3	4	5	8	9	10	11	12	15	16	17	18	19	22	23	24	25	26	
1.	0	0	1	2	1	1	0	0	1	1	2	2	1	1	1	1	1	1	1	1	1
2.	0	0	0	1	1	0	0	1	0	2	0	2	2	1	0	0	0	1	1	1	1
3.	0	0	1	0	1	1	2	0	1	2	2	0	1	2	0	0	1	1	1	1	1
4.	0	0	0	0	0	1	1	0	1	0	0	2	1	0	2	0	1	1	1	1	1
5.	0	0	0	2	1	1	0	1	1	1	1	0	2	2	1	0	1	2	1	1	1
6.	0	3	0	0	0	0	1	0	0	0	2	0	2	0	0	0	1	1	2	1	1
7.	0	0	1	0	1	1	0	0	2	1	1	1	1	0	0	1	1	1	1	2	1
8.	0	0	0	1	0	2	1	0	0	2	2	1	3	2	0	2	0	1	1	1	1
9.	0	0	1	0	0	0	0	0	1	2	1	0	1	2	0	2	1	1	2	1	1
10.	0	0	0	1	2	0	0	0	1	2	2	0	2	2	1	1	2	2	1	1	1
11.	0	0	0	0	1	0	2	0	1	1	2	2	1	0	1	0	0	1	1	1	1
12.	0	1	1	2	0	1	0	1	2	1	2	2	1	2	2	2	1	1	1	1	0
13.	0	0	1	1	0	1	1	0	1	0	2	2	2	2	1	0	1	1	1	1	1
14.	0	0	1	1	0	1	1	0	0	1	2	2	2	2	0	2	0	1	1	1	1
15.	0	3	0	2	0	1	0	1	2	1	0	2	0	2	1	1	1	1	1	1	1
16.	0	0	0	0	1	0	2	0	2	2	0	0	2	1	1	1	1	1	1	1	1
17.	0	0	0	1	0	1	1	1	0	0	2	2	2	1	1	0	1	2	1	1	1
18.	0	0	2	0	1	1	0	2	2	2	0	0	2	2	2	1	0	1	2	1	1
19.	0	2	1	0	0	0	1	1	1	2	0	2	3	2	2	1	0	1	1	1	1
20.	0	0	0	0	0	0	0	2	1	0	0	0	1	2	1	2	1	1	1	1	1
21.	0	0	0	1	0	2	0	0	1	1	0	1	0	1	2	1	1	1	1	1	1
22.	0	0	0	0	1	0	1	0	2	1	0	1	2	1	2	0	0	1	1	1	1
23.	0	1	0	0	0	2	0	0	1	1	0	0	2	2	1	2	1	2	2	0	4
24.	0	0	0	0	1	0	1	0	1	1	0	2	0	2	0	2	1	2	2	0	0
25.	0	1	0	0	0	1	2	1	2	1	0	1	1	0	1	2	1	1	1	1	1
26.	0	0	0	0	1	0	0	0	1	2	2	0	2	0	0	0	0	1	1	1	1
27.	0	0	1	1	2	1	0	1	2	0	0	2	2	0	0	1	1	1	1	1	1
28.	0	0	0	0	1	0	0	0	1	1	2	0	2	0	2	0	1	1	1	1	1
29.	0	0	0	0	1	1	1	0	0	0	2	2	0	0	0	1	1	4	1	1	2
30.	0	3	0	0	1	1	0	0	1	0	0	3	1	1	1	1	1	1	1	1	1
AMOUNT (0)	30	23	20	17	14	104	69%	14	16	20	7	8	65	43%	13	9	6	11	11	50	33%
AMOUNT (1)	0	3	8	9	14	34	23%	13	10	8	15	13	59	39%	4	7	11	6	11	39	26%
AMOUNT (2)	0	1	1	4	2	8	5%	3	4	2	8	9	26	17%	13	13	11	13	8	58	39%
AMOUNT (3)	0	3	0	0	0	3	2%	0	0	0	0	0	0	0%	0	1	2	0	0	3	2%
AMOUNT (4)	0	0	1	0	0	1	1%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%
AMOUNT (5)	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%
total	30	30	30	30	30	150	100%	30	30	30	30	150	100%	30	30	30	30	30	30	150	100%

Tabulka 32: Z16: Vývoj výskytů témat v Reels v rámci celého výzkumu

DATE THEME POST NR./ DAY	28.11.22 29.11.22 30.11.22 1.12.22 2.12.22					5.12.22 6.12.22 7.12.22 8.12.22 9.12.22					12.12.22 13.12.22 14.12.22 15.12.22 16.12.22					19.12.22 20.12.22 21.12.22 22.12.22 23.12.22				
	cat	cat	cat	cat	cat	food	food	food	food	food	beauty	beauty	beauty	beauty	beauty	cat	cat	cat	cat	cat
1.	0	0	1	1	1	1	0	1	1	1	1	0	1	0	0	0	0	1	0	0
2.	0	3	0	1	1	0	1	1	1	0	0	2	0	0	0	0	0	2	0	0
3.	0	0	0	0	0	0	1	1	1	0	1	1	1	2	0	0	1	1	1	0
4.	0	0	0	1	1	1	1	1	1	0	0	2	2	0	2	1	0	0	0	0
5.	0	0	0	0	0	0	0	1	1	0	2	2	1	0	0	0	1	0	0	0
6.	0	0	1	0	1	1	1	1	4	1	0	0	0	0	0	0	0	0	0	0
7.	0	2	0	1	1	1	1	1	2	1	2	0	0	1	0	0	0	0	2	0
8.	0	0	4	1	1	1	0	0	1	1	0	0	1	0	0	0	0	0	0	0
9.	0	2	0	1	1	1	1	1	1	1	2	0	2	1	0	1	0	0	0	0
10.	0	0	0	0	1	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0
11.	0	2	1	0	1	1	1	1	1	1	2	2	0	1	0	4	0	0	0	0
12.	0	1	0	2	0	1	1	0	1	0	1	0	0	2	2	0	1	1	1	1
13.	0	0	1	1	0	1	1	0	1	1	1	0	2	0	0	0	2	0	0	0
14.	0	0	1	0	1	1	1	0	1	1	0	2	0	0	0	1	1	1	5	0
15.	0	3	0	1	1	1	1	1	1	0	0	1	1	2	0	1	3	0	0	0
16.	0	0	0	1	1	1	1	0	1	1	0	0	0	0	0	2	1	0	1	0
17.	0	0	2	1	0	1	1	1	1	0	1	0	1	0	0	1	2	0	0	0
18.	0	0	0	0	1	1	1	0	1	0	2	0	0	0	0	1	1	0	1	0
19.	0	0	0	1	1	0	0	1	1	0	1	1	1	1	0	1	0	0	1	0
20.	0	0	0	1	1	1	1	0	1	1	0	2	0	0	0	1	1	0	1	0
21.	0	0	0	1	0	1	1	0	1	0	0	2	1	0	2	1	1	1	0	1
22.	0	1	1	0	0	1	0	0	0	1	2	0	2	0	0	1	1	1	1	0
23.	0	0	0	0	1	1	1	1	1	2	1	4	1	1	1	1	1	1	1	0
24.	0	0	0	0	1	0	0	0	0	1	0	2	1	0	0	1	0	0	0	1
25.	0	3	0	1	0	1	0	0	0	0	0	1	0	0	0	1	2	1	1	1
26.	0	0	0	0	0	0	0	0	2	1	2	0	1	0	2	0	3	0	0	0
27.	0	0	0	0	0	1	1	0	1	0	0	0	0	0	0	1	2	1	0	1
28.	0	0	1	0	1	0	0	0	0	1	0	2	0	0	2	1	0	1	1	0
29.	0	0	0	0	0	1	1	1	1	1	1	0	2	1	1	1	2	0	0	0
30.	0	0	0	0	1	1	0	2	0	1	0	1	0	3	2	1	1	0	0	0
AMOUNT (0)	30	22	21	15	11	8	11	14	6	11	18	15	13	20	22	88	59%	11	13	21
AMOUNT (1)	0	2	7	14	19	22	19	15	21	18	5	6	11	6	1	29	19%	16	10	8
AMOUNT (2)	0	3	1	1	0	0	0	1	2	1	7	8	6	3	7	31	21%	1	5	1
AMOUNT (3)	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1%	0	2	0
AMOUNT (4)	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	1%	1	0	0
AMOUNT (5)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	0	0	0
Total	30	30	30	30	30	30	30	30	30	30	150	100%	150	100%	150	150	100%	30	30	30

Tabulka 33: Z17: Vývoj výskytu témat v Reels v rámci celého výzkumu

DATE	28.11.22 - 29.11.22				30.11.22 - 1.12.22				2.12.22 - 5.12.22				6.12.22 - 7.12.22				8.12.22 - 9.12.22				10.12.22 - 11.12.22				12.12.22 - 13.12.22				14.12.22 - 15.12.22				16.12.22 - 19.12.22				20.12.22 - 21.12.22				22.12.22 - 23.12.22							
	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat	cat												
THEME	cat				cat				cat				cat				cat				cat				cat				cat				cat				cat				cat							
POSTNR./DAY	cat				cat				cat				cat				cat				cat				cat				cat				cat				cat				cat				cat			
1.	2	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1				
2.	0	0	1	0	0	1	0	1	1	1	1	0	1	1	1	0	1	1	1	0	0	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1				
3.	0	2	1	0	0	1	1	0	1	1	1	1	1	1	1	0	0	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1				
4.	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	0	2	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1	0	2	1	1				
5.	3	2	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
6.	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
7.	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
8.	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
9.	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
10.	0	2	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
11.	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
12.	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
13.	3	0	0	1	0	0	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
14.	0	1	0	0	0	1	0	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
15.	2	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
16.	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
17.	1	0	1	0	0	1	0	1	0	2	0	2	0	2	0	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
18.	0	1	1	1	0	1	1	1	0	1	2	1	0	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
19.	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
20.	2	2	1	0	1	0	1	0	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1				
21.	0	0	0	1	0	0	1	1	3	1	0	1	0	1	0	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1				
22.	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
23.	0	1	1	1	0	1	1	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
24.	0	1	1	1	0	1	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1				
25.	1	0	1	0	0	1	0	1	0	1	3	0	0	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0				
26.	0	1	1	1	0	1	1	1	0	1	0	0	0	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0				
27.	4	2	1	0	1	1	1	1	1	1	1	2	0	1	1	2	0	1	1	0	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1				
28.	0	1	0	1	0	1	0	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1				
29.	1	0	1	0	1	0	1	0	0	0	1	0	0	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0				
30.	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
AMOUNT (0)	20	9	5	9	2	45	30%		8	11	12	14	12	57	38%		8	11	12	14	12	57	38%		12	14	11	12	15	64	43%		6	3	10	1	9	29	19%									
AMOUNT (1)	4	16	25	21	27	93	62%		21	17	17	14	13	82	55%		21	17	17	14	13	82	55%		13	10	14	13	6	56	37%		21	26	19	26	21	113	75%									
AMOUNT (2)	3	5	0	0	0	8	5%		0	1	1	2	4	8	5%		4	6	5	5	8	28	19%		4	6	5	5	8	28	19%		2	1	1	3	0	7	5%									
AMOUNT (3)	2	0	0	0	0	2	1%		1	1	0	0	1	3	2%		1	0	0	0	0	1	1%		1	0	0	0	0	1	1%		0	0	0	0	0	0	0%									
AMOUNT (4)	1	0	0	0	1	2	1%		0	0	0	0	0	0	0%		0	0	0	0	0	0	0%		0	0	0	0	0	0	0%		0	0	0	0	0	0	0%									
AMOUNT (5)	0	0	0	0	0	0	0%		0	0	0	0	0	0	0%		0	0	0	0	0	0	0%		0	0	0	0	0	0	0%		0	0	0	0	0	0	0%									
total	30	30	30	30	30	150	100%		30	30	30	30	30	150	100%		30	30	30	30	30	150	100%		30	30	30	30	30	150	100%		30	30	30	30	30	150	100%									

Tabulka 36: Z20: Vývoj výskytu témat v Reels v rámci celého výzkumu

DATE	28.11.22	29.11.22	30.11.22	1.12.22	2.12.22	3.12.22	4.12.22	5.12.22	6.12.22	7.12.22	8.12.22	9.12.22	10.12.22	11.12.22	12.12.22	13.12.22	14.12.22	15.12.22	16.12.22	17.12.22	18.12.22	19.12.22	20.12.22	21.12.22	22.12.22	23.12.22	24.12.22	25.12.22	26.12.22	
THEME	cat		cat		cat		cat		cat		cat		cat		cat		cat		cat		cat		cat		cat		cat		cat	
POSTNR./DAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1.	0	2	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	0	3	1	1	1	1	1	1	1	1	1	1
2.	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	2	1	1	1	1	1	1	1	1	1	1
3.	0	0	0	0	4	1	1	1	1	1	1	1	1	1	1	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1
4.	0	0	0	1	1	0	1	1	1	1	0	1	1	1	1	2	0	2	1	0	0	1	1	1	1	1	1	1	1	1
5.	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	0	0	1	1	1	1	1	1	1	1	1
6.	3	2	0	1	1	1	1	1	1	1	1	0	1	1	1	0	0	0	2	1	1	1	1	1	1	1	1	1	1	1
7.	1	3	0	0	1	1	1	0	0	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1
8.	0	0	0	0	1	1	1	0	1	1	1	1	1	1	1	0	1	0	2	1	1	1	1	1	1	1	1	1	1	1
9.	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	0	1	0	0	1	1	1	1	1	1	1	1	1	1
10.	0	0	0	2	1	1	1	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1
11.	0	0	0	3	0	1	1	1	1	0	1	1	1	1	0	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1
12.	0	0	0	2	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1
13.	0	0	0	0	1	1	1	1	1	1	1	0	1	1	1	2	0	1	1	1	1	1	1	1	1	1	1	1	1	1
14.	0	0	0	0	0	1	1	1	1	1	0	1	1	1	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1
15.	0	0	0	2	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1
16.	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	2	1	0	0	1	1	1	1	1	1	1	1	1	1
17.	2	2	0	0	0	1	1	1	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1
18.	0	0	0	2	0	1	1	1	1	2	0	1	0	1	0	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1
19.	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	0	1	0	1	0	0	1	1	1	1	1	1	1	1	1
20.	0	0	0	1	0	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1
21.	0	0	0	2	1	0	1	1	1	1	1	1	1	1	0	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1
22.	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1
23.	0	0	0	1	0	1	1	1	1	4	1	1	1	1	0	4	1	0	0	0	0	1	1	1	1	1	1	1	1	1
24.	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	3	0	0	0	0	1	1	1	1	1	1	1	1	1	1
25.	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
26.	0	0	0	0	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
27.	0	0	0	0	0	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1
28.	0	0	0	0	1	0	1	1	1	1	1	1	1	1	0	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
29.	0	0	0	0	1	1	1	1	1	0	1	0	1	0	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1
30.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1
AMOUNT (0)	27	26	20	12	5	90	60%	3	2	5	4	12	26	17%	19	14	13	15	9	70	47%	0	0	1	3	1	5	3%		
AMOUNT (1)	1	0	4	17	25	47	31%	27	26	25	26	17	121	81%	10	11	16	13	18	68	45%	29	30	28	24	29	140	93%		
AMOUNT (2)	1	3	5	0	0	9	6%	0	1	0	0	1	2	1%	1	3	1	2	2	9	6%	0	0	0	0	0	0	0	0	0
AMOUNT (3)	1	1	1	0	0	3	2%	0	0	0	0	0	0	0%	0	1	0	0	1	2	1%	0	0	1	3	0	4	3%		
AMOUNT (4)	0	0	0	0	1	0	1%	0	1	0	0	0	1	1%	0	1	0	0	0	1	1%	0	0	0	0	0	0	0	0	0
AMOUNT (5)	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0	0	0
total	30	30	30	30	30	150	100%	30	30	30	30	30	150	100%	30	30	30	30	30	150	100%	30	30	30	30	30	150	100%		

Tabulka 39: Z23: Vývoj výskytů témat v Reels v rámci celého výzkumu

DATE	28.11.22	29.11.22	30.11.22	1.12.22	2.12.22	5.12.22	6.12.22	7.12.22	8.12.22	9.12.22	12.12.22	13.12.22	14.12.22	15.12.22	16.12.22	19.12.22	20.12.22	21.12.22	22.12.22	23.12.22	23.12.22						
THEME	cat					food					beauty					cat											
POSTNR./DAY	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5		
1.	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
2.	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
3.	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
4.	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1			
5.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
6.	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
7.	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
8.	0	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
9.	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1			
10.	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
11.	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
12.	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
13.	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
14.	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
15.	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
16.	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
17.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
18.	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
19.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
20.	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
21.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
22.	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
23.	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
24.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
25.	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
26.	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
27.	1	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
28.	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
29.	1	0	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
30.	1	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
AMOUNT (0)	12	2	2	5	0	21	14%	4	2	2	9	18	12%	4	0	0	1	4	9	6%	0	1	0	0	1	1%	
AMOUNT (1)	18	28	28	25	30	129	86%	24	28	28	20	129	86%	26	30	30	29	26	141	94%	30	29	30	30	30	149	99%
AMOUNT (2)	0	0	0	0	0	0	0%	2	0	0	0	2	1%	0	0	0	0	0	0	0	0%	0	0	0	0	0	0%
AMOUNT (3)	0	0	0	0	0	0	0%	0	0	0	1	1%	0	0	0	0	0	0	0	0	0%	0	0	0	0	0	0%
AMOUNT (4)	0	0	0	0	0	0	0%	1	0	0	0	1	1%	1	0	0	0	1	2	1%	0	0	0	0	0	0	0%
AMOUNT (5)	0	0	0	1	0	1	1%	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%
total	30	30	30	30	30	150	100%	30	30	30	30	150	100%	30	30	30	30	30	150	100%	30	30	30	30	150	100%	

Tabulka 41: Z25: Vývoj výskytů témat v Reels v rámci celého výzkumu

DATE THEME POST NR./ DAY	28.11.22 29.11.22 30.11.22 1.12.22 2.12.22					5.12.22 6.12.22 7.12.22 8.12.22 9.12.22					12.12.22 13.12.22 14.12.22 15.12.22 16.12.22					19.12.22 20.12.22 21.12.22 22.12.22 23.12.22				
	cat	cat	cat	cat	cat	food	food	food	food	food	beauty	beauty	beauty	beauty	beauty	cat	cat	cat	cat	cat
1.	0	0	0	0	0	1	1	1	2	2	2	2	2	2	2	2	1	1	1	1
2.	0	0	0	0	0	1	1	2	1	2	1	2	2	2	2	1	1	1	1	1
3.	0	0	0	0	1	1	1	1	2	2	0	2	2	2	2	2	1	1	1	1
4.	0	0	0	0	0	1	1	1	2	1	0	2	2	2	2	2	1	1	1	1
5.	0	0	0	3	1	1	1	1	1	2	2	2	2	1	2	2	1	1	1	1
6.	0	0	1	0	1	1	1	2	2	2	1	2	1	2	2	1	1	1	1	1
7.	0	0	0	0	0	1	1	1	2	2	2	0	2	2	2	2	0	1	1	1
8.	0	0	3	0	1	1	1	2	2	2	2	2	2	2	2	1	1	1	1	1
9.	0	0	0	1	0	1	1	1	1	2	1	0	2	1	2	2	1	1	1	1
10.	0	0	0	1	0	2	1	2	2	2	2	1	1	2	2	2	1	1	1	1
11.	2	0	0	0	1	0	0	1	2	2	2	2	2	1	2	1	0	1	1	1
12.	0	0	3	0	1	0	1	2	2	2	0	2	1	2	2	2	1	1	1	1
13.	0	0	2	0	2	0	1	1	2	2	0	2	1	2	2	1	1	1	1	1
14.	0	2	0	3	1	1	1	2	2	2	2	1	1	2	1	1	1	1	1	1
15.	0	0	0	0	1	1	1	0	2	2	1	2	0	2	2	1	1	1	1	1
16.	3	0	0	0	1	1	1	2	2	2	2	1	1	0	1	1	1	1	1	1
17.	0	0	0	1	1	1	0	2	2	2	0	0	2	2	2	1	1	1	1	1
18.	0	0	1	1	1	1	0	2	1	2	2	1	1	0	1	1	1	1	1	1
19.	0	0	0	0	1	0	2	2	2	2	1	2	0	2	2	1	1	1	1	1
20.	0	0	0	0	0	0	1	2	2	2	2	1	1	2	0	0	1	1	1	1
21.	0	0	0	1	0	0	1	2	2	2	0	2	0	0	2	1	1	1	1	1
22.	0	0	0	0	0	0	2	2	2	4	2	1	1	1	1	1	1	1	1	1
23.	0	0	0	0	1	0	4	2	2	1	1	2	0	2	2	1	1	1	1	1
24.	0	0	0	0	2	0	1	2	2	2	0	1	2	2	1	1	1	1	1	1
25.	0	0	0	1	1	1	1	2	2	2	1	2	2	2	0	1	1	1	1	1
26.	0	0	0	1	1	1	1	2	2	2	2	2	2	1	0	1	1	1	1	1
27.	0	0	0	0	1	1	2	2	2	2	2	2	1	0	2	1	1	1	1	1
28.	0	2	0	1	1	1	1	2	2	2	1	0	2	2	1	1	1	1	1	1
29.	0	0	0	1	1	0	1	2	2	0	2	2	1	1	2	1	1	1	1	1
30.	0	0	1	1	0	1	0	2	2	2	1	1	1	2	1	1	1	1	1	1
AMOUNT (0)	28	28	24	18	10	11	5	1	0	1	18	12%	5	4	5	2	2	0	1	0
AMOUNT (1)	0	0	3	10	18	31	21%	18	21	8	4	2	53	35%	9	9	10	9	7	20
AMOUNT (2)	1	2	1	0	2	6	4%	1	3	21	26	26	77	51%	16	17	15	17	21	44
AMOUNT (3)	0	0	2	2	0	5	3%	0	0	0	0	0	0	0%	0	0	0	0	0	86
AMOUNT (4)	0	0	0	0	0	0	0%	0	1	0	0	1	2	1%	0	0	0	0	0	0
AMOUNT (5)	0	0	0	0	0	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0	0
total	30	30	30	30	30	30	100%	30	30	30	30	150	100%	150	100%	30	30	30	30	150

Tabulka 43: Z27: Vývoj výskytu témat v Reels v rámci celého výzkumu

DATE THEME POST NR./ DAY	28.11.22 28.11.22 30.11.22 1.12.22 2.12.22					5.12.22 6.12.22 7.12.22 8.12.22 9.12.22					12.12.22 13.12.22 14.12.22 15.12.22 16.12.22					19.12.22 20.12.22 21.12.22 22.12.22 23.12.22					
	cat	cat	cat	cat	cat	food	food	food	food	food	beauty	beauty	beauty	beauty	beauty	cat	cat	cat	cat	cat	
1.	3	0	1	1	1	1	0	1	1	1	1	1	2	0	1	1	1	1	1	1	
2.	0	0	0	1	1	1	1	1	1	1	2	1	1	1	0	1	1	1	1	1	
3.	0	0	0	1	1	1	1	1	1	1	1	0	2	1	1	1	1	1	1	1	
4.	0	0	0	0	1	1	1	1	0	1	2	1	1	1	0	1	1	1	1	1	
5.	0	0	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	
6.	0	0	0	1	1	1	1	1	0	1	2	2	1	1	1	1	1	1	1	1	
7.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
8.	0	0	1	1	1	1	1	1	1	1	0	2	2	1	0	1	1	1	1	1	
9.	0	0	0	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	1	1	
10.	0	2	1	1	0	1	1	1	1	1	2	0	0	2	0	1	1	1	1	1	
11.	0	0	0	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
12.	2	0	1	1	1	1	1	1	0	1	2	2	0	1	0	1	1	1	1	1	
13.	0	0	0	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	
14.	0	0	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	
15.	0	0	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	
16.	0	2	0	1	1	1	1	1	0	1	1	2	0	1	1	1	1	1	1	1	
17.	0	0	1	1	0	1	1	1	1	1	2	1	0	2	1	1	1	1	1	1	
18.	0	0	1	1	1	1	1	0	1	1	1	2	0	0	1	1	1	1	1	1	
19.	0	0	1	1	1	1	0	0	1	1	2	1	1	1	0	1	1	1	1	1	
20.	0	0	1	1	1	1	1	1	1	0	1	1	0	2	1	1	1	1	1	1	
21.	0	0	1	1	1	1	1	2	1	1	0	1	1	1	0	1	1	1	1	1	
22.	0	0	1	1	1	0	1	0	0	1	1	2	2	1	1	1	1	1	1	1	
23.	0	0	1	1	1	1	0	1	1	0	0	1	0	0	1	1	1	1	1	1	
24.	0	1	1	1	1	1	1	1	0	1	0	0	0	1	1	1	1	1	1	1	
25.	0	0	1	1	1	1	1	0	0	1	0	0	2	0	1	1	1	1	1	1	
26.	0	0	1	1	1	1	1	2	0	0	0	2	0	1	1	0	1	1	1	1	
27.	0	0	1	1	1	1	0	0	1	0	0	1	1	0	0	0	1	1	1	1	
28.	0	1	1	0	1	1	1	0	0	1	0	0	0	0	1	1	1	1	1	1	
29.	0	0	1	1	1	1	1	0	0	1	0	1	0	0	0	1	1	1	1	1	
30.	0	1	1	1	1	1	0	0	0	1	1	0	0	1	1	1	1	1	1	1	
AMOUNT (0)	28	24	10	2	2	66	44%	38	25%	11	8	11	11	7	48	32%	2	0	0	1	1
AMOUNT (1)	0	4	20	28	28	80	53%	110	73%	12	15	11	17	23	76	52%	28	30	30	29	30
AMOUNT (2)	1	2	0	0	0	3	2%	2	1%	7	7	8	2	0	24	16%	0	0	0	0	0
AMOUNT (3)	1	0	0	0	0	1	1%	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0
AMOUNT (4)	0	0	0	0	0	0	0%	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0
AMOUNT (5)	0	0	0	0	0	0	0%	0	0%	0	0	0	0	0	0	0%	0	0	0	0	0
total	30	30	30	30	30	150	100%	150	100%	30	30	30	30	30	150	100%	30	30	30	30	30

Tabulka 44: Z28: Vývoj výskytu témat v Reels v rámci celého výzkumu

DATE	28.11.22 29.11.22 30.11.22 1.12.22 2.12.22					5.12.22 6.12.22 7.12.22 8.12.22 9.12.22					12.12.22 13.12.22 14.12.22 15.12.22 16.12.22					19.12.22 20.12.22 21.12.22 22.12.22 23.12.22				
	cat	cat	cat	cat	cat	food	food	food	food	food	beauty	beauty	beauty	beauty	beauty	cat	cat	cat	cat	cat
1.	0	0	0	0	0	1	1	1	1	2	1	1	1	1	1	0	1	1	1	1
2.	0	0	0	0	0	1	1	1	1	0	0	0	0	1	1	0	1	1	1	1
3.	0	0	0	0	2	1	1	1	1	2	1	0	1	1	1	0	1	1	1	1
4.	0	1	0	0	1	1	1	1	1	0	0	0	0	0	0	0	1	1	1	1
5.	0	0	0	0	1	0	1	1	1	0	0	0	2	1	1	1	1	1	1	4
6.	0	0	0	0	1	0	0	1	1	0	1	1	1	1	1	0	1	1	1	1
7.	0	2	0	0	1	1	0	0	2	1	0	0	0	1	1	1	1	1	1	1
8.	0	2	0	0	0	1	2	1	1	0	0	1	0	1	1	1	1	1	1	1
9.	0	0	1	1	1	1	0	1	0	1	2	3	0	0	1	0	1	1	1	1
10.	3	2	0	0	1	1	0	1	0	0	0	2	2	1	1	0	1	1	1	1
11.	0	0	0	0	2	1	0	1	1	0	0	0	0	0	1	0	0	1	1	1
12.	0	2	0	1	0	1	0	1	1	1	1	2	2	2	1	1	1	1	1	1
13.	0	0	5	2	1	1	0	1	0	0	2	0	0	1	1	0	1	0	1	1
14.	0	2	0	0	1	1	0	0	1	1	0	0	0	2	1	0	1	1	1	1
15.	0	0	0	0	1	1	1	1	1	2	0	1	1	1	0	1	1	0	1	1
16.	0	0	0	2	1	1	1	0	1	1	0	0	1	1	1	1	1	1	1	1
17.	3	0	0	1	1	1	0	0	1	2	0	0	1	1	2	1	1	1	1	1
18.	0	0	2	2	1	1	1	0	1	0	2	0	1	1	1	3	1	1	1	1
19.	0	0	0	1	0	1	0	0	1	1	1	1	1	1	0	2	1	1	1	1
20.	0	0	0	0	1	1	1	1	0	0	1	0	0	0	0	1	1	1	1	1
21.	0	0	0	0	1	1	2	0	1	1	1	1	0	1	1	1	1	1	1	1
22.	0	0	1	0	1	1	1	0	1	1	0	2	0	1	2	0	1	1	1	1
23.	0	0	0	0	0	1	2	1	1	0	0	1	1	1	0	2	1	1	1	1
24.	0	1	1	0	1	1	0	1	0	2	0	0	1	0	0	1	1	1	1	1
25.	0	0	0	0	1	0	2	1	0	4	1	0	0	1	1	0	1	1	0	1
26.	0	0	0	0	0	1	1	1	1	2	2	0	1	2	1	0	1	1	1	1
27.	0	0	0	0	1	1	0	1	0	0	1	1	1	0	0	3	1	1	1	1
28.	0	0	0	0	1	1	0	0	0	2	1	0	0	2	1	0	1	1	1	1
29.	0	0	0	0	1	0	0	0	1	1	0	0	1	0	0	1	1	1	1	1
30.	0	0	0	0	1	1	0	0	0	0	1	2	0	1	0	1	1	1	1	1
AMOUNT (0)	28	23	24	21	7	4	15	11	11	13	17	16	14	10	9	66	44%	14	2	2
AMOUNT (1)	0	2	3	5	22	26	11	19	18	9	9	9	12	15	21	66	44%	12	29	28
AMOUNT (2)	0	5	1	4	1	0	4	0	1	7	4	4	4	5	0	17	11%	2	0	0
AMOUNT (3)	2	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1%	2	0	0
AMOUNT (4)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0%	0	0	0
AMOUNT (5)	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0%	0	0	0
total	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	150	100%	30	30	30

Tabuľka 46: Z30: Vývoj výskytu tém v Reels v rámci celého výzkumu

DATE	28.11.22 29.11.22 30.11.22 1.12.22 2.12.22					5.12.22 6.12.22 7.12.22 8.12.22 9.12.22					12.12.22 13.12.22 14.12.22 15.12.22 16.12.22					19.12.22 20.12.22 21.12.22 22.12.22 23.12.22					Total						
	cat	cat	cat	cat	cat	food	food	food	food	food	beauty	beauty	beauty	beauty	beauty	cat	cat	cat	cat	cat		AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)
1.	0	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	23	19	12	6	1	61	41%
2.	3	0	1	1	1	1	1	1	1	0	1	1	0	0	0	1	1	1	1	1	4	5	16	24	29	78	52%
3.	0	2	0	0	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	2	3	2	0	0	7	5%
4.	1	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	2	0	0	0	3	2%
5.	0	0	1	2	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0	1	0	0	0	1	1%
6.	0	3	1	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	0%
7.	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0	0	0	1	1	1	0%
8.	0	2	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	0%
9.	1	0	0	1	0	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	0	1	0	1	1	1	0%
10.	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	0%
11.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0	0	0	1	1	1	0%
12.	0	3	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	3	1	1	1	0%
13.	0	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	2	0	1	1	1	0%
14.	2	0	2	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	0%
15.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0	0	0	1	1	1	0%
16.	0	0	0	0	1	1	1	1	1	1	1	0	2	0	1	1	1	1	1	1	0	0	0	1	1	1	0%
17.	2	4	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	4	0	1	1	1	0%
18.	0	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	0	1	1	1	1	1	0%
19.	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	0%
20.	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	0%
21.	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	1	1	0%
22.	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0%
23.	0	1	0	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	0%
24.	0	0	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	0%
25.	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0%
26.	0	0	1	1	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0%
27.	1	0	1	1	1	0	0	0	1	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1	1	1	0%
28.	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	0%
29.	0	0	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0%
30.	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	0%
AMOUNT (0)	23	19	12	6	1	7	3	5	1	11	6	2	15	14	8	1	1	5	5	8	20	13%					
AMOUNT (1)	4	5	16	24	29	22	27	25	29	19	24	28	14	16	22	28	29	23	25	19	124	83%					
AMOUNT (2)	2	3	2	0	0	1	0	0	0	0	0	0	0	1	0	0	0	2	0	3	5	3%					
AMOUNT (3)	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%					
AMOUNT (4)	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%					
AMOUNT (5)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0%					
Total	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	150	100%					

Tabulka 47: Z1: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	6	1	3	0	0	0	10	10%
3.	8	1	0	1	0	0	10	10%
4.	8	2	0	0	0	0	10	20%
5.	5	5	0	0	0	0	10	50%
theme	37	9	3	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	1	0	0	0	0	10	0%
2.	8	2	0	0	0	0	10	0%
3.	5	2	2	1	0	0	10	20%
4.	3	1	6	0	0	0	10	60%
5.	3	1	6	0	0	0	10	60%
total	28	7	14	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	1	0	9	0	0	0	10	0%
2.	1	0	9	0	0	0	10	0%
3.	1	0	9	0	0	0	10	0%
4.	5	0	5	0	0	0	10	0%
5.	0	0	10	0	0	0	10	0%
total	8	0	42	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	2	2	6	0	0	0	10	20%
2.	4	2	4	0	0	0	10	20%
3.	3	4	3	0	0	0	10	40%
4.	2	4	4	0	0	0	10	40%
5.	3	5	2	0	0	0	10	50%
total	14	17	19	0	0	0	50	

Tabulka 48: Z2: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	6	1	1	2	0	0	10	10%
3.	4	6	0	0	0	0	10	60%
4.	9	1	0	0	0	0	10	10%
5.	5	5	0	0	0	0	10	50%
total	34	13	1	2	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	7	0	0	0	0	10	0%
2.	1	9	0	0	0	0	10	0%
3.	3	3	4	0	0	0	10	40%
4.	0	1	9	0	0	0	10	90%
5.	1	0	9	0	0	0	10	90%
total	8	20	22	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	0	0	10	0	0	0	10	0%
2.	0	0	10	0	0	0	10	0%
3.	4	0	4	2	0	0	10	20%
4.	0	0	0	10	0	0	10	100%
5.	1	0	0	9	0	0	10	90%
total	5	0	24	21	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	0	0	0	10	0	0	10	0%
2.	1	5	0	4	0	0	10	50%
3.	4	3	2	1	0	0	10	30%
4.	3	7	0	0	0	0	10	70%
5.	4	3	3	0	0	0	10	30%
total	12	18	5	15	0	0	50	

Tabulka 49: Z3: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	1	1	2	0	0	10	10%
2.	7	3	0	0	0	0	10	30%
3.	3	7	0	0	0	0	10	70%
4.	5	4	0	1	0	0	10	40%
5.	6	4	0	0	0	0	10	40%
total	27	19	1	3	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	3	7	0	0	0	0	10	0%
3.	1	4	5	0	0	0	10	50%
4.	0	4	6	0	0	0	10	60%
5.	0	0	10	0	0	0	10	100%
total	9	20	21	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	2	1	7	0	0	0	10	0%
2.	3	0	7	0	0	0	10	0%
3.	2	0	2	6	0	0	10	60%
4.	1	0	0	9	0	0	10	90%
5.	4	0	0	6	0	0	10	60%
total	12	1	16	21	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	1	1	0	8	0	0	10	10%
2.	2	0	0	8	0	0	10	0%
3.	3	5	0	2	0	0	10	50%
4.	5	3	0	2	0	0	10	30%
5.	4	6	0	0	0	0	10	60%
total	15	15	0	20	0	0	50	

Tabulka 50: Z4: Vývoj výskytů themes v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	1	1	2	0	0	10	10%
2.	7	3	0	0	0	0	10	30%
3.	3	7	0	0	0	0	10	70%
4.	5	4	0	1	0	0	10	40%
5.	6	4	0	0	0	0	10	40%
total	27	19	1	3	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	7	0	0	0	0	10	0%
2.	1	3	6	0	0	0	10	60%
3.	1	4	5	0	0	0	10	50%
4.	0	0	10	0	0	0	10	100%
5.	0	0	10	0	0	0	10	100%
total	5	14	31	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	0	7	0	0	0	10	0%
2.	3	0	7	0	0	0	10	0%
3.	0	1	9	0	0	0	10	0%
4.	4	0	6	0	0	0	10	0%
5.	0	0	10	0	0	0	10	0%
total	10	1	39	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	1	2	7	0	0	0	10	20%
2.	5	5	0	0	0	0	10	50%
3.	3	7	0	0	0	0	10	70%
4.	6	3	1	0	0	0	10	30%
5.	3	6	1	0	0	0	10	60%
total	18	23	9	0	0	0	50	

Tabulka 51: Z5: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	0	1	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	9	1	0	0	0	0	10	10%
4.	8	2	0	0	0	0	10	20%
5.	5	5	0	0	0	0	10	50%
total	41	8	0	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	4	6	0	0	0	0	10	0%
3.	2	8	0	0	0	0	10	0%
4.	3	7	0	0	0	0	10	0%
5.	4	5	1	0	0	0	10	10%
total	18	31	1	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	4	5	1	0	0	0	10	0%
2.	3	7	0	0	0	0	10	0%
3.	9	1	0	0	0	0	10	0%
4.	7	3	0	0	0	0	10	0%
5.	8	2	0	0	0	0	10	0%
total	31	18	1	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	8	2	0	0	0	0	10	20%
2.	4	6	0	0	0	0	10	60%
3.	1	9	0	0	0	0	10	90%
4.	0	10	0	0	0	0	10	100%
5.	2	7	1	0	0	0	10	70%
total	15	34	1	0	0	0	50	

Tabulka 52: Z6: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	0	1	0	0	10	0%
2.	5	5	0	0	0	0	10	50%
3.	6	4	0	0	0	0	10	40%
4.	6	4	0	0	0	0	10	40%
5.	6	4	0	0	0	0	10	40%
total	32	17	0	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	7	3	0	0	0	0	10	0%
2.	7	3	0	0	0	0	10	0%
3.	3	4	2	1	0	0	10	20%
4.	2	0	8	0	0	0	10	80%
5.	4	1	5	0	0	0	10	50%
total	23	11	15	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	4	3	0	0	0	10	0%
2.	1	1	8	0	0	0	10	0%
3.	0	0	10	0	0	0	10	0%
4.	4	0	6	0	0	0	10	0%
5.	2	4	4	0	0	0	10	0%
total	10	9	31	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	4	1	5	0	0	0	10	10%
2.	3	5	2	0	0	0	10	50%
3.	3	6	1	0	0	0	10	60%
4.	4	5	1	0	0	0	10	50%
5.	2	7	0	1	0	0	10	70%
total	16	24	9	1	0	0	50	

Tabulka 53: Z7: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	1	0	0	0	0	10	10%
2.	4	6	0	0	0	0	10	60%
3.	4	5	1	0	0	0	10	50%
4.	4	5	1	0	0	0	10	50%
5.	4	5	1	0	0	0	10	50%
total	25	22	3	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	1	4	5	0	0	0	10	50%
3.	0	0	10	0	0	0	10	100%
4.	4	0	6	0	0	0	10	60%
5.	0	0	10	0	0	0	10	100%
total	10	9	31	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	0	7	0	0	0	10	0%
2.	0	0	10	0	0	0	10	0%
3.	2	0	8	0	0	0	10	0%
4.	2	1	7	0	0	0	10	0%
5.	1	2	7	0	0	0	10	0%
total	8	3	39	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	1	1	5	3	0	0	10	10%
2.	2	7	0	1	0	0	10	70%
3.	2	8	0	0	0	0	10	80%
4.	4	6	0	0	0	0	10	60%
5.	3	7	0	0	0	0	10	70%
total	12	29	5	4	0	0	50	

Tabulka 54: Z8: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	5	5	0	0	0	0	10	50%
4.	6	4	0	0	0	0	10	40%
5.	7	3	0	0	0	0	10	30%
total	38	12	0	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	7	3	0	0	0	0	10	0%
2.	0	1	9	0	0	0	10	90%
3.	1	1	8	0	0	0	10	80%
4.	2	0	8	0	0	0	10	80%
5.	1	0	9	0	0	0	10	90%
total	11	5	34	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	2	0	8	0	0	0	10	0%
2.	2	0	8	0	0	0	10	0%
3.	0	0	10	0	0	0	10	0%
4.	0	0	10	0	0	0	10	0%
5.	1	0	9	0	0	0	10	0%
total	5	0	45	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	4	0	3	3	0	0	10	0%
2.	2	1	3	4	0	0	10	10%
3.	3	7	0	0	0	0	10	70%
4.	5	1	4	0	0	0	10	10%
5.	7	3	0	0	0	0	10	30%
total	21	12	10	7	0	0	50	

Tabulka 55: Z9: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	0	1	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	6	4	0	0	0	0	10	40%
4.	0	10	0	0	0	0	10	100%
5.	5	5	0	0	0	0	10	50%
total	30	19	0	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	6	1	0	0	0	10	10%
2.	4	4	2	0	0	0	10	20%
3.	1	9	0	0	0	0	10	0%
4.	6	4	0	0	0	0	10	0%
5.	7	2	1	0	0	0	10	10%
total	21	25	4	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	6	2	2	0	0	0	10	0%
3.	6	4	0	0	0	0	10	0%
4.	8	2	0	0	0	0	10	0%
5.	3	5	0	2	0	0	10	20%
total	28	18	2	2	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	0	7	0	0	0	10	0%
2.	6	4	0	0	0	0	10	40%
3.	1	9	0	0	0	0	10	90%
4.	6	4	0	0	0	0	10	40%
5.	6	4	0	0	0	0	10	40%
total	22	21	7	0	0	0	50	

Tabulka 56: Z10: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	0	0	0	0	0	10	10	0%
3.	0	0	0	0	0	10	10	0%
4.	8	2	0	0	0	0	10	20%
5.	1	9	0	0	0	0	10	90%
total	19	11	0	0	0	20	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	2	8	0	0	0	0	10	0%
2.	1	4	4	1	0	0	10	40%
3.	1	4	4	1	0	0	10	40%
4.	2	0	8	0	0	0	10	80%
5.	3	0	7	0	0	0	10	70%
total	9	16	23	2	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	1	0	9	0	0	0	10	0%
2.	1	0	9	0	0	0	10	0%
3.	1	1	8	0	0	0	10	0%
4.	0	2	8	0	0	0	10	0%
5.	0	0	4	6	0	0	10	60%
total	3	3	38	6	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	2	8	0	0	0	0	10	80%
2.	1	4	4	1	0	0	10	40%
3.	1	4	4	1	0	0	10	40%
4.	2	0	8	0	0	0	10	0%
5.	3	7	0	0	0	0	10	70%
total	9	23	16	2	0	0	50	

Tabulka 57: Z11: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	6	4	0	0	0	0	10	40%
4.	5	5	0	0	0	0	10	50%
5.	3	7	0	0	0	0	10	70%
total	34	16	0	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	2	8	0	0	0	0	10	0%
2.	3	6	0	1	0	0	10	0%
3.	3	5	1	1	0	0	10	10%
4.	4	4	0	2	0	0	10	0%
5.	4	5	0	1	0	0	10	0%
total	16	28	1	5	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	4	0	0	0	0	10	0%
2.	6	4	0	0	0	0	10	0%
3.	6	4	0	0	0	0	10	0%
4.	6	4	0	0	0	0	10	0%
5.	4	6	0	0	0	0	10	0%
total	28	22	0	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	0	1	0	9	0	0	10	10%
2.	1	3	0	6	0	0	10	30%
3.	2	6	0	2	0	0	10	60%
4.	0	6	0	4	0	0	10	60%
5.	2	6	0	2	0	0	10	60%
total	5	22	0	23	0	0	50	

Tabulka 58: Z12: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	0	1	0	0	10	0%
2.	5	5	0	0	0	0	10	50%
3.	5	5	0	0	0	0	10	50%
4.	8	2	0	0	0	0	10	20%
5.	8	2	0	0	0	0	10	20%
total	35	14	0	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	4	6	0	0	0	0	10	0%
2.	5	4	0	1	0	0	10	0%
3.	4	6	0	0	0	0	10	0%
4.	6	4	0	0	0	0	10	0%
5.	3	7	0	0	0	0	10	0%
total	22	27	0	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	4	0	0	0	0	10	0%
2.	6	4	0	0	0	0	10	0%
3.	7	3	0	0	0	0	10	0%
4.	3	7	0	0	0	0	10	0%
5.	4	5	0	1	0	0	10	10%
total	26	23	0	1	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	8	2	0	0	0	0	10	20%
2.	8	2	0	0	0	0	10	20%
3.	5	5	0	0	0	0	10	50%
4.	5	5	0	0	0	0	10	50%
5.	4	5	1	0	0	0	10	50%
total	30	19	1	0	0	0	50	

Tabulka 59: Z13: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	9	0	1	0	0	0	10	0%
4.	8	2	0	0	0	0	10	20%
5.	5	5	0	0	0	0	10	50%
total	42	7	1	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	3	6	1	0	0	0	10	10%
3.	2	8	0	0	0	0	10	0%
4.	5	5	0	0	0	0	10	0%
5.	4	6	0	0	0	0	10	0%
total	19	30	1	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	7	3	0	0	0	0	10	0%
2.	7	3	0	0	0	0	10	0%
3.	0	10	0	0	0	0	10	0%
4.	1	9	0	0	0	0	10	0%
5.	1	7	2	0	0	0	10	0%
total	16	32	2	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	50%
2.	1	9	0	0	0	0	10	90%
3.	2	8	0	0	0	0	10	80%
4.	2	8	0	0	0	0	10	80%
5.	1	9	0	0	0	0	10	90%
total	11	39	0	0	0	0	50	

Tabulka 60: Z14: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	9	1	0	0	0	0	10	10%
3.	6	4	0	0	0	0	10	40%
4.	9	1	0	0	0	0	10	10%
5.	4	5	0	1	0	0	10	50%
total	38	11	0	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	0	10	0	0	0	0	10	0%
2.	2	8	0	0	0	0	10	0%
3.	2	8	0	0	0	0	10	0%
4.	2	8	0	0	0	0	10	0%
5.	4	6	0	0	0	0	10	0%
total	10	40	0	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	6	0	1	0	0	10	10%
2.	3	7	0	0	0	0	10	0%
3.	1	8	0	1	0	0	10	10%
4.	2	8	0	0	0	0	10	0%
5.	2	6	0	2	0	0	10	20%
total	11	35	0	4	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	4	6	0	0	0	0	10	60%
2.	1	7	2	0	0	0	10	70%
3.	4	5	0	1	0	0	10	50%
4.	2	8	0	0	0	0	10	80%
5.	4	6	0	0	0	0	10	60%
total	15	32	2	1	0	0	50	

Tabulka 61: Z15: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	9	1	0	0	0	0	10	10%
4.	5	5	0	0	0	0	10	50%
5.	5	5	0	0	0	0	10	50%
total	39	11	0	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	1	9	0	0	0	0	10	0%
2.	3	1	6	0	0	0	10	60%
3.	4	1	4	1	0	0	10	40%
4.	1	5	4	0	0	0	10	40%
5.	7	2	1	0	0	0	10	10%
total	16	18	15	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	2	2	6	0	0	0	10	0%
2.	1	1	8	0	0	0	10	0%
3.	0	2	8	0	0	0	10	0%
4.	0	3	6	1	0	0	10	10%
5.	2	2	6	0	0	0	10	0%
total	5	10	34	1	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	0	2	7	1	0	0	10	20%
2.	0	6	4	0	0	0	10	60%
3.	1	8	1	0	0	0	10	80%
4.	0	4	5	1	0	0	10	40%
5.	0	9	1	0	0	0	10	90%
total	1	29	18	2	0	0	50	

Tabulka 62: Z16: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	1	0	0	0	10	0%
2.	9	0	1	0	0	0	10	0%
3.	8	2	0	0	0	0	10	20%
4.	2	8	0	0	0	0	10	80%
5.	2	7	0	1	0	0	10	70%
total	30	17	2	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	4	6	0	0	0	0	10	0%
3.	4	6	0	0	0	0	10	0%
4.	5	3	2	0	0	0	10	20%
5.	5	4	1	0	0	0	10	10%
total	23	24	3	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	4	3	0	0	0	10	0%
2.	5	4	1	0	0	0	10	0%
3.	5	2	3	0	0	0	10	0%
4.	1	5	4	0	0	0	10	0%
5.	4	3	3	0	0	0	10	0%
total	18	18	14	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	3	1	0	1	0	10	30%
2.	5	3	2	0	0	0	10	30%
3.	3	3	4	0	0	0	10	30%
4.	4	3	2	1	0	0	10	30%
5.	4	4	1	1	0	0	10	40%
total	21	16	10	2	1	0	50	

Tabulka 63: Z17: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	1	0	0	0	10	0%
2.	4	6	0	0	0	0	10	60%
3.	3	7	0	0	0	0	10	70%
4.	3	7	0	0	0	0	10	70%
5.	1	9	0	0	0	0	10	90%
total	20	29	1	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	3	7	0	0	0	0	10	0%
3.	6	4	0	0	0	0	10	0%
4.	5	5	0	0	0	0	10	0%
5.	6	2	1	1	0	0	10	10%
total	25	23	1	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	1	2	1	0	0	10	10%
2.	3	6	1	0	0	0	10	0%
3.	2	4	4	0	0	0	10	0%
4.	5	2	3	0	0	0	10	0%
5.	3	2	5	0	0	0	10	0%
total	19	15	15	1	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	1	3	0	0	0	10	10%
2.	4	4	1	1	0	0	10	40%
3.	3	3	4	0	0	0	10	30%
4.	4	4	2	0	0	0	10	40%
5.	5	3	2	0	0	0	10	30%
total	22	15	12	1	0	0	50	

Tabulka 64: Z18: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	1	0	0	0	0	10	10%
2.	9	0	0	1	0	0	10	0%
3.	4	5	1	0	0	0	10	50%
4.	2	8	0	0	0	0	10	80%
5.	5	5	0	0	0	0	10	50%
total	29	19	1	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	4	0	0	0	0	10	0%
2.	3	5	1	0	1	0	10	10%
3.	5	4	1	0	0	0	10	10%
4.	5	5	0	0	0	0	10	0%
5.	4	4	2	0	0	0	10	20%
total	23	22	4	0	1	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	8	2	0	0	0	0	10	0%
2.	8	2	0	0	0	0	10	0%
3.	4	6	0	0	0	0	10	0%
4.	5	4	0	1	0	0	10	10%
5.	7	2	1	0	0	0	10	0%
total	32	16	1	1	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	8	2	0	0	0	0	10	20%
2.	7	3	0	0	0	0	10	30%
3.	2	6	2	0	0	0	10	60%
4.	3	5	2	0	0	0	10	50%
5.	3	5	1	1	0	0	10	50%
total	23	21	5	1	0	0	50	

Tabulka 65: Z18: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	3	7	0	0	0	0	10	70%
3.	5	5	0	0	0	0	10	50%
4.	4	5	1	0	0	0	10	50%
5.	5	5	0	0	0	0	10	50%
total	27	22	1	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	7	0	0	0	0	10	0%
2.	4	5	1	0	0	0	10	10%
3.	3	6	0	1	0	0	10	0%
4.	2	8	0	0	0	0	10	0%
5.	5	5	0	0	0	0	10	0%
total	17	31	1	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	3	4	0	0	0	10	0%
2.	4	4	2	0	0	0	10	0%
3.	2	5	2	1	0	0	10	10%
4.	2	3	3	2	0	0	10	20%
5.	2	1	5	2	0	0	10	20%
total	13	16	16	5	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	3	1	3	0	0	10	30%
2.	7	2	1	0	0	0	10	20%
3.	6	2	1	1	0	0	10	20%
4.	3	6	1	0	0	0	10	60%
5.	2	4	1	3	0	0	10	40%
total	21	17	5	7	0	0	50	

Tabulka 66: Z20: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	8	1	1	0	0	0	10	10%
2.	10	0	0	0	0	0	10	0%
3.	10	0	0	0	0	0	10	0%
4.	5	4	0	1	0	0	10	40%
5.	3	6	1	0	0	0	10	60%
total	36	11	2	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	0	10	0	0	0	0	10	0%
2.	1	8	0	1	0	0	10	0%
3.	3	7	0	0	0	0	10	0%
4.	4	6	0	0	0	0	10	0%
5.	4	5	1	0	0	0	10	10%
total	12	36	1	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	2	5	2	1	0	0	10	10%
2.	1	7	2	0	0	0	10	0%
3.	1	9	0	0	0	0	10	0%
4.	1	9	0	0	0	0	10	0%
5.	1	6	2	1	0	0	10	10%
total	6	36	6	2	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	5	1	1	0	0	10	50%
2.	4	6	0	0	0	0	10	60%
3.	3	5	2	0	0	0	10	50%
4.	1	7	2	0	0	0	10	70%
5.	4	6	0	0	0	0	10	60%
total	15	29	5	1	0	0	50	

Tabulka 67: Z21: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	10	0	0	0	0	0	10	0%
4.	10	0	0	0	0	0	10	0%
5.	8	1	1	0	0	0	10	10%
total	48	1	1	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	5	4	0	1	0	0	10	0%
3.	2	6	2	0	0	0	10	20%
4.	7	2	1	0	0	0	10	10%
5.	1	8	1	0	0	0	10	10%
total	20	25	4	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	2	0	2	0	0	10	20%
2.	5	5	0	0	0	0	10	0%
3.	2	6	2	0	0	0	10	0%
4.	2	7	1	0	0	0	10	0%
5.	5	2	3	0	0	0	10	0%
total	20	22	6	2	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	0	7	3	0	0	0	10	70%
2.	2	5	3	0	0	0	10	50%
3.	0	7	3	0	0	0	10	70%
4.	2	6	2	0	0	0	10	60%
5.	0	3	7	0	0	0	10	30%
total	4	28	18	0	0	0	50	

Tabulka 68: Z22: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	1	0	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	7	3	0	0	0	0	10	30%
4.	9	1	0	0	0	0	10	10%
5.	2	8	0	0	0	0	10	80%
total	37	12	1	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	6	0	0	0	0	9	0%
2.	3	7	1	0	0	0	11	10%
3.	8	2	0	0	0	0	10	0%
4.	5	5	0	0	0	0	10	0%
5.	4	6	0	0	0	0	10	0%
total	23	26	1	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	4	0	1	0	0	10	10%
2.	7	3	0	0	0	0	10	0%
3.	2	7	1	0	0	0	10	0%
4.	3	7	0	0	0	0	10	0%
5.	3	5	2	0	0	0	10	0%
total	20	26	3	1	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	1	9	0	0	0	0	10	90%
2.	0	10	0	0	0	0	10	100%
3.	0	10	0	0	0	0	10	100%
4.	3	7	0	0	0	0	10	70%
5.	1	9	0	0	0	0	10	90%
total	5	45	0	0	0	0	50	

Tabulka 69: Z23: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	7	3	0	0	0	0	10	30%
3.	3	7	0	0	0	0	10	70%
4.	3	7	0	0	0	0	10	70%
5.	4	6	0	0	0	0	10	60%
total	27	23	0	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	1	9	0	0	0	0	10	0%
2.	3	6	0	1	0	0	10	0%
3.	2	8	0	0	0	0	10	0%
4.	7	3	0	0	0	0	10	0%
5.	6	4	0	0	0	0	10	0%
total	19	30	0	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	3	0	1	0	0	10	10%
2.	6	3	0	1	0	0	10	10%
3.	2	8	0	0	0	0	10	0%
4.	5	5	0	0	0	0	10	0%
5.	2	8	0	0	0	0	10	0%
total	21	27	0	2	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	50%
2.	4	6	0	0	0	0	10	60%
3.	4	6	0	0	0	0	10	60%
4.	5	4	1	0	0	0	10	40%
5.	5	5	0	0	0	0	10	50%
total	23	26	1	0	0	0	50	

Tabulka 70: 24: Vývoj výskytů témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	8	0	0	1	0	1	10	0%
3.	8	1	0	1	0	0	10	10%
4.	7	3	0	0	0	0	10	30%
5.	8	2	0	0	0	0	10	20%
total	41	6	0	2	0	1	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	4	4	1	1	0	0	10	10%
3.	6	4	0	0	0	0	10	0%
4.	6	2	0	2	0	0	10	0%
5.	4	6	0	0	0	0	10	0%
total	25	21	1	3	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	2	0	1	1	0	10	10%
2.	8	2	0	0	0	0	10	0%
3.	8	2	0	0	0	0	10	0%
4.	8	2	0	0	0	0	10	0%
5.	9	0	1	0	0	0	10	0%
total	39	8	1	1	1	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	3	1	0	0	0	10	30%
2.	4	6	0	0	0	0	10	60%
3.	4	6	0	0	0	0	10	60%
4.	5	4	1	0	0	0	10	40%
5.	3	6	1	0	0	0	10	60%
total	22	25	3	0	0	0	50	

Tabulka 71: Z25: Vývoj výskytu témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	0	1	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	10	0	0	0	0	0	10	0%
4.	10	0	0	0	0	0	10	0%
5.	8	1	0	1	0	0	10	10%
total	47	1	0	2	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	7	3	0	0	0	0	10	0%
2.	6	3	1	0	0	0	10	10%
3.	5	4	1	0	0	0	10	10%
4.	5	3	2	0	0	0	10	20%
5.	3	3	4	0	0	0	10	40%
total	26	16	8	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	0	5	0	0	0	10	0%
2.	1	0	8	1	0	0	10	10%
3.	7	0	3	0	0	0	10	0%
4.	6	1	3	0	0	0	10	0%
5.	5	0	5	0	0	0	10	0%
total	24	1	24	1	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	8	1	1	0	0	0	10	10%
2.	6	4	0	0	0	0	10	40%
3.	6	3	1	0	0	0	10	30%
4.	6	1	3	0	0	0	10	10%
5.	5	4	1	0	0	0	10	40%
total	31	13	6	0	0	0	50	

Tabulka 72: Z26: Vývoj výskytu témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	5	5	0	0	0	0	10	50%
3.	8	2	0	0	0	0	10	20%
4.	3	6	0	1	0	0	10	60%
5.	8	2	0	0	0	0	10	20%
total	34	15	0	1	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	4	6	0	0	0	0	10	0%
2.	4	4	1	1	0	0	10	10%
3.	6	4	0	0	0	0	10	0%
4.	6	4	0	0	0	0	10	0%
5.	5	3	2	0	0	0	10	20%
total	25	21	3	1	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	4	0	0	0	0	10	0%
2.	7	3	0	0	0	0	10	0%
3.	4	6	0	0	0	0	10	0%
4.	4	6	0	0	0	0	10	0%
5.	4	5	1	0	0	0	10	0%
total	25	24	1	0	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	7	3	0	0	0	0	10	30%
2.	3	7	0	0	0	0	10	70%
3.	6	4	0	0	0	0	10	40%
4.	4	5	1	0	0	0	10	50%
5.	6	4	0	0	0	0	10	40%
total	26	23	1	0	0	0	50	

Tabulka 73: Z27: Vývoj výskytu témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	10	0	0	0	0	0	10	0%
3.	3	7	0	0	0	0	10	70%
4.	3	7	0	0	0	0	10	70%
5.	8	2	0	0	0	0	10	20%
total	34	16	0	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	5	5	0	0	0	0	10	0%
2.	3	5	0	2	0	0	10	0%
3.	7	3	0	0	0	0	10	0%
4.	7	3	0	0	0	0	10	0%
5.	5	5	0	0	0	0	10	0%
total	27	21	0	2	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	0	3	1	0	0	10	10%
2.	6	3	1	0	0	0	10	0%
3.	9	1	0	0	0	0	10	0%
4.	2	6	2	0	0	0	10	0%
5.	7	1	2	0	0	0	10	0%
total	30	11	8	1	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	1	0	0	0	0	10	10%
2.	6	3	1	0	0	0	10	30%
3.	5	5	0	0	0	0	10	50%
4.	6	3	1	0	0	0	10	30%
5.	5	5	0	0	0	0	10	50%
total	31	17	2	0	0	0	50	

Tabulka 74: Z28: Vývoj výskytu témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	9	1	0	0	0	0	10	10%
3.	10	0	0	0	0	0	10	0%
4.	10	0	0	0	0	0	10	0%
5.	4	5	1	0	0	0	10	50%
total	43	6	1	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	3	6	0	1	0	0	10	0%
2.	4	6	0	0	0	0	10	0%
3.	5	5	0	0	0	0	10	0%
4.	5	4	0	1	0	0	10	0%
5.	5	5	0	0	0	0	10	0%
total	22	26	0	2	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	7	3	0	0	0	0	10	0%
2.	6	3	0	1	0	0	10	10%
3.	8	1	1	0	0	0	10	0%
4.	8	2	0	0	0	0	10	0%
5.	5	3	2	0	0	0	10	0%
total	34	12	3	1	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	8	1	1	0	0	0	10	10%
2.	6	4	0	0	0	0	10	40%
3.	6	3	1	0	0	0	10	30%
4.	6	1	3	0	0	0	10	10%
5.	5	4	1	0	0	0	10	40%
total	31	13	6	0	0	0	50	

Tabulka 75: Z29: Vývoj výskytu témat v Explore v rámci celého výzkumu

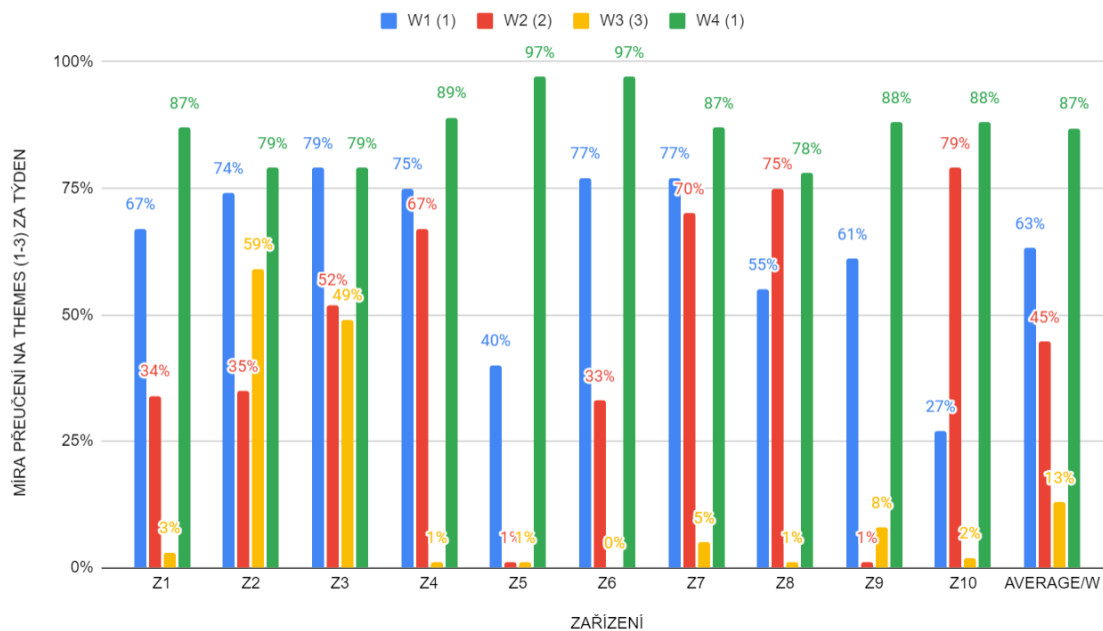
EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	9	0	1	0	0	0	10	0%
3.	10	0	0	0	0	0	10	0%
4.	10	0	0	0	0	0	10	0%
5.	9	0	1	0	0	0	10	0%
total	48	0	2	0	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	8	1	1	0	0	0	10	10%
2.	10	0	0	0	0	0	10	0%
3.	10	0	0	0	0	0	10	0%
4.	9	1	0	0	0	0	10	0%
5.	9	0	1	0	0	0	10	10%
total	46	2	2	0	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	0	1	0	0	10	10%
2.	8	1	0	1	0	0	10	10%
3.	9	1	0	0	0	0	10	0%
4.	9	0	0	1	0	0	10	10%
5.	8	1	1	0	0	0	10	0%
total	43	3	1	3	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	9	0	0	1	0	0	10	0%
2.	8	2	0	0	0	0	10	20%
3.	6	3	1	0	0	0	10	30%
4.	6	3	1	0	0	0	10	30%
5.	6	3	0	1	0	0	10	30%
total	35	11	2	2	0	0	50	

Tabulka 76: Z30: Vývoj výskytu témat v Explore v rámci celého výzkumu

EXPLORE/ W1	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	10	0	0	0	0	0	10	0%
2.	7	0	0	3	0	0	10	0%
3.	10	0	0	0	0	0	10	0%
4.	9	1	0	0	0	0	10	10%
5.	8	1	0	1	0	0	10	10%
total	44	2	0	4	0	0	50	
EXPLORE/ W2	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	2	6	1	1	0	0	10	10%
2.	7	2	0	1	0	0	10	0%
3.	5	5	0	0	0	0	10	0%
4.	3	7	0	0	0	0	10	0%
5.	5	5	0	0	0	0	10	0%
total	22	25	1	2	0	0	50	
EXPLORE/ W3	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	6	3	0	1	0	0	10	10%
2.	2	8	0	0	0	0	10	0%
3.	4	6	0	0	0	0	10	0%
4.	6	4	0	0	0	0	10	0%
5.	3	6	1	0	0	0	10	0%
total	21	27	1	1	0	0	50	
EXPLORE/ W4	AMOUNT (0)	AMOUNT (1)	AMOUNT (2)	AMOUNT (3)	AMOUNT (4)	AMOUNT (5)	total	theme/d
1.	8	2	0	0	0	0	10	20%
2.	5	5	0	0	0	0	10	50%
3.	5	5	0	0	0	0	10	50%
4.	6	3	1	0	0	0	10	30%
5.	4	6	0	0	0	0	10	60%
total	28	21	1	0	0	0	50	

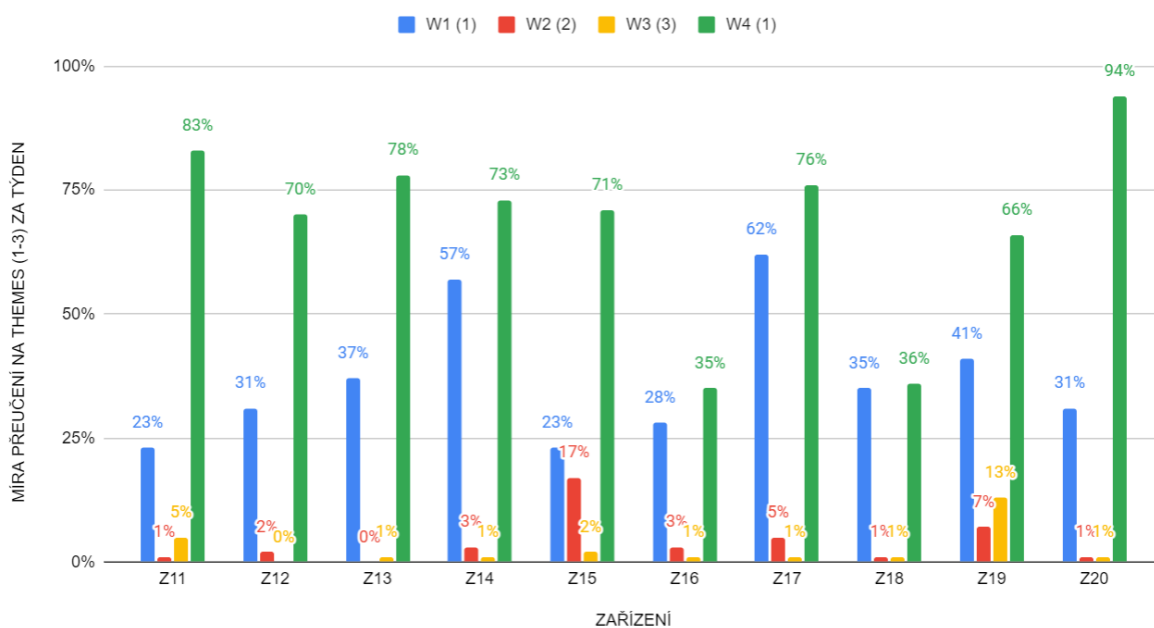
Graf 1: Srovnání podílu témat (1-3) na obsahu zařízení Z1-Z10 (time spent) v rámci celého výzkumu v Reels

TIME SPENT W1-W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEMES (1-3) V REELS



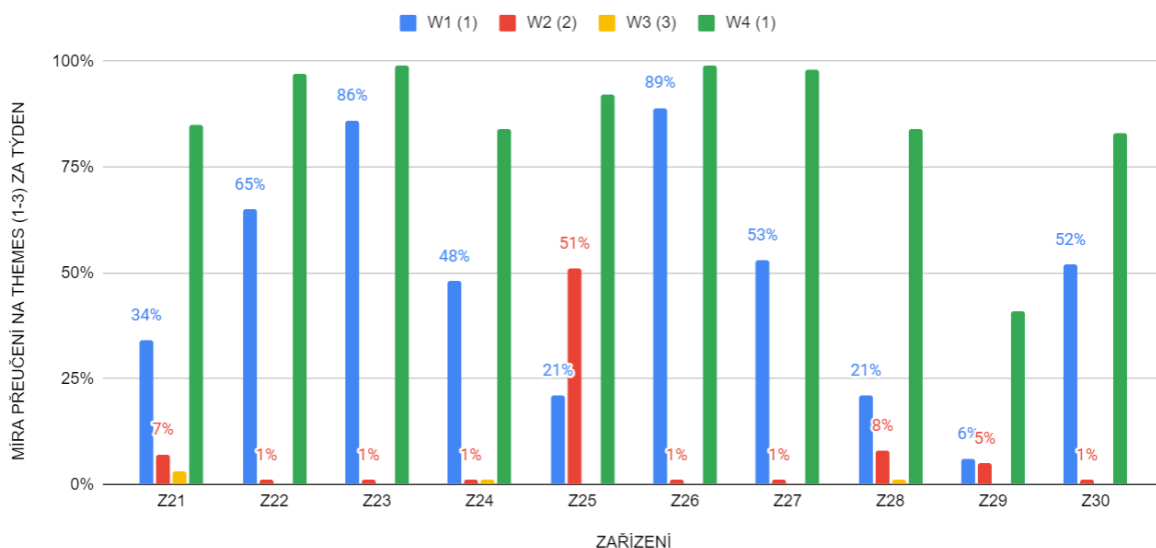
Graf 2: Srovnání podílu témat (1-3) na obsahu zařízení Z11-Z20 (likes) v rámci celého výzkumu v Reels

LIKES W1-W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEMES (1-3) V REELS



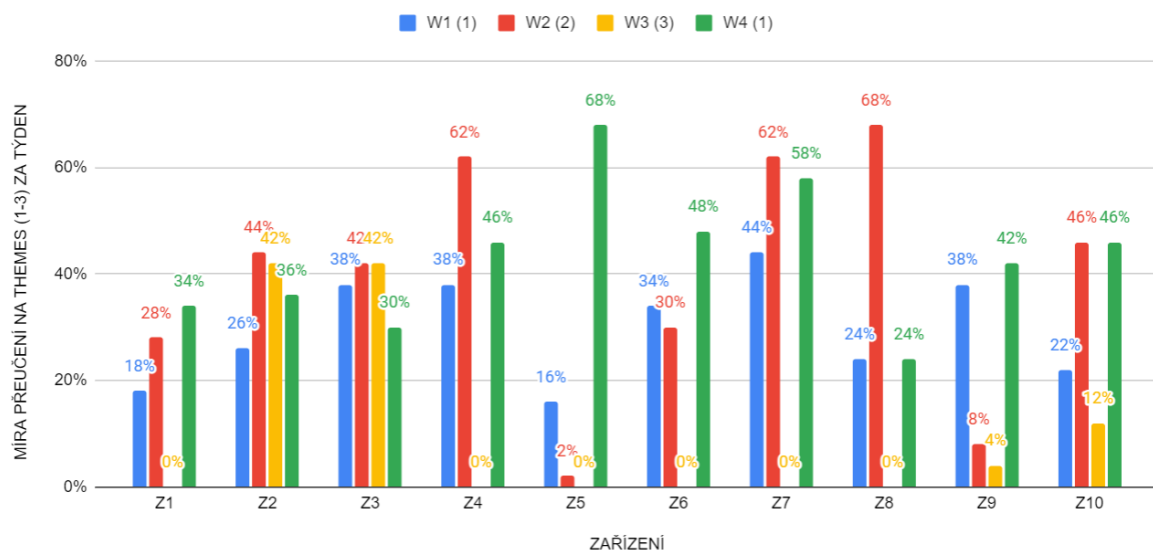
Graf 3: Srovnání podílu témat (1-3) na obsahu zařízení Z21-Z30 (comments) v rámci celého výzkumu v Reels

COMMENTS W1-W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEMES (1-3) V REELS



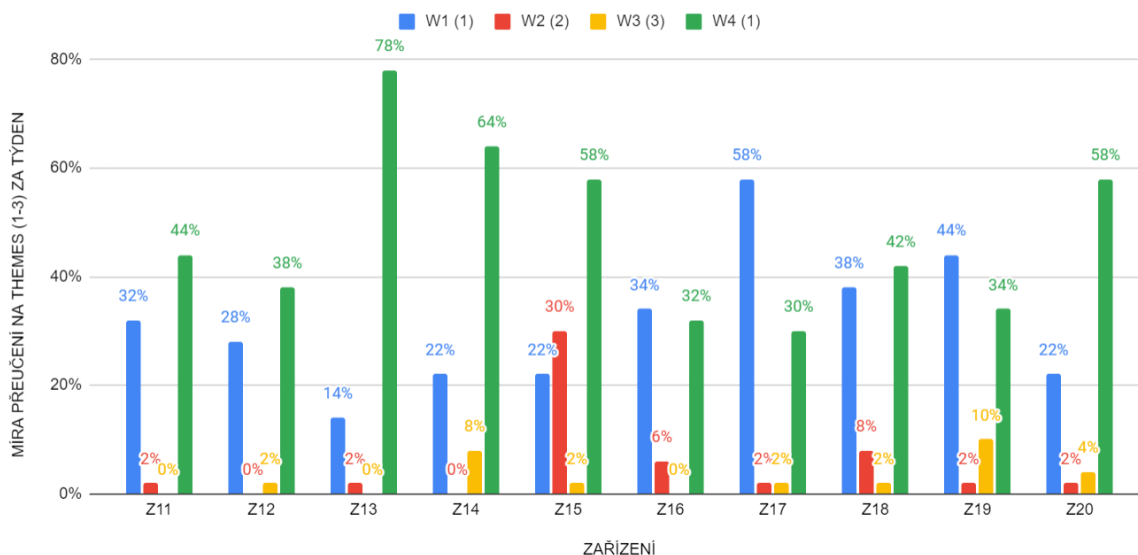
Graf 4: Srovnání podílu témat (1-3) na obsahu zařízení Z1-Z10 (time spent) v rámci celého výzkumu v Explore

TIME SPENT W1-W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEMES (1-3) V EXPLORE



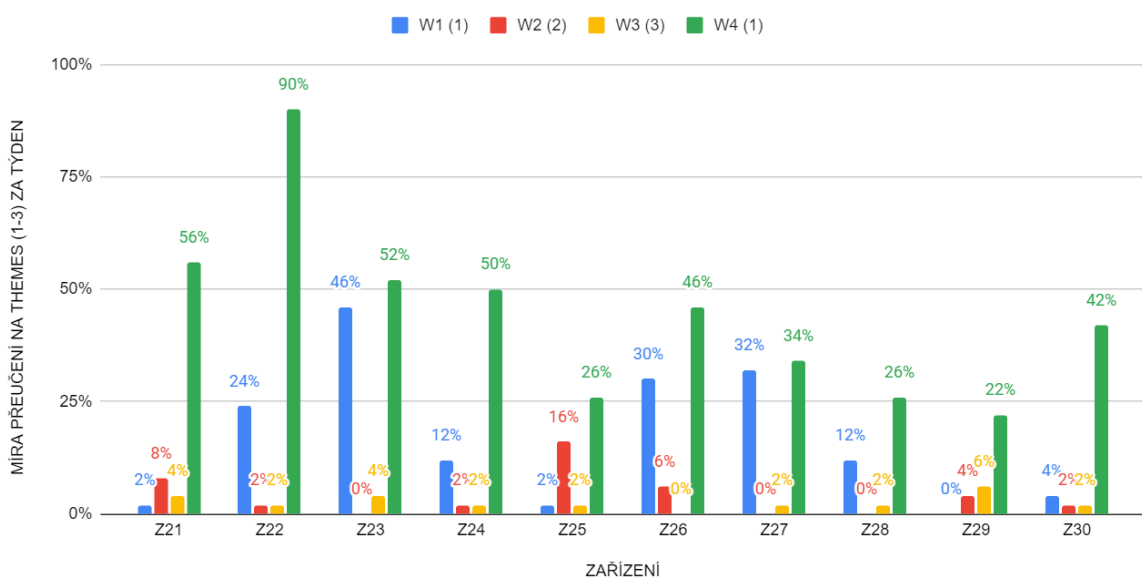
Graf 5: Srovnání podílu témat (1-3) na obsahu zařízení Z11-Z20 (likes) v rámci celého výzkumu v Explore

LIKES W1-W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEMES (1-3) V EXPLORE



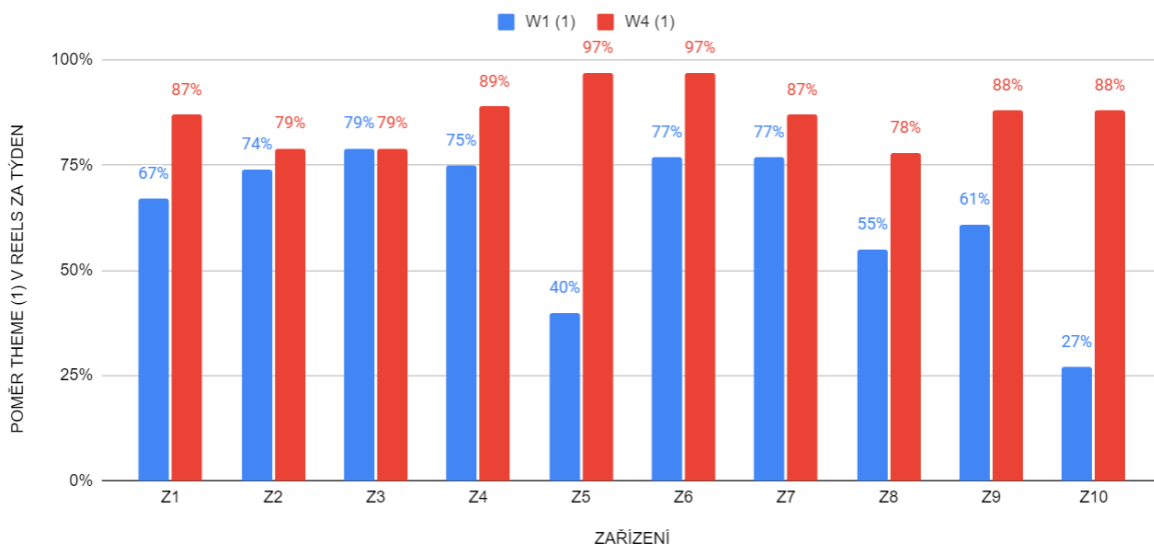
Graf 6: Srovnání podílu témat (1-3) na obsahu zařízení Z21-Z30 (comments) v rámci celého výzkumu v Explore

COMMENTS W1-W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEMES (1-3) V EXPLORE



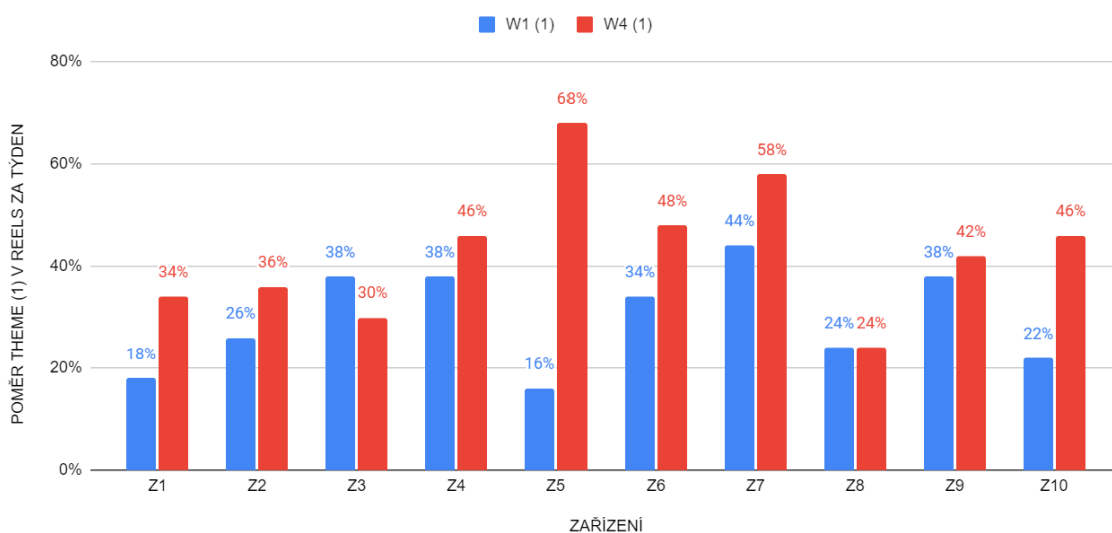
Graf 7: Srovnání podílu tématu cats (1) na obsahu zařízení Z1-Z10 (time spent) v rámci prvního a čtvrtého týdne výzkumu v Reels

TIME SPENT W1 A W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEME (1) V REELS



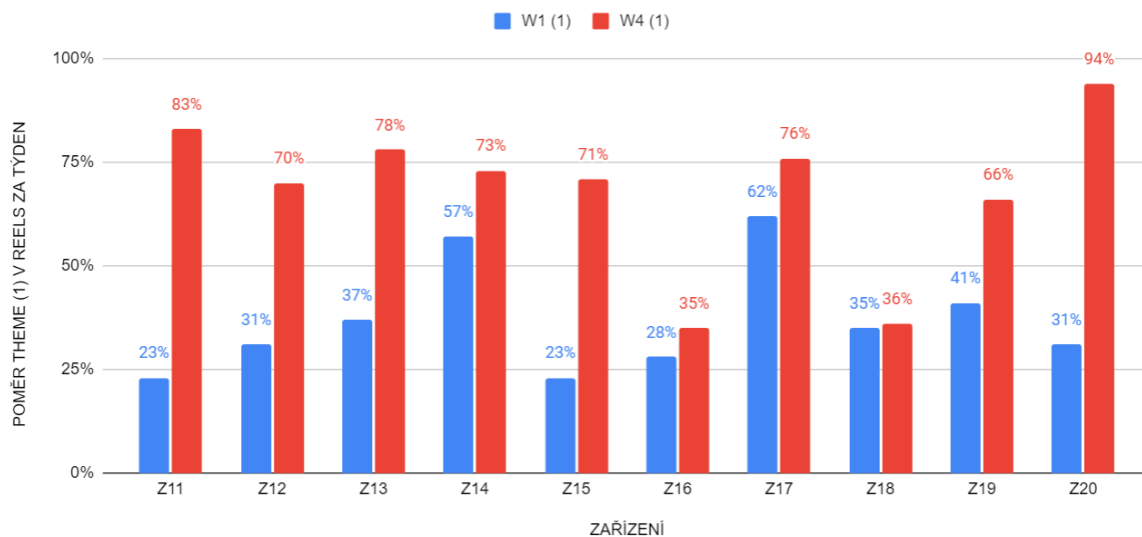
Graf 8: Srovnání podílu tématu cats (1) na obsahu zařízení Z1-Z10 (time spent) v rámci prvního a čtvrtého týdne výzkumu v Explore

TIME SPENT W1 A W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEME (1) V EXPLORE



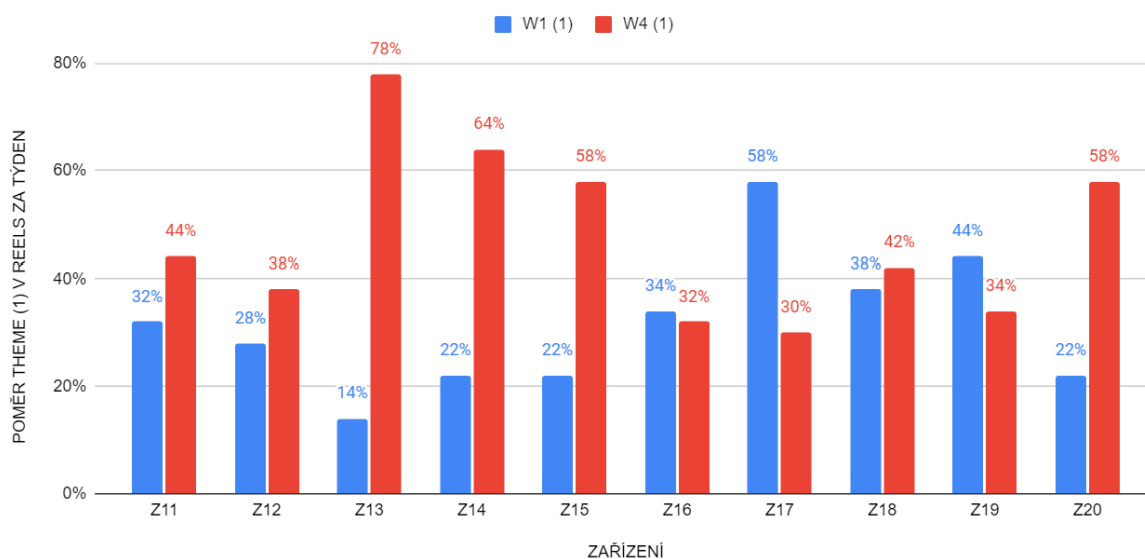
Graf 9: Srovnání podílu tématu cats (1) na obsahu zařízení Z11-Z20 (likes) v rámci prvního a čtvrtého týdne výzkumu v Reels

LIKES W1 A W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEME (1) V REELS



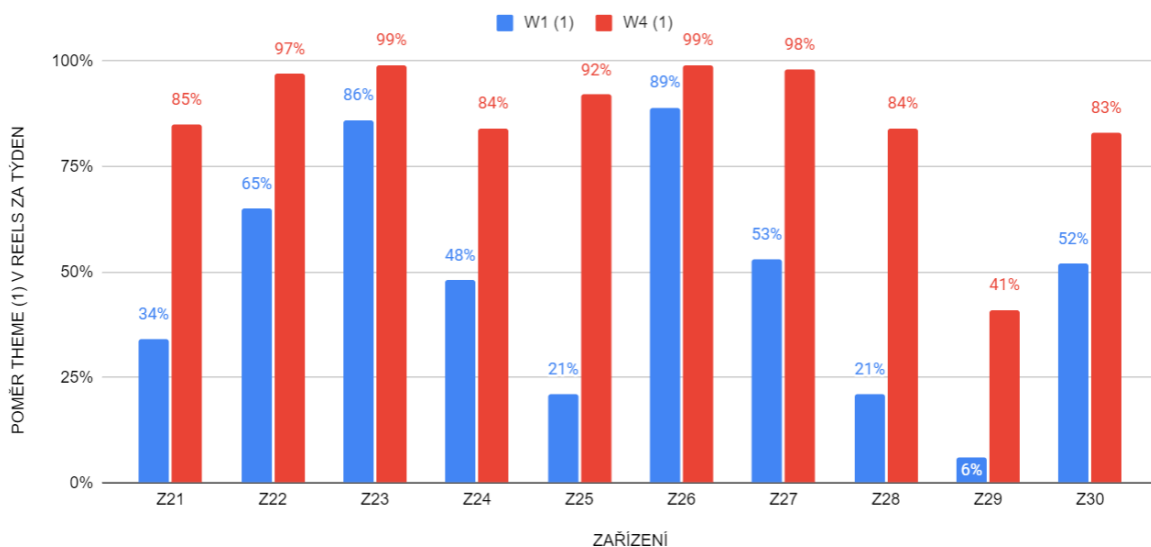
Graf 10: Srovnání podílu tématu cats (1) na obsahu zařízení Z11-Z20 (likes) v rámci prvního a čtvrtého týdne výzkumu v Explore

LIKES W1 A W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEME (1) V EXPLORE



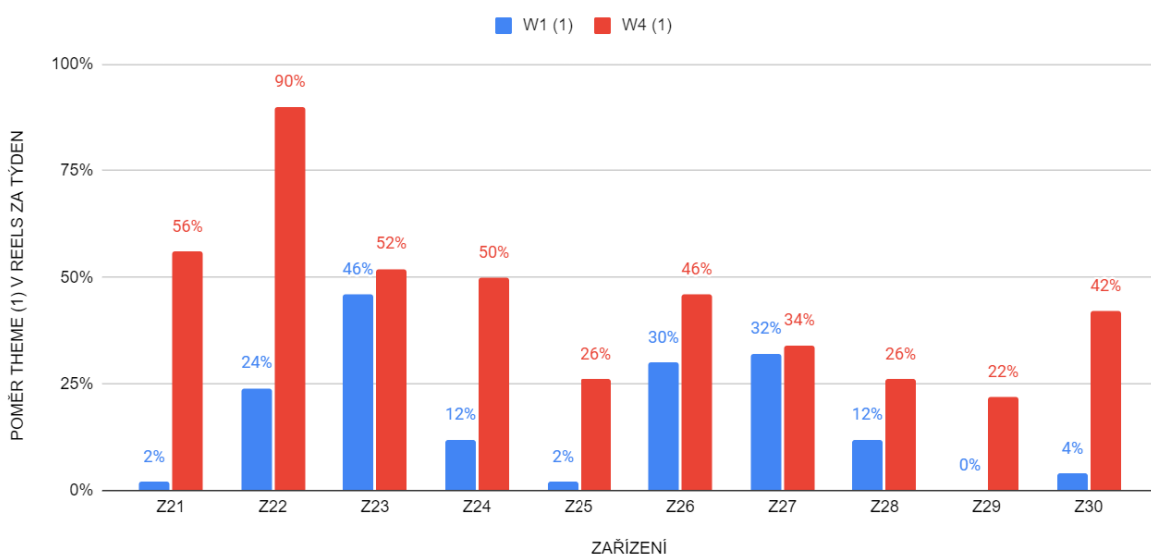
Graf 11: Srovnání podílu tématu cats (1) na obsahu zařízení Z21-Z30 (comments) v rámci prvního a čtvrtého týdne výzkumu v Reels

COMMENTS W1 A W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEME (1) V REELS

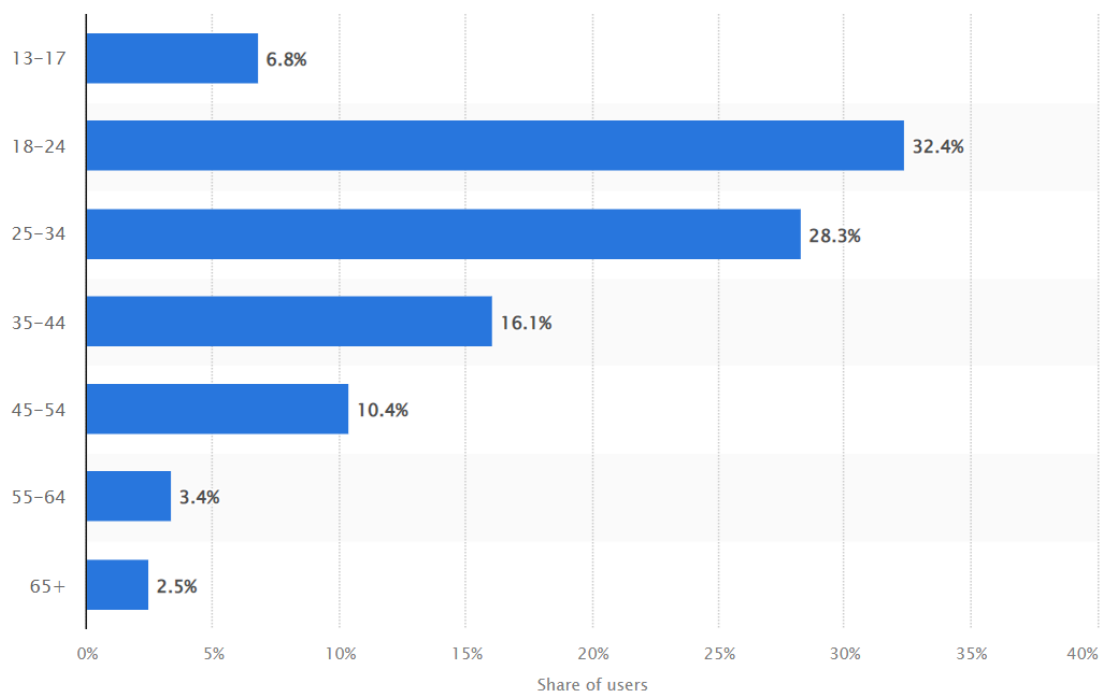


Graf 12: Srovnání podílu tématu cats (1) na obsahu zařízení Z21-Z30 (comments) v rámci prvního a čtvrtého týdne výzkumu v Explore

COMMENTS W1 A W4: SROVNÁNÍ ADAPTACE ALGORITMU NA THEME (1) V EXPLORE



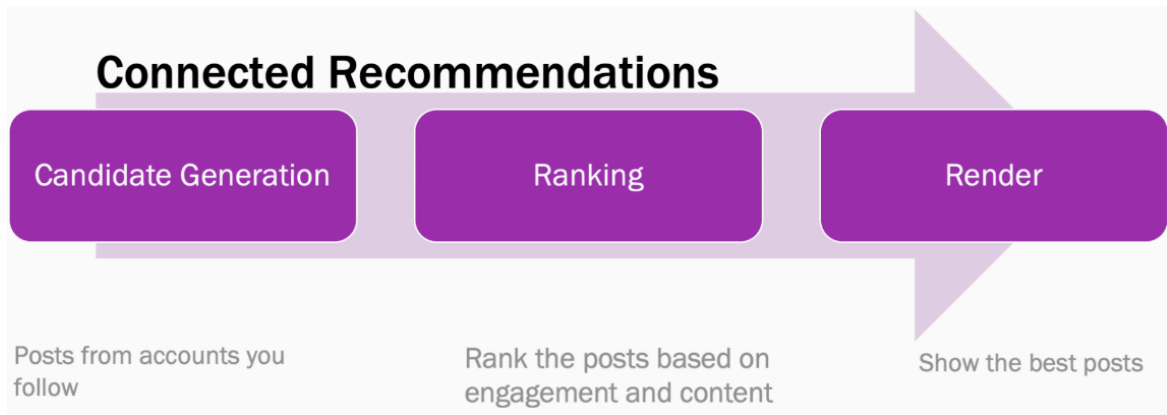
Obrázek 1: Podíl věkových skupin uživatelů Instagramu v České republice;
Zdroj: pozn. **Chyba! Záložka není definována.**



Obrázek 2: Ilustrace vztahů mezi dezinformacemi, misinformacemi a malinformacemi, kde misinformace a dezinformace mohou být vzájemně provázány; Zdroj: pozn. **Chyba! Záložka není definována.**



Obrázek 3: Schéma vyhodnocování *Connected Recommendations* na Instagramu;
Zdroj: pozn. Chyba! Záložka není definována.



Obrázek 4: Schéma vyhodnocování *Unconnected Recommendations* na Instagramu;
Zdroj: pozn. Chyba! Záložka není definována.

