

Annotation

This diploma thesis „*Důvěra v média: analýza determinantů vnímané důvěryhodnosti médií*“ deals with the issue of trust in the media among the population aged 20-30. This age group is defined based on developmental psychology as young or early adulthood. The diploma thesis asks how members of the selected target group trust the given media and what this perceived trustworthiness is conditioned by.

The diploma thesis is divided into a theoretical and an analytical part. In its introduction, the theoretical part deals with the central topic of this diploma thesis, which is trust in the media. There is also focus on a interdisciplinary links (trust studies), approaches to research on trust in the media, characteristics and results of trust research in the Czech Republic. It also deals with the definition of the concept of trust, its functions in society and its concept in various fields such as sociology, political science, psychology and anthropology. At the end, the theoretical part offers the necessary anchoring of the topic from the point of view of media theory by means of the definition of the function and effects of the media on society and the dual broadcasting system.

The analytical part first describes the research methodology, then offers the interpretation of the results of the questionnaire survey and the verification of the formulated hypotheses. Specifically, an internet survey (web survey) was implemented, in which the questionnaires were distributed via social networks. The output of the questionnaire survey is the formulation of hypotheses about trust in the media for the population aged 20-30.