

## **Abstract**

The aim of this thesis is to identify possible differences in parental media strategies and differences in the use of various media among children aged 6–9 years. These differences are examined based on specific characteristics of the parents. The thesis investigates the potential influence of parents' level of media competencies and their sociodemographic characteristics on the applied parental media strategies. The thesis looks at the parents' media competencies from their own subjective perspective. The research concluded that parental media strategies are highly individual and variable, with parents differentiating their strategies according to different types of digital devices. This suggests that parents do not passively accept technologies, but actively strive to create a suitable media environment for their children.