

ABSTRACT

The thesis focuses on the area of media literacy of the older adults. Media literacy of older adults relates to the current issue of fake news and their identification. The aim of the thesis is to analyze the preferences and media use of a group of older adults and to identify the ability of older adults to recognize fake news. A secondary aim of the research findings is to establish recommendations for practice, particularly in education of older adults. The thesis focuses on the periodization of old age and the definition of the term older adult. Furthermore, it focuses on the area of media literacy of older adults especially in relation to fake news. Key factors affecting media literacy of older adults, such as changes in cognitive functions or social life in old age, are reflected. Emphasis is placed on identifying the targets of fake news and the reasons for its dissemination. The thesis presents a definition of fake news and then discusses selected types of fake news, namely misinformation, misinformation, hoaxes and conspiracy theories. The relationship of older adults to fake news, and their knowledge of the phenomenon, is presented. The thesis offers an overview of the key features or principles helping to identify fake news, serving as a basic orientation for their identification. It also describes the current state of media literacy of older adults in the Czech Republic. Attention is paid to the preference, frequency of use and trust in individual media in the group of older adults. The thesis includes a quantitative empirical survey conducted through questionnaires focused on the target group of older adults aged 65 and over. The empirical investigation focuses on identifying the preferences and media usage of older adults and their ability to recognize fake news.

KEYWORDS

media literacy, older adults, fake news, disinformation, the signs of fake news, media, aging