

Abstract

The thesis *"Sharing Kids Online from the Perspective of Czech Kidfluencers and Their Parents"* explores the phenomenon of kidfluencers in the Czech Republic. It integrates a theoretical framework with empirical research through interviews with child influencers and their parents. The data from these interviews are analyzed using the open coding. The research primarily focuses on ethical concerns, privacy, and the digital footprints of children's online activities, alongside the positive aspects like the enhancement of creativity and communicative abilities of kidfluencers. Additionally, the thesis discusses sharenting and its impact on online privacy and safety of children, as well as the legal and ethical measures for child protection on the internet. It underscores the importance of educating both children and parents about digital literacy and the steps needed to create a safer online space for children. The findings provide a detailed perspective on the role of child influencers in the Czech Republic and offer valuable recommendations for parents, child welfare professionals, and the general public concerned with digital era challenges.