

Abstract

This diploma thesis explores the media habits of children aged 6-8, a developmental stage corresponding to early school age according to psychological understanding. Through the ethnographic method of guided tour, in which participants lead the researcher through their home, it is possible to examine these media habits within their natural environment.

As indicated by its title, this thesis is primarily dedicated to researching media habits among children of this age group. The secondary research questions are focused on independent media engagement and contrasting daily media usage with periods of increased leisure time, such as holidays or weekends. Additionally, it examines which type of media children use and whether they use them to communicate with their peers. Finally, it explores the organization of personal space in relation to the individual media.

The detailed results of this analysis uncover the content consumed on participants' devices, technical and skill-related challenges associated with media, descriptions of individual families' media usage approaches, levels of independence in media consumption, the integration of media into daily children's or family routines, and the difference in these routines compared to periods of increased leisure time.

It was observed that there exists a distinction between daily media habits and media usage during periods of increased leisure time. This insight represents an important point for further research, as it shows that due to the objectives of future works, it is also necessary to think in detail about the period in which the questioning takes place. Additionally, a significant finding indicates that participants show relatively independent media usage, with the exception of printed media.

One of the possible follow-ups to this work could involve examining families from different socio-economic backgrounds, perhaps in a different city or in a different region.