

Abstract in English

This Bachelor thesis concerns itself with verified profiles on social media as an attribute of source credibility.

The theoretical part is devoted to the issue of credibility of information sources in virtual space. After detailed definition of credibility the thesis describes framework of credibility assessment. Then the thesis covers selected social media and their tool for profile verification. The thesis describes the types, appearance and criteria for obtaining verification badge. The last part is a literature research on the current state of scientific knowledge.

The practical part answers posed questions with the use of quantitative research method in the form of questionnaires and with the use of qualitative research method in the form of semi-structured interviews.

The purpose of this thesis is to determine what role profile verification badge plays in the perceived source credibility and where there is any correlation between source credibility, profile verification and the verification process.