

Abstract

The diploma thesis focuses on digital political participation that takes place in the social media environment. The work aims to understand individual political activities in the digital space, as well as the reasons why the actors carry out these activities. I also focus my attention on whether their level of digital political participation was affected by a negative experience in the social media environment. I also examine digital political participation in connection with traditional political participation. I obtained data for the research through qualitative semi-structured interviews. These interviews were conducted with purposefully selected actors. The diploma thesis consists of a theoretical part, where I present the concept of digital political participation, a methodological part, where I describe the research strategy and an empirical part. I divide the empirical part into several categories and subcategories, in which I discuss the activities of digital political participation, motivations, and negative aspects of social media.