

ABSTRACT

The thesis focuses on the investigation of the influence of social networks on the final choice of the President of the Czech Republic in the second round of the presidential elections in 2023. Specifically, it aims to clarify the possible ways of influencing the final preferences of voters in relation to the content received from social networks. The thesis uses both quantitative and qualitative research methods, including analysis of different types of social networks and electoral surveys. The text also includes a comparison between the results of the different election surveys and the election itself.