

This diploma thesis is concerned with the reflection on the introduction of innovations in Czech Radio, specifically recommendation algorithms that suggest content to readers and listeners. Within the institution of Czech Radio, it is the iRozhlas.cz website and the audio portal mujRozhlas that are currently experimenting with innovations, the research therefore focuses mainly on the opinions of their project managers and editors, expressed in-depth interviews. The aim of the work was to find out how they perceive the introduction of content recommendations with regard to the public nature of the medium, what advantages they think such an innovation can represent, what risks and ethical challenges it can bring with it, and how it may potentially change their work and editorial routines. Considering that the topic of this thesis is closely related to innovation and technology, the research was enriched for a more comprehensive scope by interviews with recommendation algorithm experts from a company that previously collaborated with Czech Radio on the *Robot doporučuje* project. The research describes the situation as of Autumn 2023 and pointed out the changes the above-mentioned implementation brings with it, as well as the diversity of opinions between editors, management and technological experts, underlining the importance of interdisciplinary communication and mutual education.