

## **Annotation**

The arrival of Web 2.0, mobile devices and network availability changed the way in perception of previously static data and its use. Internet content provides lots of information, contexts and opportunities how to use it. One of the forms of online content are discussions as a part of the user's media participation within the mediated public sphere. This thesis introduces social listening as a method that might be beneficial in academic sphere. Social listening has its origins in marketing, but I suggest it can be used very efficiently in academic research as well. The key focus of this thesis is therefore on media participation, which examines the involvement of users in online public space. The aim of this thesis is to present a systematic categorization of social listening's benefits for academic research in communication studies.