

**Abstract (in English):**

The virtual world is becoming more a part of our reality nowadays. Even children are coming into it and they are losing the ability to distinguish between the real and the virtual world. The virtual world is then an absolutely natural thing for them, including the advantages and risks that it brings. The aim of this master thesis was to collect present opinions and views on the conception of specific primary prevention in the area of cyberspace, and to analyze the currently offered programs from certified organizations for schools in Prague. The basic question of research is: What kind of topics do these preventive programs deal with? The method of this research was based on data collection through document analysis, semi-structured interviews and observation. The results show, that the most developed and complex topics in current practice are cyberbullying and netolism, leading to prevention of potential risky use of social networks and safer use of internet. When the goals of preventive programs are expressed enough specifically and sufficiently and with respect to the child, then it mostly focuses on cognitive aspects of the personality. Based on the research at the end of the thesis, there are formulated recommendations for the implementation of other primary prevention topics in schools.