Abstract

This diploma thesis deals with the post hoc fact-checking of media content (fact-checking after the text has been published). It focuses primarily on user’s fact-checking and on fact-checking organizations. Both types of fact-checking process share some similar characteristics and differ in other aspects. Although often they complement each other. To achieve more complex perspective, I decided to extend the theoretical part and use not only the fact-checking theory, the definition and typology of disinformation content, but also selected media theories and description of fact-checking organizations. In analytical part, I decided to focus on analysis of both sides of post hoc fact-checking – habits and attitudes of average users towards media and fact-checking organisations and also outputs of fact-checking organizations (fact-checking articles). The main goal was to develop a methodology, which could effectively interlink both sections of the field and to generate conclusions, which could have a positive impact on future trends of the post hoc fact-checking.