

Abstract

The aim of this diploma thesis has been a description of the phenomenon of avoiding information as one of the types of information behaviour. Avoiding information is the opposite of active information searching, but only during the last few decades it has been perceived as a problem. It often appears as related to health information, that is why my diploma thesis is primarily focused on this area.

Given the fact that there doesn't exist the more detailed elaboration in Czech, the important contribution of this diploma thesis is the complex sight on this problematics.

In the theoretical part there has been analyse existing abroad literature related to this topic. There have been described the influencing factors of avoiding information, then the reasons, which lead to this behaviour and the methods and strategies through which avoiding information is applied. It used the methods of quantitative and qualitative research in the practical part.

keywords:

avoiding information, information behaviour, seeking information, health, health information