

Abstract:

The principal aim of this thesis is to examine motivations for running a personal blog among the Czech adult blogger population. The theoretical part covers the characteristics of blog as a form of virtual interpersonal communication and explores the historical development and the current status of the Czech blogosphere, with regard to potential motives that it reflects. Furthermore, it introduces motivational theories associated with the production of blog content and specific motivational factors based on previous research both in the Czech and foreign countries. In addition, it examines motivation for blogging in terms of characteristics of bloggers such as age, gender and personality.

The empirical part of the thesis consists of a combined research design of a questionnaire. The exploratory factor analysis has discovered seven key motivational factors: Harmony and introspection, Self-actualization, Socialisation, Profit, Information spreading, Broadening one's horizons and Documentation. The first four factors show a negative correlation with age. Women are more motivated by Harmony and introspection, Socialisation and Profit than men. The motive of Broadening one's horizons increases during the bloggers' career. The results are accompanied by qualitative insight.