

Abstract:

The aim of the thesis is to assess the capabilities and limitations of the so-called. "Virtual Index scales" (Virtual Weight Index, hereinafter referred to as "VWI") D. Sieberg. VWI defines D. Sieberg as indicator expressing the layout of the user's time between the online space and the real world. From the perspective of information science then you can represent one of the helper methods, setting out the degree of technological information flooding the individual.

The theoretical part of the thesis is focused on the interpretation of the basic concepts and integrated into the broader contextual framework. In the practical part of the work will be carried out qualitative research, whose basic part will represent the test method, supplemented by "VWI-diary".The target group of the respondents are women age 30-40 years. The total number of respondents will be 8. Measuring "VWI" will run for a period of 48 hours.The result of the work of the evaluation methodology set out in terms of its usability, strengths and limitations, and the evaluation of research outputs for the target group.

Keywords:

VWI, virtual weight index, digital addiction, information overload, technological overload, information behavior, qualitative research