

Annotation

The media play an indisputable role in human life. Thus, we come across media communication daily in today's world. Online social networks have had a significant role in such communication over the past decade. The Facebook social network presents an example of such a phenomenon, which does not have a rival in terms of its size in the Czech Republic. It has rapidly become a communication media through which millions of people around the world consume various content. In recent years, this platform has been applying and continually adjusting its algorithm to provide users with personalized content. The personalized content is provided on the basis of the algorithm which evaluates what might be appropriate or interesting for people. From this point of view, this thesis called Filter bubbles on Facebook social network is examining the existence of a so-called filter bubble phenomenon. The information bubbles present information isolation in which people lack a diversity of information which would help people to get into an opinion diversification, and therefore to have an opportunity to have a new point of view about a certain phenomenon. Through the combined qualitative method of diaries and subsequent interviews, it explores how young people consume news content on this social network and, above all, what is their awareness of the algorithm and the phenomenon of information bubbles.