Abstract (in English):

The thesis deals with the exploration of the possible influence of so-called sleeper effect in perception of fake news for teenagers. In the first part this thesis explains the historical and research context of both sleeper and the illusory truth effect, which also served as an inspiration for research design, and this part also describes the type of news and the present state of news trustworthiness in the Czech republic. The theoretical part also describes the basic methods of quantitative research and statistical analysis that are later on applied in the practical part of the thesis, which mainly includes the final data analysis and the repeated research that went on during May and June 2019 at 6 chosen schools.