

Abstract

The aim of the diploma thesis Healthy Lifestyle Presentation Online on the Coffee Drinking Examples to demonstrate the presentation of the healthy lifestyle on the example of the coffee consumption and show the media perception. The coffee consumption is considered as a part of the popular culture which makes it an ideal universal research item. The thesis provided the basic theoretical frame for the research compound of two parts which are trying to answer two research questions – how does the online platform present the coffee consumption – whether coffee has a positive or negative impact on health. The second research question was to investigate, whether this media presentation has the impact on its final consumers.

For the first research part, the quantitative content analysis was used. It was revealed that 62 % of analyzed articles was in favor of health benefits of the coffee, so the majority opinion presented on the internet is that coffee has got a beneficial impact on human health.

The second part of the research was realized as the two-steps qualitative experiment compound of two parts of demi-structured survey. Based on the search, the respondents were observed for a potential opinion change. It was found, that 52 % of the respondent changed their mind in favor of positive coffee impact on health. This statement was aligned with the results of the quantitative content analysis.

Based on these results it was found, that most of the internet audience is influenced by the presented contents.