Abstract (in English)

The subject of this master thesis is a cognitive offloading, sometimes also called cognitive outsourcing, meaning the impact of new media on human cognitive abilities. This work describes the evolution of the theoretical concept of cognitive offloading, types of cognitive offloading and it’s functioning in today’s society. Following Daniel Wegner’s work, it describes basic concepts such as group mind and transactive memory and it focuses on a specific area of cognitive offloading – the impact of mobile photography on human memory. The thesis summarizes results of existing studies in this field and presents the results of a replicated pilot study conducted with the students of Czech high school. The aim of this study was to find out if – and to what extent – does smartphones impact one’s memory and cognitive abilities in daily life. The conclusion analyzes the limits of this work and outlines further research possibilities in this field.