

## Abstract

The presented Bachelor thesis deals with the publication of contributions on the social network Twitter which discuss the topic of older book culture. The aim of this thesis is to outline the trends in the field of presentation of older book culture. In order to fulfill the project of this thesis, Twitter accounts are divided into groups: according to the operator (institutional and private) and the type of contributions published (information concerning events, libraries and other events related to older library culture; photographs; database of other published contributions). The analysis of Twitter accounts was carried out based on of an annual examination of these accounts. The actual research of the accounts was undertaken based on of their division into groups mentioned above. It was taken into account that each of the accounts can fall into multiple categories. The research was focused mainly on the evaluation of the frequency of contributions and their impact, the way they were being shared and commented.

Key words: older book culture, social networks, social platform, trends, Twitter