

Abstract

This master thesis aims on the means of how Czech children and youth spend their leisure time. Great focus is also given to attractiveness of the activities. The problem addressed by the author in this thesis is the increasing percentage of the prevalence of childhood obesity in the Czech Republic and it's connection with the increase in technological dependency of children and youth.

The main goal of this thesis is to describe whether there is a connection between the aforementioned phenomena. Another goal focuses on ways of spending free time and base on author's own research adresses the attractiveness of the activities, i.e. which leisure time activities are more and less attractive for children and youth, what children enjoy in their free time and how they really spend it. For these purposes, the author sets up hypotheses in the thesis, the validity of which is addressed by the research questions in order to achieve the main objectives of the work.

The author defines the basic concepts for better orientation in the text which is divided into analytical and empirical parts. The author even introduces two new concepts: the online world and the offline world. In the final part of the thesis the author suggests the possibility of connecting the online world and the offline world for further effective involvement of children and youth into physical activities.