

The Master's thesis is focused on the concept of authority and its theoretical aspects. The concept is closely related to information and knowledge - it is therefore investigated from the information science point of view. The origin and characteristics of the concept of authority, process of authority assignment and evaluation together with the possible change in time are described in detail. The thesis also includes a summary of key findings and a reflection of current trends with high impact to media and society, i.e. cyberspace formation, acceleration of society development, extension of senses, social networks and the process of collaborative content creation.