

Abstract:

The topic of this bachelor's thesis is the function of the recommendation algorithm on the YouTube platform and its preferential treatment of misinformation and alternative content over reliable sources. It focuses on Czech-language YouTube. This thesis is also concerned with the theory of the filter bubble, to which this topic is also connected. The main question posed in this bachelor's thesis is whether the algorithm purposely encloses the user in the filter bubble or not. Executed research follows the method of gathering recommended videos propagated by Guillaume Chaslot, and focuses on the analysis of the data acquired. The results, presented in charts and accompanied by sufficient commentary, are then compared and critically evaluated. I believe that the results will prove valuable for future research into this topic.

