

Abstract

This Master's thesis entitled „The Influence of Web Analytics on Journalism“ examines the impact of web analytics on journalistic routines in the Czech Republic. The theoretical frame focuses on history of origin and development of czech online news media as well as the change of journalistic work in the environment of online media. An inseparable part of the theoretical section is also an introduction to the topic of editorial analytics. The theory of gatekeeping frames our research and helps us define specific research questions.

Qualitative research was conducted using semi-structured in-depth interviews with ten journalists to answer the research questions. Results showed who is in charge of editorial analytics in newsrooms and how often are analytical tools used. Then the purpose of usage of editorial analytics was found and described in the interpretative part. In conclusion the results provided us with detailed information about the specific impact of analytics on journalistic routines including appearance of home pages, headlines and photos, selection of topics, links to other articles etc. The key findings of this research were enriched by conclusions of similar foreign studies.