

Abstract

The main goal of this thesis is to find out how the Velvet media immigrants (VMI) from our research sample use traditional and new media to search for information. VMI are a specific age group of Czech people we define on our own in chapter 2. They represent the media users who had reached adulthood before the Velvet revolution and then had to adjust to the ideological and technological changes in the media sphere. First part of this thesis focuses on theories of media use, the historical context of changes the Czech media system underwent during the Velvet revolution and then it introduces the issue of digital divide and digital immigrants, focusing on how adults adjust to the technologies of new media.

Methodological part serves to describe our research, which is based on twelve qualitative interviews and the coding method based on the grounded theory. The Research part then serves to sort the gathered data into three main categories, which offer a complex answer to our main research question.