

## **Annotation:**

Bachelor's thesis aims to define perception of the TikTok social media platform in Czechia. Theoretical part covers the evolution of the platform alongside other prominent social media, reasons for its growing popularity and security challenges it faces globally, with focus on the most prominent case of TikTok ban executed by Donald Trump, president of the United States. Quantitative survey among respondents aged 13-35 looks into the perception of TikTok among Czechs in aspects examined in theoretical part. Respondents included active users of the application as well as those who are aware of its' existence but are not present on the social media. Survey analysis aims to compare the answers of respondents aged 13-18 and 19-35 and define their differences in views. Those views are then summarized to give a possible bigger picture of the situation in Czechia.