

## Annotation

The current era, often labelled as the post-factual, post-true era or the era of the alternative facts, has impact on all age groups. However, it may occur as a problem predominantly for the generation of current seniors, who weren't used to information overflow and usage of new media from their youth or productive age. This bachelor thesis aims to capture, how the political preferences of the elderly are affected by disinformation in the online environment, and, whether seniors encounter political campaigns there. Further, the thesis has an effort to bring into the debate an expert insight, how possibly mitigate the disinformation effect in the case of seniors. The main part of this practical bachelor thesis is an audio format podcast. It combines interviews with several seniors and with three experts from different areas. Senior respondents share their own experiences from the online environment. The experts then more generally follow up the problematics contained in the seniors' testimonies and add the expertise. I chose Jaroslav Valůch, the media education activities coordinator from the organization Transitions, as an expert from the field of media literacy; former journalist and the author of the publication *In the network of disinformation: why we believe in alternative facts* Jiří Táborský expresses in the podcast as communication expert; and finally, PhDr. Romana Mazalová, PhD. from Palacký University Olomouc gives insight and background from the field of psychology. She specializes in the psychology of market and advertising and she is a co-author of the documentary film *Šmejdi*. The theoretical part of the thesis approaches concepts and form of the practical part, describes its creation and the choice of the elaboration of the chosen topic.