

Annotation

This bachelor's thesis deals with the social network TikTok and its perception by children born between 2003 and 2006, specifically what role TikTok plays in their lives, how they use it and their content preferences on this platform. The theoretical part describes the TikTok platform, its origin, development, typical users and algorithm. It also defines psychological profile of adolescents and describes their behavior on social networks. In the practical part, a qualitative research was conducted in a form of interviews, which found out how respondents perceive TikTok and how they use it. The respondents were active users of this social network. Finally, the results are being discussed, which is followed by a description of how to successfully target advertisement on TikTok on researched age group based on the results of the survey.