

Abstract

This diploma thesis deals with the ethical aspect of parental mediation and children's privacy on the internet. The aim of the work is to, using a qualitative research, assess how Czech parents perceive the privacy of their children on the internet, what ethical boundaries their media-educational approach has and what moral dilemmas they may possibly face. Furthermore, what Czech parents think of technical restrictions in the form of apps, software, locks and covert monitoring of the child. For data collection, the author chose in-depth interviews with parents of children aged 9-17. The work is divided into theoretical and empirical part. The theoretical part engages in placing parental mediation in a broader context, and discusses in detail styles of parental mediation, with emphasis on the restrictive approach, its technical tools and covert monitoring. Subsequently, it deals with the topic of ethics, privacy and trust in parental mediation. In the empirical part, the author presents and justifies the chosen methodology, sample, and describes the progress of data collection. The key chapter "data analysis" answers the main and partial research questions, and the results are processed and interpreted. The results of the research show that some Czech parents do have ethical dilemmas in parental mediation. These include doubts about the effectiveness of certain methods, the possible counter-productiveness of controlling, the dilemma of risking losing trust in exchange for child safety, or parental internal contradiction when they want to protect a child but feel uncomfortable and sometimes undignified in controlling and monitoring them.