

## **Abstrakt (English)**

*The purpose of this diploma thesis was to analyze a role of Sputnik Česká republika (Sputnik Czech Republic) website as an information source in the ecosystem of the so-called alternative media. The main research method was quantitative content analysis. In the practical part of the work – using available metadata scraped with Outwit Hub –, this thesis described content of articles published on Sputnik Česká republika and other selected alternative media. Next, with the use of online marketing tools and other sources, it compared similarities of content and user behaviour. Next, it compared similarities of content and user behaviour on a sample of selected websites. The result of this was evaluation of possible importance of Sputnik Česká republika in the ecosystem of alternative media and pointing out some new elements and connections within this system. Possible usage of this thesis comprises follow-up research and education in fields of information and media literacy, especially in the issue evaluation of information sources.*