

## **Abstract**

This bachelor thesis focuses on opinion leaders during the COVID-19 pandemic. The purpose of this thesis is to find out, using quantitative research, who are the opinion leaders in the COVID-19 pandemic and which characteristics and skills make them „qualified“ for position. The thesis is theoretical-empirical. The first part, based on the methods of study and research of technical literature, specialized articles and thematically oriented electronic resources, creates the theoretical basis for the topic of thesis. Continuously follows the empirical part, which contains its own quantitative research in the form of CAWI and paper questionnaire, which is further analyzed by using statistical methods in SPSS.