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The bachelor theses named *Psychologists in the media and their perception by audience* describes the popularity of the field of psychology, the publication of online and printed articles with psychological topics, commentaries of psychologists, and the audience's perceptions of these topics. Further, it describes how the reporting of psychological topics should appear to minimize the biases or report fictional information. The thesis also deals with the ways of presenting psychology, its popularization, and related pitfalls. The theoretical part introduces the scientific background of psychology, the research methods that psychology uses, possible reasons for the appearance of psychology in the media, and the complicated relationship of psychologists and journalists because those two groups have often totally different values and goals. Next, it describes the different parts that psychologists play in the media self-presentation, the presentation of their field, and the pitfalls of psychological popularization. The practical part presents the content analysis of online and printed articles on psychological topics and comments of psychologists on these topics as quoted by the journalists. Next, the practical part explores the perception of the articles with psychological topics. Using a behavioral experiment is investigated the role of the trustworthiness of the text depending on whether the commentary links to the commentary linking to scientific studies and data or just to experience and beliefs. The impact of psychological topics, while it is commented by a psychologist or by a person from a different but related field, is also examined. The discussion analyzes the results and combines them with the background of the information from the theoretical part. It also describes the limits of the content analysis and the experiment.