

Abstract

This bachelor thesis focuses on children's perception of advertisement targeting on social media. The aim of this paper is to discover how the mechanism of advertisement targeting on social networks is understood by Czech children aged 13–15 as they are heavy users of these platforms. A quantitative method in the form of a questionnaire was used for this exploratory research. The results show that adolescents understand little about advertisement targeting on social sites and have particularly small awareness of social platforms using data collected in the background. Findings from this research can be foundational for a change in regulation or future research in this field.