

Abstract

The thesis analyses the reactions of Facebook users to posts announcing the first promotional poster of the Ministry of Health in support of coronavirus vaccination and the reactions to the subsequent campaign "Tečka za koronavirem". The thesis mainly uses a quantitative content analysis method, supplemented by a less extensive qualitative analysis. 464 comments under 8 posts of 4 prominent Czech news sites were analysed. The research shows that the reactions to both campaigns were rather negative and did not differ much from each other. A secondary finding of the research was that 36 % of all comments analysed mentioned conspiracy theories.