



FAKULTA
SOCIÁLNÍCH VĚD
Univerzita Karlova

Zápis o části bakalářské státní zkoušky Záznam o průběhu obhajoby

Akademický rok: 2021/2022

Jméno a příjmení studenta: Samuel Havlíček
Identifikační číslo studenta: 30794904

Typ studijního programu: bakalářský
Studijní program: Ekonomické teorie
Studijní obor: Ekonomie a finance
ID studia: 593156

Název práce: The use of ad blocking tools in the Czech Republic and their economic implications

Pracoviště práce: Institut ekonomických studií (23-IES)

Jazyk práce: angličtina

Jazyk obhajoby: čeština

Vedoucí: Mgr. Petr Polák, M.Sc., Ph.D.

Oponent(i): PhDr. Miroslav Palanský, Ph.D.

Datum obhajoby: 06.09.2022 **Místo obhajoby:** Praha

Termín: řádný

Průběh obhajoby: Samuel Havlíček presented his thesis entitled "The use of ad blocking tools in the Czech Republic and their economic implications". After motivating the thesis the student explained how he has collected the data (self-administered survey). Demographic structure of survey respondents was compared to the demographic structure of the whole Czech society - participants of the survey are much younger and better educated. When analyzing the survey data the student found that Czechs who participated in the survey are largely aware of adblocking tools, most of them would be willing to implement them if available for free. After the presentation supervisor's and opponent's reports were summarized and Samuel had a chance to react to them. We discussed the way how the survey was created and how respondents were selected (self-selected) and what consequences it has for the interpretation of thesis results. Samuel also explained what more could be done with the collected data. Student's responses were satisfactory, however the thesis itself was judged by the committee as weak - data collection is inadequate (data not representative) and their analysis is purely descriptive (presentation of means).

Výsledek obhajoby: dobře (E)

Předseda komise: doc. PhDr. Julie Chytilová, Ph.D. (přítomen)

Členové komise: prof. Roman Horváth, Ph.D. (přítomen)

Mgr. Barbara Pertold-Gebicka, M.A., Ph.D. (přítomen)

prof. PhDr. Ladislav Krištofek, Ph.D. (přítomen)