

Abstract

This thesis focuses on an intergenerational comparison of reasons and motivations for not watching television broadcasting. The aim of the research is to find out why people do not watch television broadcasting and what activities they substitute for this activity. Then the differences between the responses of the first target group, which includes people aged 20-30 who do not watch television broadcasting, and the responses of the second target group, which includes people aged 50-60 who do not watch television broadcasting, are compared. The theoretical part focuses on the historical background of television, mass audience, post-broadcasting age, television viewing, leisure and digital detox. The next part of the thesis discusses the methodology that was used for the research part. The practical part focuses on the categorization and interpretation of the semi-structured interviews with the respondents. The research was conducted in the spring of 2023. The data then shows a number of findings regarding not only what the respondents' main reasons for not watching television are and what they substitute for this activity. At the very end of the paper, a transcript of one of the interviews is also included to give an example of how the semi-structured interviews were conducted.