

Abstract:

This diploma thesis deals with the tendencies of Czech society to trust disinformation. The goal is to reveal which social factors best predict this tendency. The evaluation is based on an internet questionnaire survey of 862 respondents, and the results show that the most influential factors on the level of disinformation trust of an individual are the education, trust in institutions, trust in traditional media, trust in the government, feelings of anomie, perception of international solidarity, post-materialist value orientation, political knowledge, preference of alternative information sources compared to traditional ones and rejection of institutional information sources. In the discussion, interpretations of the data are formulated in relation to current literature and available empirical data. In the conclusion, steps are suggested to strengthen the population's resistance to disinformation.

Keywords:

Disinformation, Czech Republic, seniors, propaganda, regression analysis, social media, sociology