

Abstract

This thesis titled Blog as a phenomenon of online journalism focuses on public perception of blogs, printed media and online versions of printed media. The theoretical part is divided into three chapters, which deal with online journalism, blogs and its history, new media and the last chapter is about possible journalism future. The practical part of my thesis is based on quantitative analysis and qualitative research. The quantitative research applies surveys as a data gathering method with randomly chosen sample of respondents. The qualitative research uses in-depth interviews conducted with students studying New media or Journalism degrees at the Charles University. In the empirical part of my thesis, the study sets out three key hypotheses. After the interpretation of both research methods we found out that women of age 25 or lower prefer to read blogs rather than magazines about beauty. The second hypothesis states that the most trustworthy media type perceived by women is the press. This hypothesis has been proven as well. Furthermore, the results from the survey indicated that a price is not the most important factor for choosing the media type. However, it still belongs among the three most important factors that respondents base their decision on when choosing a media type. Lastly the thesis analyzes attitude of respondents to a perception of bloggers as journalists. The results indicate that overwhelming majority of respondents do not consider bloggers to be journalists.