

The diploma thesis „The Media Habits of Children Aged 5-6 Years“ examines the status of the media in the lives of preschool children and focuses solely on five and six-year-old children. It summarizes some existing research concerning the relationship between children and the media and also discusses the findings of its investigation. The author conducted the research in three nursery schools trying to find the answer to two fundamental questions: What place does the media have in the lives of children aged 5-6 years? Are traditional media (television, radio, magazines, as well as books), or new media (computer, internet, cell phone, etc.) more popular for these children?

The author's research draws from three sources: Firstly, structured interviews with children in nurseries and experiments carried out in the nursery schools. Secondly, a questionnaire survey of parents of these children. Finally, a questionnaire for nursery school teachers who are responsible for these children. The work provides quantitative conclusions where the author presents for example the popularity ranking of different types of media among children and describes the amount of time that children spend watching television, looking at the computer or listening to recorded music. It also makes qualitative conclusions where the author is trying to find reasons why children use the media, or vice versa do not. The questionnaire surveys also probe into families and nurseries: uncovering what type of relationship to the media parents and teachers are building with their children.