

The dominant part of this work is entitlement of the main ethical issues related to the participation of journalists in social networks. Emphasis is placed on the effects of hazardous or otherwise forming a journalist's reputation when he is moving in this new public space and also to study the effect of the technology itself – raising some ethical dilemmas (through the concepts of Web data mining, automatic language processing). As an ethical standard and a tool for the description was chosen selection of international and Czech editorial codes and codes of journalistic associations. Problematic actions are identified in such ontology. Statistical survey of the present work will map the participation rate of Czech journalists on Facebook.