

Abstract

Bachelor thesis deals with women's websites in the Czech Republic. Several chapters are devoted to the history of the Internet and websites in the Czech Republic, the Internet as a mass and communication medium and the psychology of Internet users. The thesis is primarily devoted to mapping the Czech websites aimed at girls and women. For each website it examines the operators, founding year, average daily number of real users and the time that users spend at website. The thesis also deals with topics and its division at websites, connectedness with social networks, websites desing, when users of the websites can publish their own contributions and how they can communicate with the websites. The aim of the thesis is to evaluate the most popular women's websites, most dedicated topics and characterize the type of women who use women websites.