

Abstract

The diploma thesis concentrates on description of qualitative research of media audience. It is divided into three parts, in first of them introducing historical and teoretical background of the attitudes towards media audience and general methodology of quantitative research as well. Stages of the quantitative research project, description of variables and sampling and most widely used ways of field work compose the core of this part. Following section is focused on history of quantitative research of the media audience worldwide and particulary in Czech Republic (or former Czechoslovakia). In detail the most important up-to-date quantitative surveys in field of radio, television, print and internet are presented. The last part can be divided into two – first of them describes the limitations of the research itself by reason of current technical or economical conditions. Second one offers the view of potential future and challenges that might come to the quantitative research of the media audience.