

Identifikační záznam

Richterová, Daniela. *On line fundraising a mikrofinancování v sociální síti a na Webu 2.0 [Online fundraising and microfinance in the context of social networks and Web 2.0]*. Praha, 2011. 102 s. Diplomová práce. Univerzita Karlova v Praze, Filozofická fakulta, Ústav informačních studií a knihovnictví 2011. Vedoucí diplomové práce Mgr. Denisa Kera, Ph.D.

Abstract

The main focus of this thesis is to characterize online fundraising and microfinance tools in the context of Web 2.0 and social media. The main goal is to analyze and assess the existing philanthropic portals in the Czech Republic and abroad. The thesis includes a theoretical explanation of terminology, principles and technologies of Web 2.0 and social media platforms and their connection to online philanthropy. New phenomena such as crowdfunding, P2P lending and crowdsourcing are clarified. The analytical part focuses on the evaluation of fundraising portals Network for Good and GlobalGiving and microfinance portals Kiva and LoanBack. Czech philanthropic online projects are represented by Šance pro draha, myELEN, Daruj správně and Skutečný dárek. Particular emphasis is given to monitoring and evaluating the extent of Web 2.0 principles and technologies integration. The conclusions contain suggestions for implementing the findings in the Czech nonprofit sector.

Keywords

online fundraising, microfinance, philanthropy, Web 2.0, crowdsourcing, crowdfunding, peer-to-peer lending, social networks, collective intelligence, social media