

Abstract

This thesis aims to explore important research projects conducted in the field of media education and media literacy during approximately the first decade of 21st century in Europe. It deals with research studies covering three areas: research as a tool of consensus, research of media education at schools and research about children and young people and their access to new technologies. The thesis looks into initiatives and legislative measures by the European Union in the area of media literacy development, informs about progress in the field of research projects dealing with media education and presents also the EU Kids Online project. Further it compares 2 research studies conducted in Great Britain in 2010 and introduces the British regulator OFCOM and its research production on the subject of media literacy of children and adults. Based on the presented findings a research study for Czech Republic is proposed on the topic of parental mediation in the internet environment.