

Abstract

My diploma thesis is focused on electronic surveillance in the area of consumption, marketing and media. Electronic surveillance is a form of collecting and evaluating data, which were created as a secondary product of electronic devices. The use of new technologies and internet allows spying their users and saving the received data to both state and commercial databases. Subsequent data use is common in the business or crime prevention area. This practice brings the risk of privacy disruption, influencing and directing people.

The diploma thesis consists of three main chapters. The first chapter follows up the history of surveillance and its development. The second part is focused on formation of the electronic surveillance and describes different areas of surveillance. The third chapter relates to one concrete area – consumption and marketing. This chapter includes also practical examples.

Key words

Surveillance, interactivity, customization, reality show, Panopticon, media