

Abstract

This bachelor thesis deals with the European Strategy for a Better Internet for Children. The thesis is divided into two main parts - theoretical and practical. In the theoretical part the strategy of European Commission for a better online content is presented. Strategy is introduced to readers. A basic introduction into the strategy background is presented and examined. The explanation also focuses on progress of strategy's implementation with a special attention paid to the Czech Republic. The second practical part of the thesis consists of an own research of behavior of Czech children on the internet. The research was held among children attending the fifth grade at three Czech elementary schools. The survey results are compared to the theoretical findings from the first part of the thesis.