Report on **Bachelor / Master Thesis**

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Student:	**Michal Vala**
Advisor:	**Petr Polák, MSc.**
Title of the thesis:	**Willingness to pay for online content in the Czech Republic**

OVERALL ASSESSMENT *(provided in English, Czech, or Slovak):*

Michal in his thesis focused on willingness to pay for online content in the Czech Republic. Since people are using mobile devices and computers on daily basis, for most of them it is also becoming the main source of news content. The are many providers and high competition, yet quality content needs resources and the question is, if people are willing to pay for online content and what influences such decision. The topic is not completely new, Michal follows the latest literature and applies it with a bit modified way in the Czech Republic content. Michal worked on his thesis independently and with enthusiasm, I gladly provided my comments which were incorporated. Therefore I do not have any major remarks or comments.

The thesis itself is very well written, reader can easily follow the structure – literature review, followed by the theoretical concepts and derived hypotheses from previous research. Data were gathered by questionnaire and examined with suitable logit model also widely used for similar research. Everything is properly commented and explained to the reader.

Research findings valid for the Czech Republic are aligned with relevant literature and findings from other countries. This is not so surprising, but valueable, for further research in this area.

For the above reasons, I suggest grade A

SUMMARY OF POINTS AWARDED *(for details, see below):*

CATEGORY		POINTS
Literature	*(max. 20 points)*	19
Methods	*(max. 30 points)*	28
Contribution	*(max. 30 points)*	30
Manuscript Form	*(max. 20 points)*	20
TOTAL POINTS	*(max. 100 points)*	**97**
GRADE	**(1 – 2 – 3 – 4)**	**1**

NAME OF THE REFEREE: Petr Polák

DATE OF EVALUATION: 1. 6. 2015

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Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

Strong   *Average*   *Weak*
20   *10*   *0*

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

Strong   *Average*   *Weak*
30   *15*   *0*

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

Strong   *Average*   *Weak*
30   *15*   *0*

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Strong   *Average*   *Weak*
20   *10*   *0*

Overall grading:

TOTAL POINTS	GRADE		
81 – 100	**1**	= excellent	= výborně
61 – 80	**2**	= good	= velmi dobře
41 – 60	**3**	= satisfactory	= dobře
0 – 40	**4**	= fail	= nedoporučuji k obhajobě