Abstract:

This master thesis is in theoretical part focusing on the term of self-regulation according to Albert Bandura's theory (1991) and its domains of self-monitoring, self-judgement and self-reaction. Next we define its stand against terms such as addiction and habit, in case of low ability of one's regulation. Thanks to analysis of mainly foreign resources we oriented the work to explanation of relationship between self-regulation and loneliness and life satisfaction. These resources are chosen for their historical consistency and contemporary application, especially in domains of media and online environment. In empirical segment of thesis we are proposing our own questionnaire measuring our ability to self-regulate Facebook usage (SRQ-FB), inspired by original theory of Brown et al. (1999) and Czech translation of their questionnaire, translated and tested by Jakešová et al. (2015). Next we tested hypotheses based on assumption of relationship existence between score of our questionnaire (SRQ-FB) and score of loneliness (measured by UCLA Loneliness Scale; Russell et al., 1980) and life satisfaction score (SWLS – Satisfaction With Life Scale; Diener et al., 1984). Research sample consisted of two nation-based groups: Slovak (N = 168) and Czech (N = 21), which differed significantly in achieved score in SWLS. Due to low number of Czech respondents we decided to account for the sample results together N = 189), further research in international differences of SWLS is required. Based on Pearson correlation and hierarchical regression analysis we found low, but significant relationship between scores of SRQ-FB and UCLA Loneliness Scale (r = 0.334) and also correlation between UCLA Loneliness Scale and SWLS score (r = 0.500). We also found negligible, but significant correlation between score of SRQ-FB and age (r = -0.164. p<0.05). Acquired results must be interpreted carefully, for low achieved reliability coefficient Cronbach alpha (a = 0.543). Discussion concerns possible explanation of results, mentioning methodological errors and recommendations for changes in future research.