

## ABSTRACT

**Background:** These days, web pages are one of the main communication instruments for transmitting information and not just in the addictology field.

**Goals:** Main purpose of the thesis is to characterize and compare a quality of chosen web pages from area of communication and anti-drug policy, specifically web pages of region anti-drug coordinators. Therefore the organization which are authorized to coordinate anti-drug problematic can compare and evaluate quality of their web pages and have a chance to improve.

**Methods:** After literary research it was created series of criteria (incl. example values and points scale) for proper evaluating the web pages quality. Criteria were categorized into 7 areas (content, security, friendliness, webdesign, communication, functionality, popularity). Also there were created evaluation forms for each of the area. After collecting all data, the results were discussed and evaluated. For determination of the winners it was used a multi-criteria evaluation of variants. Therefore, there were set and filled criteria matrix (for comparison) and preferential matrix (for assessment criteria scale) for each of the area. For setting an evaluation criteria value it was chosen a method of pairwise comparison.

**Sample:** For evaluation it was chosen 14 web pages of regional anti-drug coordinators and the web page of national anti-drug coordinator and well-known web page of Addictology clinic for comparison.

**Results:** Evaluation allows the organization, which are authorized to coordinate anti-drug problematic, to find out both positives and negatives of their web pages compared to direct „competition“ in the field. As a model examples there were identified web pages of Addictology clinic, national anti-drug coordinator and city of Prague.

**Conclusion:** The results of comparison of web pages are available as an inspiration and maybe as part of materials for quality increasing of addictology services and so it offers a space for improvement and cultivation of internet presentation.

**keywords:** regional anti-drug coordinator, web pages, evaluation, criteria of quality measurement and web-page performance