

Abstract

The thesis focuses on the analysis of the effect of selected elements of public licenses on increasing the quality of information published in the informational environment of the internet. The objective of the thesis is to ascertain whether there is a real effect on the quality of information in the internet environment through improvements in the quality of the sources of such information, as well as the reflection of the results of the conducted analysis within the obligatory informational education in the Czech Republic.

In the first section, the work deals with the copyright aspects relating to the analyzed issue and defines, from a legal standpoint, the individual components of the information environment being analyzed – the internet, the participants of the informational process, the information and the options of dealing with them. In the subsequent section, the matter of licenses is presented, with a focus on the issue of public licenses in general, as well as specific selected license types constituting a potential platform for qualified informational behavior. The last section of the thesis summarizes the results of qualitative research of the effect of licensing policy on the informational environment of the internet through the application of public licenses. The results of such research are subsequently compared to the system of obligatory informational education in the Czech Republic, and their impact on informational literacy is thus studied.

In preparing the thesis, primarily generally theoretical and hermeneutic methods were used. The qualitative research was conducted through the comparison of licensing terms of selected types of public licenses with the valid legal regulations; subsequently, a detailed analysis of the relation of some of their elements to selected information source criteria was conducted. In the section pertaining to informational education, the basic research consisted in the analysis, synthesis and interpretation of binding documents regulating the area of achieving informational literacy in the Czech Republic.