

Abstract

This master thesis focuses on social networks and websites for readers. The first part includes an introduction to the topic, it also presents several typologies of users of social networks coupled with the characteristics specific to the users of readers networks, including structure of these sites in general. A detailed analysis of selected Czech and foreign networks and websites follows, while special attention was paid to the projects Goodreads and *Databáze knih*. The research section includes processed data and the results of the questionnaire survey and structured interviews with users of Goodreads. Preferences and opinions of the respondents sample of users were analyzed during the survey in order to outline the characteristics of the reader network, which will meet the user's requirements and expectations.

Key words: social networks, websites for readers, reading