

## **Abstract**

This thesis deals with the diffusion of innovations theory in current communication conditions. The first part of the thesis discusses the potential of changes in diffusion of innovations theory after transformation of society's communication structure enacted by widespread diffusion of the Internet and various social software. The theoretical framework is then utilized in analysis of the Czech food blogging social network. The first research question of this analysis is to determine, how the network, socio-demographic and attitudinal characteristics of food bloggers influence the diffusion of selected innovation in blogging, which is represented by vlogging. The second research question is concerned with the type of diffusion system this networks corresponds to. The combination of social network analysis and quantitative online survey among food bloggers. One of the most interesting findings is the inverse proportion of mutual degree to the video blogging use. The number of mutual connections in the network (degree) and size of the residential area of a food blogger were found to be the noticable individual characteristics influencing adoption of innovation. In terms of the type of diffusion system the network rather corresponds to decentralized diffusion system, that may, however, be threatened by the high perceived technological demand of the innovation and low willingness to use vlogs among influential food bloggers.