

## **Abstract**

The thesis “The Potential of Latent Class Analysis: the Czech Television Audience Case Study” deals with latent class analysis and its potential as a segmentation method. Three different approaches are examined – latent class analysis for joint data from six research waves, simultaneous latent class analysis for each wave separately and latent class analysis for joint data transferred into dichotomous form. The results of all three methods are compared through secondary analysis of data from case study focused on audience’s perception of the Czech Television; their strong and weak points are described and the most suitable solution is chosen. Based on these findings, four identified segments of the audience are then interpreted from the point of their characteristic features and sociodemographic parameters. This paper is supported by works of classic authors in the area of latent class analysis; the thesis refers to their findings that also served as basis for composition of the research hypotheses.