

Abstract

The purpose of this thesis is to investigate young people's approach to media consumption. The presumed objective of the thesis is to ascertain the method that young users apply to evaluate the credibility of news sources in the media.

In the first theoretical part the thesis explains the status of the media in the information age and changes related to the field. It also discusses the need for media literacy and its possible development via media education. The chapter finishes with an overview of the most important data from recent studies concerning young people and the media.

Second part consist of a qualitative research that is inspired by the research design of the theory by Strauss and Corbin (1999). Data for this research were obtained from 21 in depth interviews among 18 and 19 years old Czech citizens. The open coding was used for the analysis. The outcome of the analysis was interpreted through the method of constant comparation. The result of the research is a creation of four typological user groups according to the type of use of the news resources in the media.