

Annotation

This master's thesis named *The influence of communication channels on decision making of first-time voters shown on the elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2017* focuses on the influence and use of the consumption of communication channels on the decision making of first-time voters. This thesis also portrays the phenomenon of contemporary opinion leaders, such as YouTubers, bloggers, and other Internet celebrities. The theoretical section of the thesis describes the organization of elections to the Chamber of Deputies of the Parliament of the Czech Republic, defines the first-time voter in terms of psychological and sociological, discusses the impact of socialization within family, school, and media, presents the concept of political efficacy, and describes the electoral participation of adolescents. In addition, this thesis focuses on current trends in the consumption of communication channels by young people and opinion leaders. This section draws upon particular international studies and other relevant literature. The analytical section presents the methodology of the research, defines the research sample and its selection, and describes the results of the research. The established hypotheses are based on the results of international studies and for their verification, a quantitative questionnaire survey was compiled and distributed among young people aged 18-22. A research sample of 1,076 respondents provides interesting results that are interpreted and discussed in the conclusion of the thesis. Finally, the conclusion presents the limitations of this study and recommendations for further research.