

## **ANNOTATION**

The bachelor thesis is about the phenomenon of digital media and their impact and role in contemporary society. The aim of this work is to describe the changes related to the influence of the digital media on society in particular - the one connected to children and adolescents. The theme is to define its status with an emphasis on youth development issues. The thesis evaluates changes in leisure time activities and describes social pathologies which occur relating to digital media and the influence of digital technologies and media on the current generation of adolescents. Research aims to find out how and how much time adolescents spend on the internet and how digital media influence them by using quantitative research.

## **KEYWORDS**

Games, ratings, cyberspace, online, social.