

Abstract

This diploma thesis explores a new phenomenon in Communication studies called *self-tracking*. The activity of self-tracking involves digital technology that enables systematic recording of aspects of individual's life such as sport activity or health. Despite the high number of Czechs who self-track themselves, this activity is not very well-known yet in the Czech Republic. Therefore one of the aims of this diploma thesis is to provide an insight into the communication process between athletes and their self-tracking devices. Research part of the theses should answer the questions about the exchange of information between athletes and technologies. In addition to find out why athletes record sport data, meanings of data and what benefits data bring them. Other part of the research explores attitudes of Czech athletes towards sharing data from sport on social media.

The first part of the thesis is dedicated to introduction of the phenomenon, summary of English literature on this topic and determination of critical questions in the current research of self-tracking. Second part is dedicated to description of qualitative research method, analysis and interpretation of data. Presented qualitative research was made on a sample of 12 sportsmen from the Czech Republic who regularly self-track their sport activities, mainly running. This number of sportsmen enable to explore differences and similarities in sport self-tracking communication. Qualitative research was based on data collection from private diaries and semi-structured interviews. The last chapter is dedicated to the final conclusion of the results of the research, comparison of the findings with statements presented in examined literature in the theoretical part and to give recommendations for further research.