Annotation

The aim of this work is to map fake Czech profiles on social networks Facebook and Twitter. "Fake profiles" in this case mean those where authors are acting as a well-known person, company or institution. Best known Czech profiles are Twitter's @schwarzenbergk, @kardinalvlk or @ovcacek_jiri and Facebook profile @jiriovcacekunofficial.

After a general introduction to the topic, which includes, among other things, a brief look at the topic of political satire and the introduction of social networks, including the regulation they take to protect personality, the main part follows. It analyzes 8 different Czech false profiles. The content of the posts, the account statistics, the most successful posts and possibly other related information are presented. An important part of the work are interviews with authors of these profiles as well as with counterparts: real people or companies. This offers a close look at the backstage of the creation and running of the profile and, on the other hand, the possibility to gain the reaction of the concerned party. A comparative analysis of false and real Jiří Ovčáček's Facebook profiles is conducted in this part as well.

The next section is included in order to bring a wider view of the issue. It is devoted to similar profiles abroad, which gives the possibility of comparison of the local and international environment.

The thesis ends with a chapter devoted to the situations when the content of false profiles is used into the media. That means situations when journalists did not adequately verify the authenticity of the source and published false information as a full source.