

Abstract

The diploma thesis deals with the transfer of information from the professional to the general public through the web media obesity-news.cz and it summarizes the issues of health and lifestyle, which is currently discussed more and more in the mass media.

The work is divided into two parts, the main goal is to mediate the articles from experts and professionals in the Internet space in order to increase website traffic, increase views, involve more authors in content creation and connect the site with the social network Facebook. The second part finds out through questionnaires, where the public most often looks for information about a healthy lifestyle and has become a basis for mediating the transmission of information.

The questionnaire survey was attended by 25 respondents who were randomly selected in a nutritional counseling center in Prague and during a reconditioning stay for obese patients in Serbs under the auspices of VŠTJ Medicina Praha. All collected data were then statistically evaluated in the form of graphs and charts. The transfer of information lasted 4 months from February to May 2020 and consisted of participation in the creation and organization of an editorial plan, communication between authors, editors and proofreading, and the provision of all materials for publication. Data for evaluation are obtained from the analytical tool Google Analytics and converted into the form of charts and graphs.

The results of the questionnaire survey confirmed that people most often search for information about health and lifestyle on the Internet (28%). Men (36%) use the Internet more often than women (24%). Women mentioned doctors (24%) and magazines (20%) as frequent sources of information. For men, these sources of information were identical, but in a lower percentage (18%). Unlike women, men obtain more from newspapers (14%), while women tend to obtain it from books (10%). Television (8%), friends (4%), radio (1%) and other sources (1%) were mentioned in a smaller proportion. In the case of information transfer, there was an increase in traffic by 350% and an increase in the number of impressions of individual pages by 403%. The involvement of more authors (overall 10) was reflected in higher frequency of articles and the wider range of the topics. The social network Facebook joined the project, where the content published on the website was regularly shared. Despite the relatively lower traffic from Facebook, it is necessary to improve the content and marketing strategy, which will result in an increase in total traffic.

The Internet and social networks are currently a key source of information from which the general public obtains information on healthy lifestyles. It is therefore essential that professionals involve these modern tools in communicating their qualified recommendations and educating the general public in general on the principles of a healthy lifestyle, which plays an important role in preventing the development of today's diseases of civilization.

Key words: lifestyle, diet, physical activity, obesity