

Abstract

The diploma thesis *Algorithmization of social networks and its perception by adolescents* deals with the issue of algorithms which lead to personalization of social networks. Their perception by children and adolescents is currently not sufficiently explored. In the theoretical part, I demonstrate how the current studies examine the perception of algorithms on a sample of the entire population, in the context of adolescents how they focus on social networks as a whole.

Therefore, the ambition of this thesis is to research the intersection of these three spheres and its impact on adolescent's perception of algorithmisation of social networks. Through qualitative research using the method of semi-structured interviews, this thesis outlines trends that may prevail in this area. An analytical synthesis of knowledge also answers the questions of how adolescents are informed about the possibilities of influencing the selection and sorting of the content and whether they show interest in these possibilities.

In the theoretical part, I introduce readers of this work to the issue of new media, how social media developed, including their convergence. Among the researched social networks are Facebook, Instagram and YouTube. To understand the comparison of reality and the statements of the respondents, in the theoretical part I describe in detail how these algorithms work, including the possibilities of influencing them and the issue of their perception. By comparing the described facts and the statements of the respondents, I formulate the grounded theory and in the summary I also present recommendations for further research.