



Report on the part of the master state examination Record of the thesis defence

Academic year: 2020/2021

Student's name and surname: Rebecca Susanne Vaughan, B.F.A.
Student's ID: 65575611

Type of the study programme: Master's (post-Bachelor)
Study programme: Society, Communication and Media
Branch of study: Society, Communication and Media
Study ID: 640953

Title of the thesis: Conversations With Our Apps: Exploring the social context of communicating with technology

Thesis department: Department of Sociology (23-KS)

Language of the thesis: English

Language of defence: English

Advisor: Filip Vostal, Ph.D.

Reviewer(s): prof. PhDr. Hynek Jeřábek, CSc.

Date of defence: 22.09.2021 **Venue of defence:** Praha

Attempt: regular

Course of defence: The defense was held online. The topic of thesis was Conversations With Our Apps; Exploring the social context of communicating with technology. The student briefly introduced the state of research and stated her research objectives. Afterwards she presented research methodology, analysis and results of her research.

The supervisor was present during the defense and was given space to comment on the thesis. He praised the overall work of the student - theory, methodology, analysis and research. The thesis is according to him excellent.

The main points of the opponent's review were mentioned and the opponent evaluated the thesis positively. He highlighted the of the analysis of the communication between people and their apps.

The following questions from the reviews were discussed:
"Are there any practical advice concerning the conversational language in the apps? Do you expect that could be good approach to differentiate in the style of language in marketing for different products?"
"Why did you draw on STS (namely The Social Construction of Technological Systems) tradition in you work? Why is your thesis important for communication studies?"

The student reacted excellently during the discussion.

Result of defence: excellent (A)

Chair of the board: doc. PhDr. Dino Numerato, Ph.D. (present)

Committee members: prof. PhDr. Hynek Jeřábek, CSc. (present)

PhDr. Lenka Vochocová, Ph.D. (present)