

Bibliografický záznam

DUBEN, Otakar. *Mediální gramotnost studentů gymnázií v oblasti sociálních sítí*. Praha, 2012. XX s. Diplomová práce (Mgr.) Univerzita Karlova, Fakulta sociálních věd, Institut komunikačních studií a žurnalistiky. Katedra mediálních studií. Vedoucí diplomové práce Mgr. Radim Wolák.

Abstract

Thesis "Media literacy of high school students in the field of social networks" focuses on the analysis of media literacy of students from first three years of high school. It aims to define the knowledge this social group needs for safe and conscious use of social networks. For treatment of the theme was used qualitative analysis with focus groups and subsequent quantitative research on a sample of 220 students in one high school in Prague. In this thesis are described analyzed patterns of teenagers in virtual milieu and the most common mistakes they committed within using this fast-growing media platform. This thesis also focuses on topics closely linked with media literacy on social network. It means the use of social networks as a reliable sources of information, secure communication tools and leisure activities as well. It doesn't omit clarification of frequent adverse events associated with the development of social networks. A separate chapter is devoted to the history of social networks and also to the issue of target audience as the dominant force in Internet communication.