

## **Abstract**

Diploma thesis is entitled, "Collective Evaluation of Quality of Movie and Serial Production of Czech-Slovak Movie Database on <http://www.csfd.cz>". The main focus of this thesis is on the aggregated evaluation study of quality of movies in several internet movie databases, primarily in CSFD and IMDb. The study also defines these internet databases in the context of social discourse, briefly informs about the history of these databases, and introduces the reader into their functioning. Additionally concerning the quality of movies, databases represent the main authority, and sorting of the movies according to their 'colour' in CSFD is considered a form of agenda-setting.

This study discusses the issues of quality, through analysis in an attempt to determine the quality of movies on the database. Much of the thesis discussion revolves around the author's research, which was carried out from September 2011 till the end of March 2012.

Unfortunately, because of the extent of diploma thesis and the methodology used in the research, it was not possible to analyze serial production in more detail.