

The thesis examines how have the habits of music users changed after they had become internet users. The goal of the thesis is to put some light on the relation of part of the generation Y to the new media. A method of deduction is used based on the theory of hypothesis which is subsequently evaluated by the audience (generation Y) of alternative music (surveyed years of birth 1984-1991).

In the first chapter the generation Y is defined according to some of foreign authors' theories and then put in the context of the Czech environment. A technology background and possible influences on the behaviour of the music users of this generation is described.

The second chapter describes transformation of the music industry from the late 90's till now which has been happening thanks to the new possibility to distribute various content on the Internet. I focus in particular on the peer-to-peer networks. By explaining the development of this matter I prepare a basis for a better understanding to both respondents' behaviour and their attitudes to illegal music downloads. I also touch upon the new media's role in the taste formation and the change of relationship between a performer and a music fan.

The third chapter considers Internet to be the communication platform of the generation Y. It gives such a hypothesis that the young music users actively use the network, i.e. produce content online, or are part of the online community. I also investigate the consequences of the contemporary music abundance.

A method of an "instructed interview" was used in the research. One extra interview with a music performer is included as well. I look for similarities in the answers of the 5 music users and compare the theories with the results of my analysis.