

Final thesis titled *Collective Intelligence and the Functions of Individual: Using an Example of Social Activism Online* uses definition of collective intelligence by Pierre Lévy, and tries to verify it through practice of social activism on the internet using a smartphone as a tool for accessing cyberspace. The thesis is based on media theory works focusing in particular on a new kind of intelligence of community and the impact of new communication technologies on humans. Next part is about the topics of social activism, when considering together or independently with collective intelligence, provides the potential for direct democracy. Lastly there are few examples of social activism online or forerunners of direct democracy. As an important issue of collective intelligence in practice emerge the rules of behavior of individuals and Lévy's vision of collective intelligence as a peak of humanity.