

Annotation

The main topic of this diploma thesis is comparison of two different methods of research. The first method is diary and the second method is online community. The subject of research in which these methods are compared with each other is the drinking regime of university students, more precisely the situation in which different drinks are consumed by university students. A total of twenty university students were involved in the research that is of a qualitative nature, with ten students in one research method. For one week, the students recorded not only all the drinks they drank per week, but also the circumstances of consuming these beverages, such as time of consumption, place, reasons for consumption etc. The diploma thesis outlines the differences between these research methods in terms of research results, frequency and quantity of information obtained, preparation and implementation of the methods, analysis of acquired data, as well as the perception of these methods by the respondents themselves. The resulting data analysis presents the benefits and limits of each of the selected methods in the situational research of the drinking regime and also suggests possible implications for further research.