

## **Abstract**

The thesis presents findings regarding children activity in the online space, as well as contributes by its own research findings. The attention is focused on Czech children in the age group of 10–12 years. To be specific, the thesis focuses primarily on the type of content that children consume online, the way they consume it and the interference of advertising, while being online. The attention is paid also to parents' knowledge of activities that their children do online, as well as the extent of regulation parents apply on such activities.

In the first part, the current knowledge of children's behaviour online and on YouTube is described. Also, relevant research outputs are presented. Special chapters are devoted to YouTube, including the YouTubers phenomenon, as well as to the protection of children in cyberspace.

The research combines qualitative and quantitative techniques of observation and questionnaires. The thesis contributes to a better understanding of children's behaviour in the online space and it also presents new findings about the way Czech children use YouTube and for what purposes they use it, as well as about parents' engagement in their activities.