

**Abstract (In English):**

This master's thesis examines the type and frequency of activities on social networks and video games with an emphasis on activities that support the objectification of one's own body or are in direct connection with it. The aim of this study was to evaluate the impact of these activities on the Czech national-wide sample, focusing on respondents who show signs of eating disorders. The evaluation was based on a questionnaire survey of more than 1000 respondents and the results were analyzed mainly by using contingency tables. Based on the results of this research, it is not possible to confirm a direct relationship between self-objectification and ways of new media usage, but some activities correlate directly with people who show an unhealthy relationship with their own bodies. In conclusion, specific steps are proposed for a more suitable survey of self-objectification and recommendations for further research.