

## **Abstract: Legal Aspects of Concealed Advertising on Social Media and its Child's Perception**

The goal of this thesis is to assess whether the current effective legislation is able to respond to the new phenomenon of social media, primarily in the field of advertising. The author of the thesis aims to analyze the current legal situation in the field of concealed advertising and to assess whether this legislation constitutes an effective protection in this online environment and in particular whether it reflects the age of social media users and whether it provides increased protection for the child audience.

The first chapter of the thesis describes social networks and influencers, not only from a general perspective, but also from a legal perspective. This chapter also describes in more detail the three selected social networks, i.e. Facebook, Instagram and YouTube.

The following part of the thesis, contained in the second to fourth chapters, focuses its attention on the regulation of concealed advertising in the Czech legal system, the requirements of selected social media for labelling advertising content and foreign decision-making practice in the field of concealed advertising on social media. The subject of the analysis was not only the applicable regulations for social media, but also the regulations governing advertising in other environments in order to obtain a comprehensive overview of the regulation of concealed advertising.

The fifth chapter deals with the status of the child in the Czech legal system. It describes the requirements of the laws regulating advertising for content aimed at children. It also analyses Czech judicial decision-making practice in the area of the child and advertising. It concludes with an assessment of the child's perception of concealed advertising and whether increased regulation is needed.

An analysis of selected social media posts was conducted within chapter six to give the reader of the thesis an idea of the way how influencers label advertising on social media. Both properly tagged advertising posts and problematic ones were described.

The final seventh chapter of the thesis comprehensively assesses the state of current legislation on concealed advertising on social media with regard to child audiences and suggests appropriate amendments to the legal system that could provide more effective protection.

**Key words:** social media, child, influencer marketing, concealed advertising