FILOZOFICKÁ FAKULTA
UNIVERZITY KARLOVY
V PRAZE

Ústav světových dějin

Master´s Thesis Review

Student´s name and surname: Fernanda Schröter Freitas

Title of the thesis: The impact of Google Maps' reviews and algorithms on young adults' choices of museums to visit in Prague

Reviewer´s name and surname: Čeněk Pýcha

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1. Heuristic (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

1.1 Evaluation of the selection of literature and sources	1
1.2 Complexity of used sources from the perspective of the state of the art	1

Short evaluation:

Fernanda Schröter Freitas presents a broad knowledge of literature and the current state of the art in various fields. (I would recommend some theoretics in software studies for her next research: Friedrich Kittler, Wolfgang Ernst, Lev Manovich).

The research is based on the data from the survey and interviews.

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2. Research problem and its solution (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

2.1 Choice of the formulation of the research issue respects the task given to the student	1
2.2 The relevance of the goal from the perspective of research area methodology	2

Short evaluation:

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The formulation of the research problem is clear and understandable. Some questions are too ambitious to be answered by the presented research design (especially part focused on the impact of Google Maps on European culture).

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3. Thesis´ structure evaluation (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

3.1 Is the structure of the thesis logical?	1
3.2 Does the thesis structure work along the methodology and methods declared in the introduction	1

Short evaluation:
The structure of the thesis is well designed and it follows logic of the questions and presented research.

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4. Quality of analysis and interpretation (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

4.1 Analysis of sources and literature	1
4.2 Interpretation of sources and literature in their interaction	1

Short evaluation:
I appreciate the reseach design based on combined methods. Student is able to connect the empirical data with the hypothesis from the more theoretical part of the thesis.

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5. Quality of the text (please, evaluate by grade 1, 2, 3, 4 – in case of grading 3 and 4 the reviewer is obliged formulate critical points)

5.1 Style and grammar	1
5.2 Use of terminology	1

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Short evaluation:

I appreciate understandable academic english. The author is using proper terms based on the literature review.

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6. Synthetic evaluation (500 signs):

Presented Master Thesis offers important interdisciplinary perspective on the dynamic field of interpretation of cultural heritage. The theoretical framework os based on broad knowledge of the state of the art in field. The Google Maps are presented as the technology as well as social phenomenon (I would just recommend the broader focus on geolocation apps in general in the first and second chapter).
The empirical part is based on combined methods research. I appreciate the creativity (in a positive sense) used in working with respondents. Ms. Schröter Freitas is able to connect the results with the theoretical framework (knowing and presenting the limits of her research). I consider the thesis for the great contribution to the research field that is dynamically developing and we are facing lack of relevant research.

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7. Questions and comments which should the candidate answer and discuss during the defense:

What are the alternatives to the commercial platforms (as Google Maps) for the presentation of the cultural heritage in the digital environment?

Do the respondents reflect the opacity of algorithms during the interviews? Are they using this awareness of algorithm during the work with Google Maps?

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Suggested grade: 1

Date: 14. 6. 2023   **Signature: Čeněk Pýcha**