

Abstract (in English):

The thesis dealt with the context of young people's electoral participation in the Czech Parliamentary elections in 2021 and the exposition to two social media influencers (SMI) who, before the elections, tried to mobilize young people to participate through their content on social media. It is precisely SMI, due to their specific position, who are often associated with the ability to function as opinion leaders on social media. Until recently, research on this effect has been examined mainly in relation to consumer behavior and marketing. However, newer studies show that the para-social relationships that young people manifest towards SMIs and the ability of social-media influencers to mediate information and reduce its complexity, can also play a role in political participation for young voters. Thus using cross-sectional analysis of primary data, the work empirically tests this influence for two selected SMIs in context of the 2021 elections - Jakub "Kovy" Kovář and Martin "Mikýř" Mikyska, and shows that in relation to voter turnout, engaging with their content had a significant effect on the group of followers who are closest to them. Furthermore, the influence was higher the less these followers were interested in politics and political content. The study thus offers empirical evidence for the assumptions of SMIs as para-social opinion leaders.