

Abstract

This bachelor's thesis examines the relationship of Czech seniors to disinformation, their ability to critically analyze information, methods of verifying information, and possibilities for improving their media literacy. The theoretical part of the work is divided into three segments: a description of the phenomenon of disinformation, the position of disinformation in the Czech media context, and the specifics of seniors in the Czech Republic, including the connections between aging and cognitive biases. The practical part is based on a qualitative analysis of semi-structured interviews with ten senior respondents. The research showed that most seniors consider disinformation a serious problem. However, some display apathy or resignation regarding the topic, and their views on government measures against disinformation reflect their political attitudes. Although many see media education as beneficial, only a minority have a clear understanding of it, and many seniors refuse participation in educational programs. The research recommends increased socialization of seniors and initiatives to support media education, which should be focused on more effective use of technologies and new media.