

Abstract

The aim of this work is to map fake Czech profiles on social network Facebook and Twitter. "Fake profiles" in this case mean those where authors are acting as a well-known person, company or institution. The authors mostly found these to entertain themselves and readers. They use satire, parody, and often sarcasm as well.

After a general introduction to the topic, which includes, among other things, the introduction of social networks, including the regulation they take for the protection of personality, the main part follows. It analyzes 8 different Czech false profiles. The content of the posts, the account statistics, the most successful posts and possibly other related information are presented. An important part of the work are interviews with authors of these profiles as well as with counterparts, real people or companies. This offers a close look at the backstage of the creation and running of the profile and, on the other hand, the possibility to ascertain the reaction of the concerned party.

The next section was included in order to bring a wider view of the issue. It is devoted to similar profiles abroad, which gives the possibility of comparison of the local and international environment.

The thesis ends with a chapter devoted to the situations when the content of false profiles is used into the media. That means situations when journalists did not adequately verify the authenticity of the source and published false information as a full source.