

Diploma thesis „The history of television audience research methodology in Czechoslovakia and in the Czech Republic“ deals with measurement methodology of TV ratings with focus on the recapitulation of the whole process of data acquisition.

In the first part of the work, the author approaches theories about audience measurement and social use of television. The following part already concentrates on the development of the audience measurement methodology from the diary method to electronic measurement.

The diary method measurement is divided into three periods: measurement before 1970, surveys in 1970 – 76, measurement after 1976. As for electronic measurement author deals with measurement methodology and development of new technologies.

The work is enclosed by the brief summary of the audience measurement methods in other selected countries.