

Abstract

The diploma thesis named „Do we need more information? Using of multiple media at the same time“ examines the phenomenon of simultaneous media usage in young audience aged 18–35 years. This thesis is based on the hypotheses of international surveys that demonstrate a new trend in consumption of media by which people use multiple media simultaneously. The aim of the thesis is to provide an insight into this issue.

The first part defines basic concepts such as the media, media audience and related theories. Furthermore, international studies and their conclusions are presented, serving as a starting point for my own research.

The second part presents the research methodology. The thesis makes use of a combination of a quantitative and qualitative approach, the so-called mixed research. The methodological section briefly describes the selected method – survey and an semi-structured interview. The next two sections deal with the implementation of the research itself. The sample consisted of 103 young people for the quantitative part of the survey, and 15 young people for the qualitative analysis section.

The conclusion summarizes the research results and approaches each thematic area, including the possible hypotheses.