

Key Players in the Social Media Revolution – Facebook, Inc., Seznam.cz, a.s.

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ABSTRAKT

Tato bakalářská práce se zabývá sociálními médii, která jsou jedním z posledních vývojových stupňů masových médií. V teoretické části je popsána evoluce jednotlivých mass médií, především pak Internetu, který je základním kamenem fungování sociálních médií. S médii je úzce spjat také marketing, proto je v práci kapitola věnována srovnání klasického a digitálního marketingu. Seznam.cz, a.s. a Facebook, Inc., významné internetové společnosti poskytující sociální servery a webové stránky, jsou předmětem praktické části stejně jako jejich zakladatelé Mark Zuckerberg a Ivo Lukačovič.

Klíčová slova: Sociální média; Facebook; Seznam; Mark Zuckerberg; Ivo Lukačovič; Internet; vývoj mass médií; mass média; web

ABSTRACT

This bachelor thesis deals with the Social Media which have been one of the latest step within the evolution of mass media. In the theoretical part is described the emergence of several media, especially the Internet which is the keystone in the Social Media functioning. With media is closely associated also the marketing therefore there is a chapter focused on the comparison of classic and digital marketing. Seznam.cz, a.s. and Facebook, Inc., very important Internet companies providing the social servers and sites, are the subjects of the practical part as well as their founders Mark Zuckerberg and Ivo Lukačovič.

Keywords: Social media; Facebook; Seznam; Mark Zuckerberg; Ivo Lukačovič; Internet; mass media evolution; mass média; web

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CONTENTS

INTRODUCTION	10
I THEORY	12
1 MASS MEDIA AND THEIR INITIAL EVOLUTION.....	13
1.1 Born of Letter-press	14
1.2 Cinematography.....	14
1.3 Radio and Television	15
2 NEW MEDIA	16
2.1 Computers and Their Connection = Internet	16
2.1.1 World Wide Web.....	17
2.1.2 From Web 1.0 to Web 2.0	17
2.1.3 Web 3.0, Web 4.0	20
3 SOCIAL MEDIA	22
3.1 Social Media in Everyday Life	22
3.2 Forms of Social Media.....	23
3.2.1 Social Network	23
3.2.2 Blogs, Microblogs	24
3.2.3 Sharing sites and Podcasting	24
3.2.4 Livecasting.....	25
3.2.5 Virtual Worlds and Gaming	25
3.3 Social Media as a marketing tool.....	26
II ANALYSIS	29
4 OBJECTIVES OF PRACTICAL PART.....	30
5 SEZNAM.CZ.....	31
5.1 Emergence of Seznam.cz.....	31
5.2 The Social Side of Seznam.cz	33
5.2.1 Hry.cz.....	34
5.2.2 Spolužáci.cz.....	34
5.2.3 Lidé.cz	34
5.3 Ivo Lukačovič	35
5.3.1 Lukačovič as manager	35
6 FACEBOOK.....	38

6.1	Development of Facebook	38
6.2	What Facebook Offers	39
6.3	Mark Zuckerberg	43
6.3.1	Harvard Studies	43
6.3.2	The Manager Mark Zuckerberg	43
7	ANALYSIS OF CLAIMS.....	44
7.1	Hypothesis 1	44
7.2	Hypothesis 2	45
7.3	Hypothesis 3	46
	CONCLUSION	47
	BIBLIOGRAPHY	49
	LIST OF TABLES	53
	APPENDICES	54

INTRODUCTION

Media surround us every day in many different situations and in a lot of various forms. It has not been a very long time since they unobtrusively entered our lives and started to more or less directly influence the world. It is not necessary to have knowledge about the functioning and base of social media. Media will find you. They represent the last step of the development of mass media so far.

This thesis is divided into the theoretical and practical part. The theoretical part disserts on the evolution of classic media, such as the radio or television, the Internet, and Social Media. The origin of first classic media can be dated to 15th and 16th century due to the Gutenberg's invention of the letter-press. In the 19th century photography came into being. 20th century is considered to be the major era. Telegraph, telephone, photography, broadcast, film, television, and the Internet were all born during only one hundred years and they have many common features. They are content-universal, very popular and public. They are mass media. However, Social Media had never been spoken about until the arrival of the Internet. It is not an one-way static technology like its predecessors. Due to the Internet and Social Media, it is possible for the first time to react immediately on the pursued impulse, lead discussions, and inform many other people just by one mouse click. This is the reason why Social Media are so unique and very suitable for advertising and marketing in general, which is another topic covered in the theoretical part.

In the practical part, the focus is on Facebook, Inc. and Seznam.cz, a.s. Seznam.cz is not a social medium on its own but it provides social networks and blogs as well. In the Czech Republic it is the most successful web portal which grew up from a little website, spread very quickly and since it has developed beyond recognition as well as Facebook which is one of the most important Social Medium at present – it is the typical example of a social network. When Mark Zuckerberg, a student of Harvard University, created this phenomenon, he had no idea how powerful of a tool it was. Such quick expansion and widening of Facebook's services was completely unexpected and Mark became one of the richest and most famous men under 30 in a record time like Ivo Lukačovič, the founder of Seznam.cz, a.s.

The purpose of the practical part is to describe the way of conception of two companies in very distinct conditions and with diverse attitude of the founders. A questionnaire, containing questions concerning Facebook and Seznam usage, was compiled.

There are three hypotheses to analyze. The first investigates Mark Zuckerberg's role in the film *The Social Network*, second one compares Lukačovič's and Zuckerberg's managing style and attitudes to their companies and the last of the hypotheses deals with the social servers of Seznam which are losing their users because of the Facebook.

I. THEORY

1 MASS MEDIA AND THEIR INITIAL EVOLUTION

In the first part of this thesis I am going to make clear what the Social Media are. This term consists of two easily understandable words – social and media. Social is logically connected with society. To be social means to interact and influence other people in order to survive. When someone is sociable he or she enjoys the company of other people and wants to be in touch with them, creates various groups based on similarities; for example hobbies, the same job, or favourite music, and simply the favour of being in the center of events. The second word – Media – Mass Media, expresses all technologies that are used for mass communication. People are naturally curious and want to know as much as possible about the world, people, places, situations around them and they want to spread this information further and influence the surroundings. (Safko and Brake 2009, 3-4) This is easily enabled by mass media. Mass communication includes four elements: communicator (the source of information), message, recipient and medium which differs the mass communication from just communication. The term medium has its origin in Latin and means middle, in the middle, so it is easy to deduce that medium is a mediator of something, channel or technical device. (Pospíšil and Závodná 2009, 10 and 32) When people are talking about mass media they generally mean periodic press (newspapers and magazines for the general public), sound broadcasting service, TV broadcast and publically available contents on the Internet, whether they have nature of the output of a production organization (such as news portal), of the accumulation of user's contribution (servers like YouTube), individual enterprises (such as author blogs) or contact self-representable walls (Facebook). These are historically and socially conditional forms of social communication which have these common characteristic features:

- a) they are virtually available to an unlimited amount of users which utilize them thanks to technical, organizational and distributive possibilities ;
- b) the offered contents might be very useful for users from different reasons, such as learning something new, orientation in the world, various instructions or simply for fun;
- c) these contents are offered continuously or regularly and
- d) the existence of these communication forms itself depends on user's needs and interest (from political, economic or other point of view)

So, what mass media have in common are content-universal, very popular and are essentially of public nature. British sociologist Denis McQuail defines the term mass media to “organised tools of communication which are opened, happen at a distance, get to many people in a short time” (Jirák and Köpplová 2009, 21).

But let us go back to the two words social and media, put them together, and get term Social Media. Are you sure what it means? You may just estimate, that is why it would be convenient to investigate also the history of media in order to get deeper into the problematic and understand what preceded Social Media and how they evolved.

1.1 Born of Letter-press

It is not so easy to find the exact date of the origin of media in the sense of today’s world where media are widely used for marketing and advertising. Let us start in the 15th century which is known as the century of the letter-press. Before that time people communicated just orally or by hand written documents but there was nothing what could spread the information to the more general public. The invention of the letter-press was the first small step of mass media creation. Books and newspapers were printed. Suddenly it was possible to provide one piece of information to many people at the same time. At the beginning of 16th century there existed thousands of books printed on the paper in every European language so they were available to anyone who could read. Very soon the idea of newspapers publishing appeared in Europe, England and then in the „New World“. In the 19th century printing newspapers started to be a gainful type of doing business, within the 30s of 19th century was created for example *New York Sun* by Benjamin H. Day in New York or Emil de Girardin’s *La Presse* in France. (Jirák and Köpplová 2009, 66) Since then printed newspapers have been developed, they became a political, economic and marketing tool, as all mass media, and they have an important role in today’s world.

1.2 Cinematography

In light of the media development, the 20th century was faster than any previous one, a number of new inventions were born and since then the progress has been unstoppable. The first half of the 20th century is important from mass media point of view not only because of the rise of commercially successful cinematography (cheap performances of entertaining films at ‘nickel-odeons’ and the Hollywood production) and broadcast transmission, but also due to the systematic utilization of media as the propaganda tool of mass nature, started during the

first world war and continued in Soviet Russian and Hitlerian Germany. (Jirák and Köpplová 2009, 67)

At the beginning of 20th century all technological issues were solved and film was ready to become the second biggest mass communication instrument and have its role in further communication changes.

1.3 Radio and Television

The next major mass medium widely used by politicians and marketing agencies was the *radio*. Similar to the television, it was capable of spreading of the one content to many people simultaneously. In 1901 R.A. Fessenden from Canada got the patent on human's voice transmission by the radio waves. The first live broadcast transmission was realized five years later. After some more developments in 1920 was established the first commercial radio station KDAK in Pittsburgh and year 1922 is the year of the BBC origin. (Metodický portál RVP)

Another advancement was not long in coming, film gained also the stereophonic sound and became color and it was on its top of the fame until the big competitor was born – the *television*. This invention brought the mass media straight to viewers' homes during 40s of 20th century in the USA, in Europe ten years later. The number of various channels and types of programs was increasing very quickly and the fact that a huge number of people is sitting in front of the television and receiving the same information led to the usage of TV as a political instrument and a mediator of advertisements. Contrary of the classic film, the television was no longer only for entertainment. (Metodický portál RVP)

2 NEW MEDIA

Press, photograph, radio, film, television – these are the classic media. However, there exists something called „new media“. A tricky thing is that today’s classic media used to be the new media before. New media is an expression used for incoming innovative medium that brings changes. Consequently, every medium was considered the new medium at the time of its inception. (Metodický portál RVP) New media are based on the Internet which works on computers therefore in this chapter is described besides the evolution of the Internet also the invention of the personal computer.

Along with the advancement of the Internet came terms such as Web 1.0, Web 2.0, Web 3.0, Web 4.0, Social Media, Social Graph and many others. However, to define them is not so explicit; there exist a lot of theories and attitudes across the scientific field. Moreover, there are no strict borders among these stages because they have developed from each other and to a certain degree influenced mutually.

2.1 Computers and Their Connection = Internet

Currently, new media have one thing in common – the Internet – which is inherently related to the computer. The Internet would not exist without this revolutionary invention. The evolution of the Internet went hand in hand with the creation of computers.

.(In the 1970s, the mainframe computer revolution began. American companies such as IBM, General Electric, RCA produced first mainframes which were as large as a room and cost more than one million dollars. Their usage was quite limited – mostly in the airline, banking and insurance sectors.

In the late 70s, a smaller predecessor of PC called ‘minicomputer’ was developed. Minicomputer was cheaper, took up only a corner of a room and was more suitable for universities and medium-sized businesses. (Shih 2009, 12)

“In the 1980s, advances in integrated circuit technology and the first graphical user interface gave rise to the Personal Computer (PC) Era. Innovations from Intel, Xerox PARC, Microsoft, Apple, and others drastically reduced computer price and size while increasing capability, intuitiveness, and flexibility. For the first time, computing became accessible to the mass market. Businesses embraced spreadsheet software like Lotus 1-2-3 and VisiCalc to automate tedious, time-consuming, by-hand calculations. Word processors such as Corel WordPerfect and Microsoft Word replaced typewriters and eventually secretaries. . . In 1982, *Time* magazine named the PC as Machine of the Year, the first nonhuman ever chosen or

nominated for its coveted Man of the Year award. Over the course of the decade, Microsoft emerged from unknown upstart to the first software company in history to exceed \$1 billion in annual sales” (Shih 2009, 14). Nothing obscured to the connection of computers.

2.1.1 World Wide Web

“The Internet has existed since 1960s when a limited number of computers were connected for military and research purposes in the United States to form the ARPAnet. Why then has the Internet only recently been widely adopted for business purposes? The recent dramatic growth in the use of the Internet has occurred because of the development of the World Wide Web. This became a commercial proposition in 1993 after development of the original concept by Tim Berners-Lee, a British scientist working CERN in Switzerland in 1989. The World Wide Web changed the Internet from a difficult-to-use tool for academics and technicians to an easy-to-use tool for finding information for businesses and consumers. The World Wide Web is an interlinked publishing medium for displaying graphic and text information. This information is stored on web server computers and then accessed by users who run web browser programs such as Microsoft Internet Explorer, Apple Safari or Mozilla Firefox which display the information and allow users to select links to access other web sites” (Chaffey 2009, 26-27). Reifová defines the Internet as a worldwide computer network consisting of a number of smaller and larger computer networks which use the protocol TCP/IP (Transmission control protocol over Internet protocol) for data transfer. (Reifová 2004, 94) Chaffey’s description of the Internet is: “The Internet enables communication between millions of connected computers world-wide. Information is transmitted from client PCs whose users request services from server computers that hold information and host business applications that deliver the services in response to requests. Thus, the Internet is a large-scale client-server system” (Chaffey 2009, 27).

2.1.2 From Web 1.0 to Web 2.0

The word Web 1.0 did not exist until the other important progression occurred. Then it was essential to name the “versions” of web. Version in the brackets means that it is not proper to say that Web 2.0 is another product than Web 1.0, it is not. More accurate is to say that Web 2.0 accomplished Web 1.0 and opened it for more new possibilities and usages. Comparison in the following chart should make it more clear.

Table 1. Comparison of Web 1.0 and Web 2.0 (Ambrož 2007)

	WEB 1.0	WEB 2.0
CONTENT	The content of the web is created mostly by its owner.	The visitors participate actively in the creation of the content – the owner is a moderator.
INTERACTION	Only in exigent extent - the interaction generates requirements for the owner.	The interaction is welcomed in the form of discussions, chats, connection with messengers and social profiles.
UPDATING	Conform to the owner's facilities.	Web is a living organism – there could be millions of content builders.
COMMUNITY	Does not exist, the visitor is a passive receiver with no interaction.	The visitor is simultaneously the one “who web writes about”, the individual is a part of the large community.
PERSONALIZATION	Web does not allow the implicit personalization.	It is enabled to create and use the social profiles of the readers.

How are these servers associated? The users are readers but also the co-authors of the content which is structured, reusable and possible to personalize. Not seldom, various communities are concentrated around these projects. (Lupa.cz) The phase of the Web 1.0 is dated from 1989 to 1995. At that time the websites used HTML. Then started the era of Web 2.0 with the invention of the browser which enabled to look for the information and do e-commerce much more easier, effectively and efficiently. (Weber 2009, 219) Among the Web 2.0 belong for example bookmarks, explicit tagging (Del.icio.us), active internet radio (Last.fm), free encyclopedia (Wikipedia), photo sharing, tagging (Flickr), news sites (Digg) or active social networks (MySpace).

In every aspect, it is distinctly visible that the main difference between Web 1.0 and Web 2.0 is the involvement of people, which is shown in the oncoming picture. During 10 years the amount of users and websites increased many times.

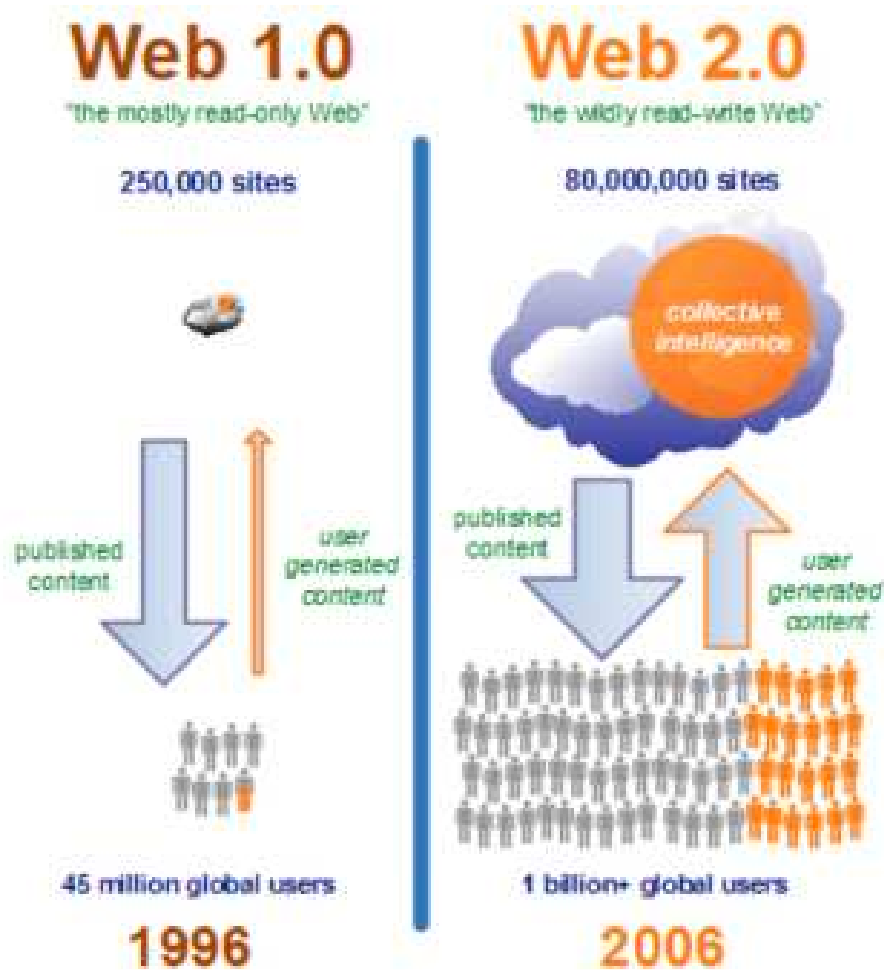


Figure 1. Comparison of Web 1.0 and Web 2.0 (Ambrož 2007)

Most Web sites that are considered to be 2.0 assume a certain action of users. If people did not write key words to encyklopedias, evaluate articles which they consider to be so good that others should read, if they did not create, share and evaluate photos and videos, the discussion about 2.0 would be unnecessary. (Ambrož 2007)

Safko and Brake stated that,

“Web 2.0 is somewhat of a misnomer. It does not refer to a new and improved version of the World Wide Web, the information superhighway that has become ubiquitous over the last decade or so. There really is no new physical version of the Internet. In other words, it’s not as though the highway has been widened by four lanes. But, to continue the analogy, there are a lot more interesting vehicles traveling on the highway, and some incredible places to stop along that highway, thanks to Web 2.0 technologies and the inventive people behind them.” (Safko and Brake 2009, 7)

The opinions of individual people really differ. What one signifies as the web 2.0, other denies. It is a very controversial question. This implies that nobody exactly knows what it is, but everyone speaks about it. Maybe it will be rectified in the future.

Another confirmation of the ambiguity of the term Web 2.0 is the fact, that it is sometimes considered to be a synonym of Social Media. So again, there is no clear statement about The Chapter 3 is focused on the Social Media in more detail.

2.1.3 Web 3.0, Web 4.0

Now I am going to continue very briefly with even less clarified forms of web – Web 3.0, Web 4.0. Web 3.0 varies from Web 2.0 mainly by the subject of its evolution. Whereas Web 2.0 is concentrated on the user and development of community servers, blogs, social networks, Web 3.0 is supposed to be focused on the device and technology such as semantic web, microformats or 3D technology. Web 3.0 is again a conception that does not have a united definition. Eric Schmidt says that Web 3.0 is a different kind of creation of applications. His prediction was that Web 3.0 would be a set of close-knit applications which were relatively small, quick and modifiable and they could be used by any device – both personal computer and mobile phones. In addition, they are distributed on the Internet through social networks or e-mails so you do not have to buy them in shops. Reed Hastings states that for Web 1.0 it was enough to have connection speed 50 Kbit/s, Web 2.0 requires 1 Mbit/s and Web 3.0 needs at least 10Mbit/s. The important fact about Web 3.0 represents Tim Berners-Lee says that the Web browser becomes the tool by which it is possible to transfer specific data from a source code to an external device such as mobile phone. (Těšík 2007) The era of Web 3.0 is said to be in progress just now and it has been already spoken about Web 4.0 which is called the *emotive web*. As Weber wrote, Web 4.0 is emotive because the visual and interactive rich media are accessible everywhere because of the Web. “Web 4.0 is emotive because broadband technology means visual and interactive rich media and because the Web is available everywhere – on your laptop, through your cell phone, or via any gadget that uses Wi-Fi. . . and other access technologies. . . In particular, what makes Web 4.0 emotive are the personal and business sensations, the idea that experiences offer not only emotions – joy, curiosity, disgust, happiness – but also a sense of satisfaction and fulfilment” (Weber 2009, 220).

To sum up, Web 4.0 might be the future level of Web development but nothing is sure yet. The following graph foreshadows the progression of web from its beginning to the possible future.

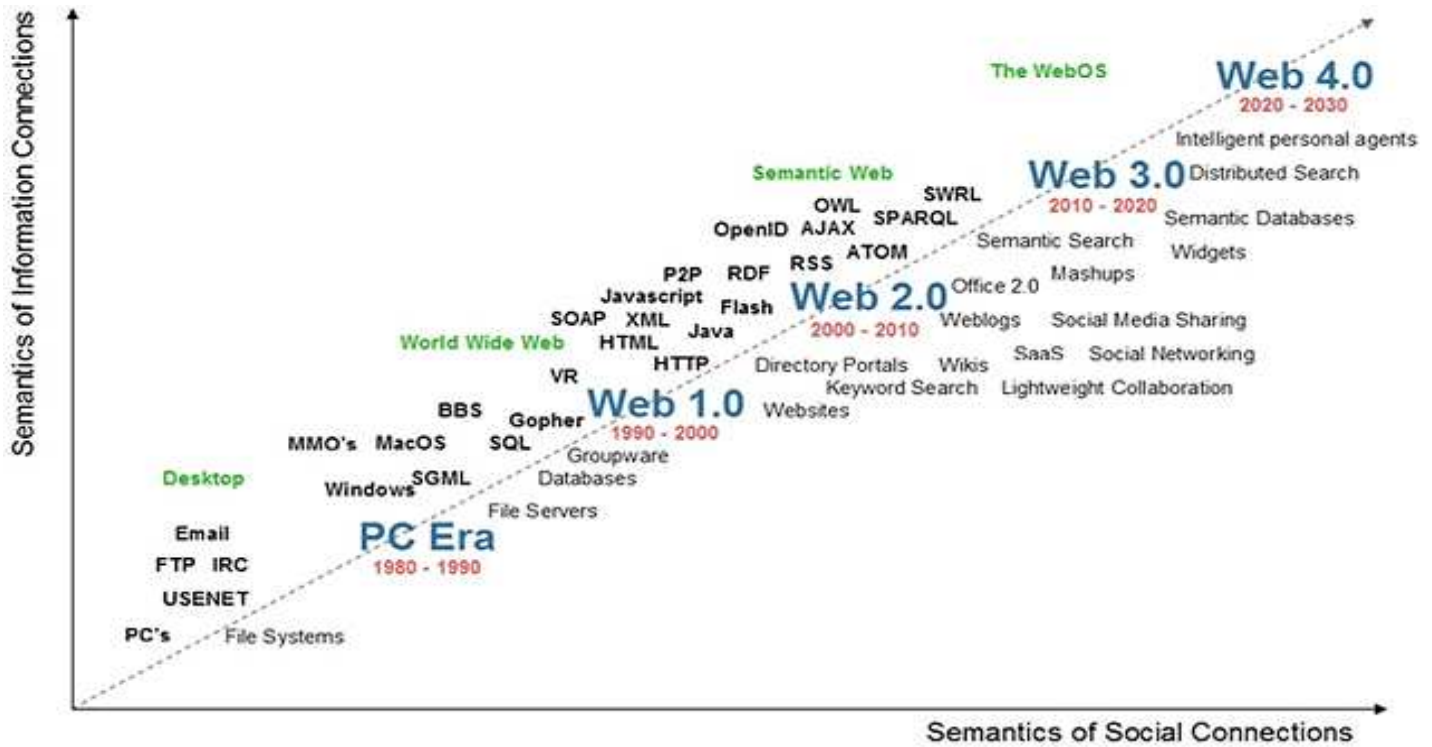


Figure 2. Evolution of the Internet (Těšík 2007)

3 SOCIAL MEDIA

The rise of Social Media is dated somewhere between the creation of the World Wide Web and Web 2.0. First computers were created then there was the idea of connecting a few of them together. Soon there existed large networks and new opportunities were evolving. The evolution of Social Media is likened to the development of computers – from the first brochure-ware sites, blogs through forums, tagging to podcasting, sharing and virtual worlds. During the 1980s and 90s, American company Compuserve leveraged large scale computer networks and had kept a stable market position in the USA until America Online (AOL) came in with their user-friendly interface. During the years 1996 and 2002, the amount of its clients increased from 10 million to 27 million. Since then the advancement has been unstoppable and the users have started to participate in creation and running of the online world. (Turner and Shah 2010, 12) It is about the communication and dialogue, it is the new ‘word of mouth’ type of spreading information but the audience, which is receiving the message, is much wider. As it is clear from various definitions below, this active users’ contribution is the essence of Social Media.

According to Safko and Brake Social Media, “. . . refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make possible to create and easily transmit content in the form of words, pictures, videos, and audios.” (Safko and Brake 2009, 6) In another statement is said, “The social web is the online place where people with a common interest can gather to share thoughts, comments and opinions. . . The social web is a new world of unpaid media created by individuals or enterprises on the web.” (Weber 2009, 4)

3.1 Social Media in Everyday Life

This was just the theoretical way of describing the Social Media which could seem a little bit confusing and difficult but the contrary is actually the case. People who do not understand the princip of Social Media generally do not use them. They always ask questions like: Why should I care what the others are doing? I have almost no free time, why would I like to waste it searching the Social Media sites? To be an active participant of a Social Media site or network does not necessarily mean that you are deeply interested in every little action that your friends are doing. It is vital to remind, that most of the users do not spend all day by

observing profiles of their friends. Of course, there are some exceptions but these people are more or less addicted.

However, if you really want to know the information about your friend for some purpose, there is nothing easier and faster than checking his or her profile and find out. The example of how to actually save time via Social Media is, that unless you have enough time to write, phone or talk to your friends every day, you can stay in touch with them and know the details of their lives during few minutes which you spend on the social media network. It is also a great helper during waiting and queueing. Besides getting angry or annoyed, you can take your phone and check what is new among the friends. Qualman described this situation by using a very good example of Sally who is going to the supermarket and has to spend ten minutes by waiting in a queue. She decides to check on updates from her social media, while she is waiting. She signs in and writes a status that there was no mayonnaise so she cannot prepare her special meal for the upcoming picnic. Next she is reading through her friends' status updates and find out that one girlfriend is finally pregnant and do not want to know the sex of her baby or that her daughter pass an important exam. Meanwhile, another friend comments on Sally's status and gives her a mayonnaise recipe. Because the line is moving very slowly, Sally is running for some ingredients while she notices a proper present for her daughter. Can you see now how a few minutes spent on Social Media influenced Sally in that situation? She could prepare her favourite meal, surprise her daughter, be ready to congratulate her friend on the pregnancy and avoid asking about the baby's sex. (Qualman 2009, 4-6)

This was a simple example of using and influencing of Social Media in everyday life. Still, it is necessary to explain what is considered to be a form of Social Media.

3.2 Forms of Social Media

Social Media cover many categories: "social networking, publish, photo, audio, video, microblogging, livecasting, virtual worlds, gaming, productivity applications, aggregators, RSS, Search, Mobile, Interpersonal." (Safko and Brake 2009, 23) Some of them are described in following paragraphs.

3.2.1 Social Network

Social network is a highly interactive website which connected people with their friends. The basic unit of social networking is a profile. Profile is a personal website of a user containing a lot of various pieces of information about the user, such as name, date of birthday, adress, email, important persons or interests. The social network originates by connecting particular

profiles. It could be ‘friending’ with different people or joining certain group or favourite brand, company, product, restaurant and many others. Members of a social network can write private or public messages among their friends, post status which generally inform others about what they are doing, share photos, tag photos, create events or use special applications. (Zarrella 2009, 59-66) The biggest social network is definitely Facebook followed by MySpace. (Kaplan 2010, 63) Other examples of social networks are Hi5, Friendster, Tagged, Orkut, Bebo, LinkedIn, Xanga, Xiaonei, Badoo, Classmates, Netlog or Twitter. (Shih 2009, 214-221)

3.2.2 Blogs, Microblogs

Publish can be represented by Blogs or Microblogs. “*Blogs* are online journals where people can post ideas, images and links to other web pages or sites. Some appear on personal or corporate sites, while others are hosted on Blogger, BlogHer . . . and other blogging sites.” (Weber 2009, 4) Blog is essentially the first form of Social Media. It is a personal webpage of an individual person who writes everything she or he wants, other users comment on these contents and this is how the interactivity is realised. (Kaplan 2010, 63)

Microblogging is based on text messaging shorter than 140 characters and this limited length is also the reason why these posts are read. The recipients are friends, co-workers; theoretically the recipient is anyone who reads your notes on some topics. Microblogger can also send audio, video or attached file. You can join specific community and follow posts about a concrete theme, or you can simply inform your friends about what is happening in your life and mind. Currently, the most popular microblog site is Twitter with more than three million users and two thousands new accounts per day. Other microblogging sites are Jaiku, Pownce and PlaceShout. (Safko and Brake 2009, 263 and 265)

3.2.3 Sharing sites and Podcasting

It is possible to share almost everything on the Internet nowadays. “Media-sharing sites allow users to create and upload multimedia content, sometimes called User-Generated Content (UGC). With the advent of easy-to-use digital cameras and camcorders as well as high-speed Internet connections, media-sharing sites have become extremely popular.” (Zarrella 2009, 77) The most common is photo, audio and video sharing. With sharing *video* and *audio* is connected also the term *Podcasting*. “. . . a podcast is an audio or video recording that a person can subscribe to, receive, download, listen to or watch using a personal computer, iPod, PDA, or mobile telephone.” (Safko and Brake 2009, 224) This is enabled by

the application iTunes by Apple. iTunes allows users to download, play, aggregate, purchase or publish podcasts via the Internet. Among the other podcasting sites belong Podbean, podcasting.net or winamp.com. (Safko and Brake 2009, 225) Video is also shared in a different form than a podcast. At present, the biggest video-sharing site on the Web is Youtube which is also the third most visited site on the Internet. (Zarrella 2009, 83) Youtube became a very important marketing tool, companies are aware of this, therefore you can find there almost any advertisement you know from television or other media. Users also have their Youtube profiles and they can share anything and comment or rate videos of others.

Photo sharing widened heavily when digital cameras started being sold and integrated into mobile phones. Sharing photos with your friends, colleagues or members of certain community supposed to be fun but it can be used also for marketing purpose. Typical example of photo sharing site is Flickr, Photobucket, Picasa or Slide. (Safko and Brake 2009, 294 and 493)

3.2.4 Livecasting

Livecasting involves all type of actual contents distributed by the Internet from different types of online radios to web TV. Any user having a microphone and web-camera can create his or her radio or television. “Livecasting . . . was made possible by the evolution of smaller, lighter, more energy-efficient (battery) hardware, which included more portable laptop computers, longer-life batteries, a video camera, and wireless Internet connections. As these technologies became more effective and widely used, more and more people began sharing their lives with the world via the Internet.” (Safko and Brake 2009, 290) These days most of the radio stations and bigger TV channels are available also via the Internet.

3.2.5 Virtual Worlds and Gaming

“Virtual worlds are platforms that replicate a three-dimensional environment in which users can appear in the form of personalized avatars and interact with each other as they would in real life. In this sense, virtual worlds are probably the ultimate manifestation of Social Media, as they provide the highest level of social presence and media richness of all applications discussed thus far.” (Kaplan 2010, 64) Virtual gaming is extremely popular all around the world. The players are members of the community MMORPG (Massively Multiplayer Online Role Playing Game) which interact with one another. Favorite dogma is that only children and teenagers play virtual games – the contrary is the case. The average age of MMORPG member is 26 and teenagers create only 25 %. Among the most famous virtual gaming world belongs

World of Warcraft with more than 11 million players, 4x4 Evolution, Entropia Universe or EverQuest. (Safko and Brake 2009, 561)

3.3 Social Media as a marketing tool

Media have been used for marketing purposes since time immemorial. These days the options are much wider than in the time of newspapers. With the evolution of media, there has also been an advancement in marketing.

There is one major difference between classic and Internet marketing. If you are watching television, reading newspapers, or listening to the radio, there are always specific times and places for advertisements or commercials. It is nearly impossible to ignore them.

Imagine that you have just watched, read or heard some statements that belaud to the skies certain product, service, brand or company (later just the word “product” stays for every object of advertising) and if you would like to know whether it is really that great, you have to buy it. Later, you might discover that it was not a wise purchase, it is probable not as satisfying as you expected, as was promised in the commercial or advertisement. The reason would be that advertising in general is provided by marketing experts who have the one goal: conceive the best commercial that hold people’s interest and make them buy the product. In the era of classic media marketing, people just simply had to try it personally or if they were lucky they had a friend who had experience with the advertised thing and said his/her opinion. Today there is nothing easier than typing the name of required product to a browser and read other consumer’s thoughts on it, how do they evaluate it and according to these ascertainment make a decision whether you will buy the product or not. This is the significant difference between classic marketing and Internet/Social Media marketing. Earlier the companies and advertising agencies were in charge of the brands and their products. Recently, this power has been shifted to the consumers who have been playing the most important role because only one click bring about spreading their opinion around the world to other prospective customers who can be influenced by it.

“These days, if people ignore the benefits and potential of the Internet, they will probably lose a crucial commercial advantage. Marketing on the Web is rapidly growing environment and changes its rules very often. As the Internet grows up and a number of users increases, thousands of new opportunities to make a business come up on the light. Naturally, with enlarging the opportunities, business on the Internet also began to differentiate its ways and strategie.” (Kýr 2008, 20)

Weber compares classic and Social Media marketing using following words.

“In traditional publisher - or corporate-controlled media such as newspapers, magazines, radios, television, the communication is overwhelmingly one way. Professional journalists research and write stories that are edited and disseminated to the public. Social media such as blogs, however, allow everyone to publish and to participate in multithreaded conversations online. Because bloggers, sometimes referred to as ‘citizen journalists’ or even “citizen marketers” have no editorial constraints and have access to the entire Web, their posts can make or break personal, product or corporate reputation.” (Weber 2009, 5)

The next graph shows various market areas in context of the ratios of online searching and actual buying of the products or services in the specific fields in the European Union and Norway in the year 2005. The dark bar shows browsing and light bar represents buying. As it is visible, products such as tickets for cultural events or transportation, books and music are very often searched and then also bought online. On the other hand, more expensive belongings, for example cars or financial products, are just browsed online but the purchase is made in the classic way of trading. (Chaffey et al. 2006, 7)

It is intelligible that there is the continuous tendency to doubt of credibility and legitimacy of the Internet shopping. In this case of higher invest, face-to-face contact, negotiation and signing of contracts is still more preferred by consumers.

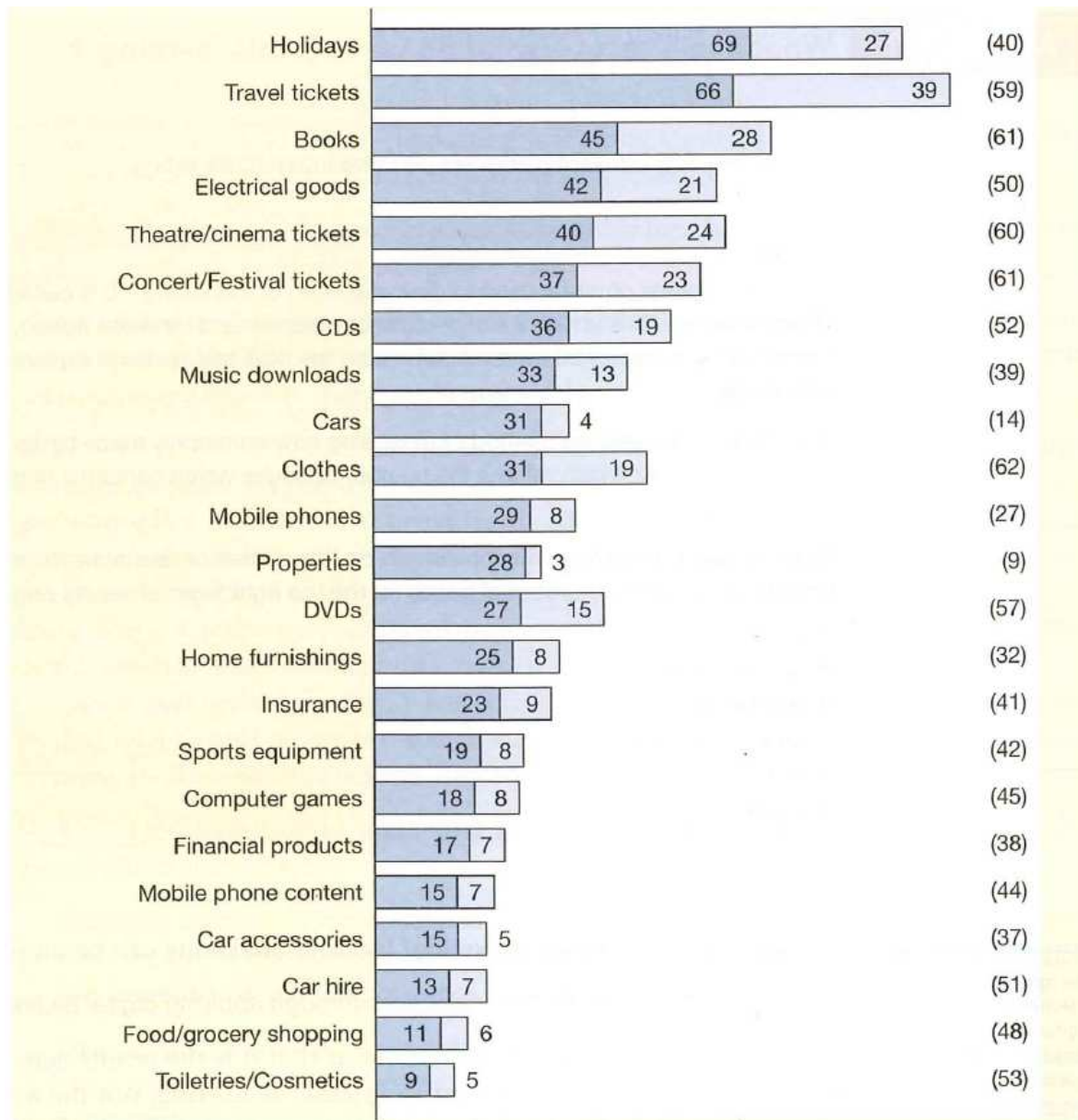


Figure 3. Chart of online searching in comparison with online buying (Chaffey 2006, 7)

II. ANALYSIS

4 OBJECTIVES OF PRACTICAL PART

The practical part focuses on two companies – Facebook, Inc. and Seznam.cz, a.s. and their founders. Facebook evolved in the United States of America and became the world's most popular social network site, on the other hand Seznam.cz, a.s. is a regional company used only in the Czech Republic, but it is the first portal arose in the Czech Republic and still has been the strongest site among Czech websites providing very wide variety of services and servers. Although Seznam.cz was not originally a social medium, along the years it started to run servers of social nature.

There are three hypothesis discussed:

- *Hypothesis 1:* In the film 'The Social Network' false information about Mark Zuckerberg is presented.
- *Hypothesis 2:* Common features can be found in Lukačovič's and Zuckerbergs's development techniques and attitudes used during establishment and further managing of the company.
- *Hypothesis 3:* Social servers of Seznam.cz are losing their position due to Facebook.

In the analysis of the second and third hypothesis are used data gained from the **questionnaire** which you can see in the Appendices of this thesis. The questionnaire concerns questions about Facebook and Seznam.cz. It was distributed among 80 people; 53 really answered.

5 SEZNAM.CZ

The proper name of this company is Seznam.cz, a.s. It was founded in 1996 by Ivo Lukačovič as the very first web browser in the Czech Republic. During next few years Seznam.cz extended and became much more than just a browser or an email provider. It is a portal, not so typical social medium as Facebook or Twitter, but it provides social media servers such as Lidé.cz, Spolužáci.cz and also some blogs.

Seznam.cz was, and always will be, a Czech company oriented on the Czech market, as they states on the website onas.seznam.cz.

Ivo Lukačovič happened to be a well-known person and one of the richest people in the Czech Republic. In following paragraphs is described the evolution of Seznam.cz and its services and there are some information about its founder as well. (Seznam, O firmě: Vize firmy)

5.1 Emergence of Seznam.cz

The web portal Seznam.cz was founded by Ivo Lukačovič in May 1996. It was the first seeking catalogue server in the Czech Republic and it also provided the very first Czech Advertising banner in 2006. Before the year 2000, Seznam.cz was not registered in the Commercial Register, Lukačovič had led it as a trader. On 5th April 2000 the joint-stock company Seznam.cz, a.s. was established.

Between 1997 and 1999 Seznam's turnover got over 10 million crowns and built up its own freemail service called Seznam E-mail which supported personalization and message forwarding to the mobile phone. The E-mail service was later improved by the possibility to send an e-mail with 2MB large attachment. Looking for the e-mail adresses was likely due to the new server Lidé.cz and the Czech seeker Kompas enabled the fulltext searching.

During the years 2000 – 2003 Seznam.cz, a.s. noted remarkable market growth. In 2000 it became a joint-stock company and for the first time the Czech Internet market was visited by the foreign investor – Swedish company Spray International bought the 30% share of Seznam.cz, a.s and significantly contributed to the advancement of Seznam. Lukačovič was still the majority shareholder. New server Sreality.cz happened to be number one on the Czech real estate online market, news server Novinky.cz was developed and as a first portal in Czechia, Seznam started to use fulltext technology by Google.

Between the years 2004 – 2005 Seznam.cz consolidated its leader position on the Czech Internet, the growth in profit was 360 % and the visit rate increased to 1 million users per day.

Seznam bought the major share in Spolužáci.cz and launched servers Sprace.cz and Finance.cz. E-mail service was upgraded by a free 1010 MB large mail box.

In 2006 Seznam.cz bought another email domain POST.CZ, innovated server Mapy.cz and advertising system Sklik. In September for the first time the number of visitors went over 2 million a day. Lukačovič, the owner of Seznam, passed the supervision to the technical director Pavel Zíma.

The year 2007 was typical of competitive struggle, primarily with Google. Seznam entered the company Global Inspiration, s.r.o. which provided Stream.cz and added also video services. Seznam's searching system started to be used by the portal Atlas. Another social media site is evolved - Seznam created its blog.

In 2008 the mail box became unlimited. The most of Seznam's services had the versions for mobile phones. Server Lidé.cz happened to be more entertaining - there was the support of video, sharing of photographs and so on. Seznam cooperated with Mbank and created the server mPeníze. The programs of TV channel Prima appeared on Stream.cz. Moreover, Seznam bought the biggest reservation system Ubytovani.cz.

The year 2009 is known as the year of the inner consolidation. Server Spráce merged in Seznam, Stream.cz celebrated the record visit rate of 280 853 users a day. Seznam won two 'Křišťálová lupa' awards (Crystal Loupe) for the best Email and fulltext browser. The development was remarkable also with servers Sklik and Firmy.cz and their mobile phone versions. Also the server Novinky.cz went through a big change - readers' discussions were limited by the obligatory registrations of the subscribers.

In 2010 was created the server Smoto.cz. Sprace.cz and Správný krok.cz connected their CVs of applicants for a job and offers. Stream.cz reached to 300 000 users per day. Mapy.cz came up with the cycle paths planner. Seznam started to cooperate with TV Nova in the reality show Talentmánie. (Wolf 2011; Seznam, O firmě: Historie firmy)

5.2 The Social Side of Seznam.cz

At present, Seznam.cz provides the following services:

Firmy.cz

Horoskopy.cz

Hry.cz

Lidé.cz

Spolužáci.cz

Mapy.cz

Novinky.cz

Sport.cz

Super.cz

Počasí.cz

ProŽeny.cz

Seznam Email

Sdovolená.cz

Sletenky.cz

Sfinance.cz

Sbazar.cz

Seznam.cz

Spráce.cz

Sreality.cz

Sauto.cz

Smoto.cz

Zboží.cz

Sklik.cz

Ubytovani.cz

Vyhledávání

Mobilní reklama

(Seznam, O firmě: Naše internetové servery)

It is quite debatable which of these servers intervene to Social Media and which not. However, according to the theoretical part about Social Media it is possible to indicate the servers Hry.cz, Lidé.cz and Spolužáci.cz as the typical Social Media sites. Also the blogs of Seznam.cz are kinds of Social Media, the authors of Seznam's websites use the blogs to inform the users about news and changes of services. The examples of the blogs are seznam.sblog.cz, mapy.cz.sblog.cz or fulltext.sblog.cz.

5.2.1 Hry.cz

Gaming is one of the categories of Social Media. Hry.cz is a gaming server provided by Seznam. It is an entertaining server with an offer of more than 5000 various games. Modern applications enable to create many different technologies and formats of the games so more than one player could play the game. So there exists direct interaction among more players. There are also tools which support the play community such as the integrated communicator that works as chat.

There were in average 520 000 real users in the year 2010 and about 230 000 of them per week. More than 50 % of users are between 25 – 44 years. (Seznam, O firmě: Naše internetové servery)

5.2.2 Spolužáci.cz

Spolužáci.cz is a very popular community server, it is the clear example of Social Media on Seznam. It contains a database of classes divided into three categories - primary, secondary or grammar schools and Universities in the Czech Republic. The class is created by the list of classmates and it is possible to add also teachers. Spolužáci.cz provides also sharing of photos, videos and documents within the community. There is a wall poster where anyone can leave a message or react to the classmate's posts. In March 2011 was added also the inbox where the users can send private messages.

The average numbers of active users for the year 2010 are following: 1 190 000 users per month and 550 000 users a week. (Seznam, O firmě: Naše internetové servery)

5.2.3 Lidé.cz

Lidé.cz is another community server divided into many categories such as profiles, online dating, chat, videos, education or blogs. The service Profile enables the users to write various personal information, upload photos and videos or add friends and write posts on the wall.

This profile can be connected also with a dating advertisement provided by Seznam. There is also possible to look for the other users by the filtration according to the age, sex and region. In 2010 there were in average 1 620 574 of the real users per month and more than 800 000 per week. The biggest community is created by the users of age between 15 and 34. (Seznam, O firmě: Naše internetové servery)

5.3 Ivo Lukačovič

Ivo Lukačovič was born on 7th February 1974 in Prague and since his childhood he has been very creative and technical. After the secondary school he started to visit the Czech Technical University in Prague where worked with the Internet in 1994 for the first time. Then the Internet was in the Czech Republic almost a foreign word. He had to get an approval of the department director to get access to the Internet – he got it because he said that he needed the Internet for his scientific work. Ivo got entry to the text terminal with the functions Telnet, email, FTP and Gopher. But the initiate motivation for Ivo was to play the game MUD – Multi-User Dungeon but he got bored soon and he started to investigate the Internet more closely. His first project was the website about Jára Cimrman. Later the Internet brought browsers and Ivo was fascinated with its functioning. He was very inspired so he created his own browser in 1995, which was launched on the server that cost 30 thousands crowns, in 1996. This is how Ivo Lukačovič created Seznam.cz. and he did not finish the University. Shortly after, he started to cooperate with Adam Hauner and his classmate Štěpán Škrob, who has still been working for Seznam as the member of the board of directors. (Zeman 2004)

The Internet was not very common in the Czech Republic therefore Seznam did not prosper very well at the beginning. However, Lukačovič did not give up and soon first investors came. The most considerable was the Swedish company Spray which gained 30 % share. Lukačovič was still the major shareholder. In 2006 he left the executive of Seznam and spent more time on his hobbies. (Dubai 2008)

Ivo is a keen fan of aviation therefore he bought Prague airport Točná in 2008 for 160 million crowns. (Kočvarová 2008)

5.3.1 Lukačovič as manager

Ivo Lukačovič had led Seznam.cz as a sole trader until 2000. He was the highest director. He passed the control to Pavel Zíma in 2006 but still stayed in the company as the chairman of the board of directors. This is not so executive position, he does not control everyday run of business rather he is concerned with the long term vision and strategy of Seznam. Lukačovič

states that in the everyday routine it is very difficult to come up with a new idea. Therefore it is better to be in the miscellaneous environments where new impulses can stimulate new thoughts. Ivo is the most important creative person of Seznam but the executive is carried on by mostly unknown people. (Zeman 2004)

Although Lukačovič has never studied management even finished the University, he has been doing very well in the leadership of his company. He does not follow the typical business rules, he prefers his own instinct and surprisingly it works for him. Lukačovič always chooses the employees on the basis of his intuition rather than the CV and his choices are great. Beyond, he managed to keep Seznam alive also during the very hard times at the beginning of 20th century when there was the Internet boom and many similar projects were abolished and this persistency makes him very special. (Budai 2008)

In December 2010 it is revealed that Lukačovič is no longer the major shareholder of Seznam.cz, a.s. Instead of him is in the Commercial Register written a name of the unfamiliar Cyprian company HELIFREAK LIMITED. It is speculative who stands behind this firm but according to the latest information it is Lukačovič himself, who is said to set up this company in order to gather his investments and use the tax optimization of Cyprus. If this is the truth, it seems like the latest wise step of Lukačovič. (Nováček and Vyleťal 2011)

There appeared another controversial piece of news about Lukačovič in April 2011 that said that Ivo Lukačovič is supposed to get back to the executive of Seznam.cz so as to deal with the loss Seznam is heading. Although since its creation Seznam.cz has been the most used browser in the Czech Republic, it is losing the top position among browsers. As it is visible in the next graph, in last 3 years the Seznam's searching share has been decreasing and Google threatens it by the continuous rising trend.

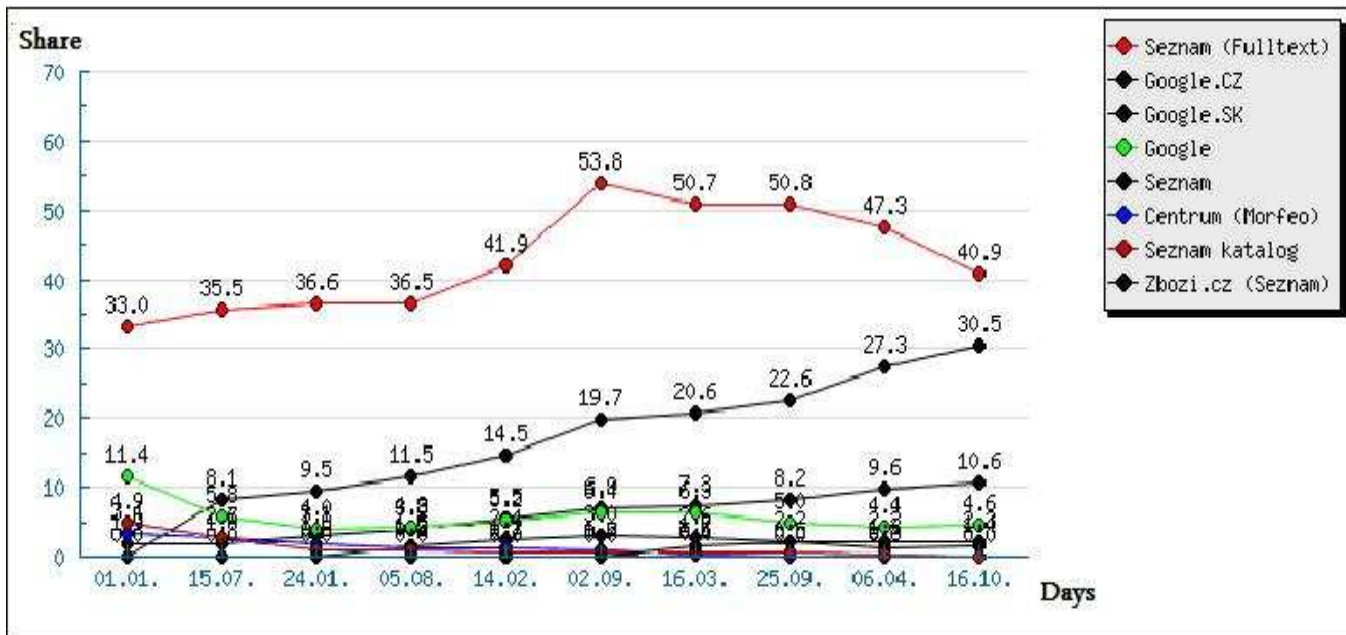


Figure 4. Seznam’s searching share (TopList 2011)

There are more critical areas Seznam has problems in, it has been loses the users of communities and homepage position as well. However, there is still no official announcement about Lukačovič’s come back.

6 FACEBOOK

Facebook.com is the most popular social network site around the world. On its websites are published the following statistics. At present it counts more than 5 million active users and the amount has been increasing. It is translated into more than 70 languages. Average user creates 90 pieces of content each month and is connected to 80 community pages, groups and events. About 10 000 websites integrate with Facebook every day. (Facebook 2011, Press Room: Statistics)

When Facebook was launched, its founder Mark Zuckerberg did not anticipate such a growth and extension of his service. About Facebook's origin, further evolution and its founder Mark Zuckerberg deal following paragraphs.

6.1 Development of Facebook

Facebook was created in February 2004 as 'The Facebook' during Mark's studies on Harvard. Facebook was not his first invention on Harvard, earlier he invented another social network sites such as Facemash where users could rate other people's profiles according to the physical appearance. (Yadav 2006)

He was inspired by the leaflets that were distributed among the University students and employees when he started to think about the idea of creating more complex social network within the University. TheFacebook.com was launched on 4th February 2004 and over 1200 students of Harvard logged in during first 24 hours of the functioning. Popularity of Facebook was increasing and in few months it was accessed to other American Universities and few weeks later it was possible to join Facebook with any University email address. (Facebook, Historie Facebooku)

Facebook changed the domain and became Facebook.com which cost 200 000 dollars – it happened in the year 2005. Then 85 % of American university students had a profile on Facebook. In 2006 big companies joined Facebook and from August anyone above 13 years could join Facebook. 100 million USD was the estimated market value of Facebook in 2006. Within the year 2007 Facebook happened to be the 7th most visited website of the world. In the USA Facebook is also the most used service for online photo sharing – there are about 80 million uploaded photographs per week. (Phillips 2007)

Facebook profits mainly from the advertisements. In 2007 Facebook sold 1.6 % share for 240 million dollars. Consequently, the value of whole company was then about 15 million dollars. (Alto 2007)

In 2010 the Facebook, Inc. worthed about 41 billion USD – it made it the third largest American Internet company, which follows only Amazon.com Inc. valued at 74.4 billion and Google Inc., worth 192.9 billion dollars. (Womack 2010)

During the week ending on 13th March 2010 Google was for the first time ever beaten and was not the most visited website of the Internet. This primacy got Facebook. Facebook had been though the most visited site earlier but only for one day such as Christmas day 2009 or New Year's Day shortly after. (Clark 2010)

6.2 What Facebook Offers

Facebook has many features, many uses, many options for the user to explore and then to use. These features range from friend-related actions, for example posting stories or pictures on their Walls, commenting on the content they have posted or chatting with them. These are the basic functions of Facebook, the reason it was created for seven years ago.

Facebook also enables users share their photos by creating photo albums and placing their photos in them. These photo albums are available for others to see, while the creator may decide who they want to see the pictures and who they want not to.

Another feature of Facebook is Pages. These are usually meant for supporters of something (irrespective of what it is – Heineken, Manchester United, Yale University or Jeremy Clarkson) and are created either by the supporters of the subject or by the subject themselves to communicate with their supporters. There are millions of Pages on Facebook and some are even duplicate – two or more Pages about the same subject, created by different users.

Very similar to Pages are Groups. Groups are, again, created by Facebook users. They are meant to bring people with the same opinion on something (again, irrespective of what it is – diesel vs. petrol engines, Yale vs. Harvard...) and to help them share their experience in the field etc.

Another very useful function of Facebook is Events. Users may create Events of any kind, for example meetings of classmates. They create an Event and invite their friends to it. It is possible to choose if anyone may sign up for coming, or if only the creator may invite guests. Then, the event has a Wall similar to the one people have on their personal pages, so guests and the creator may post stories or pictures on it.

Questions are quite a new feature. Users may post Questions on their walls and they act like polls. Users ask for the opinion of other users in this way. Several answering options are

always given. These Questions may help them set the date or place for an event properly, as they see, which day suits most people.

Nearly everybody tried at least one game on Facebook. Of the most popular ones, let me mention FarmVille, where you run your farm, grow plants and sell them, Restaurant City, which lets you build your own restaurant and employ your friends in it, decorate it to your liking and serve your favourite dishes and finally Pet Society, where you create your character, name it and then live in a town full of your friends' characters similar to your one. Some games catch the user's attention for longer, some for shorter and some do not catch their attention at all.

There however are features, that not everybody is familiar with or uses every day. Of these, let me mention Notes. This is an application that lets the user write a note, a story slightly longer than they would normally post on the Wall. Notes are meant to stand as a blog within Facebook. They are used for expressing one's opinions in a broader and more persistent way than Wall stories let them. Broader in the respect that Notes are usually longer than Wall stories and more persistent in the respect that as old Wall stories vanish after a while, Notes remain in place forever, until the user decides to erase them.

According to the answers to question number 10 in the questionnaire, the most used features of Facebook are commenting on other users's posts, chatting and messaging, Adding of photos, status writing or birthday wishes.

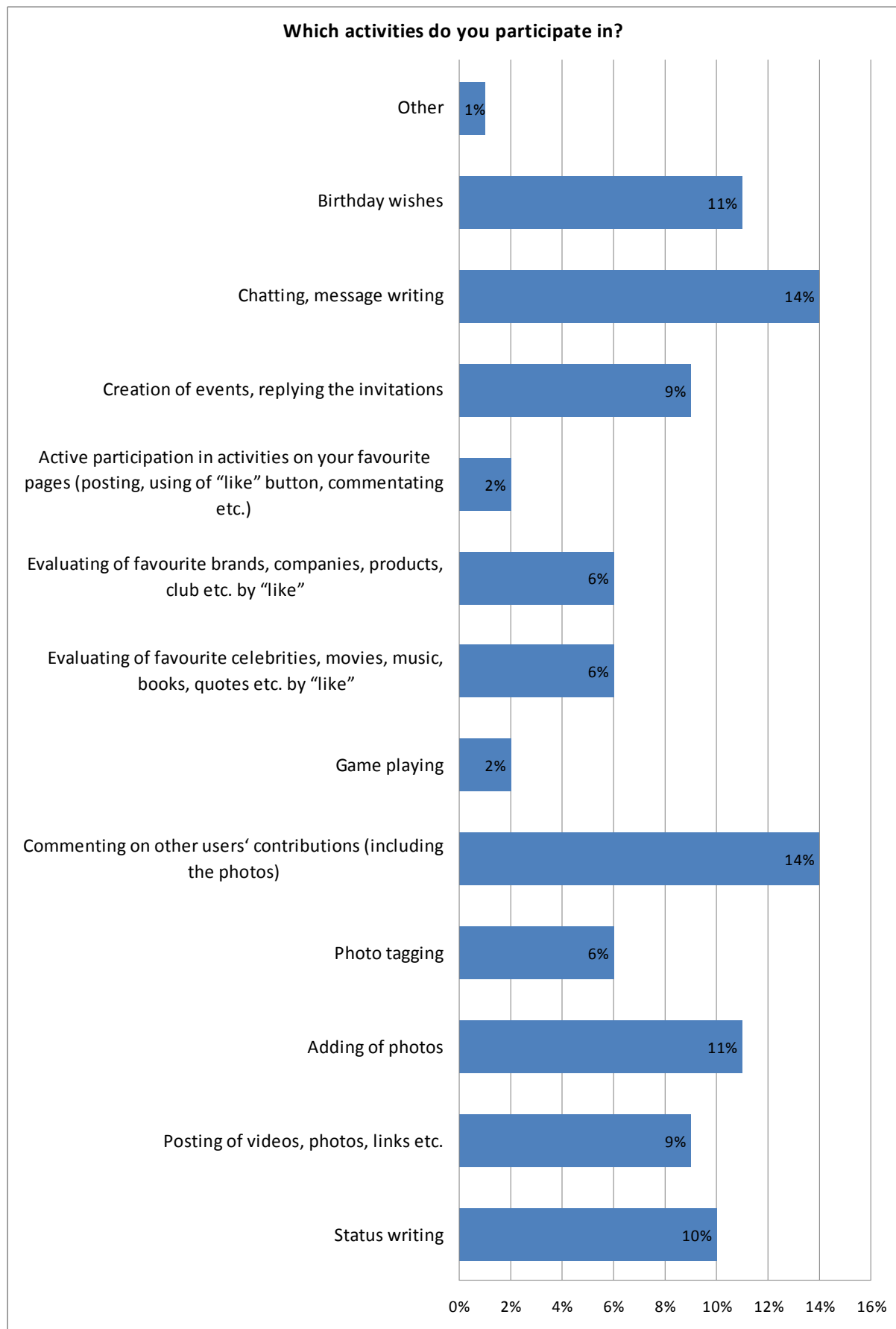


Figure 4. Using of Facebook Applications (Author)

From the survey also came up that most of them protect their privacy and the personal information and profile contents are allowed to see only people among their Friends.

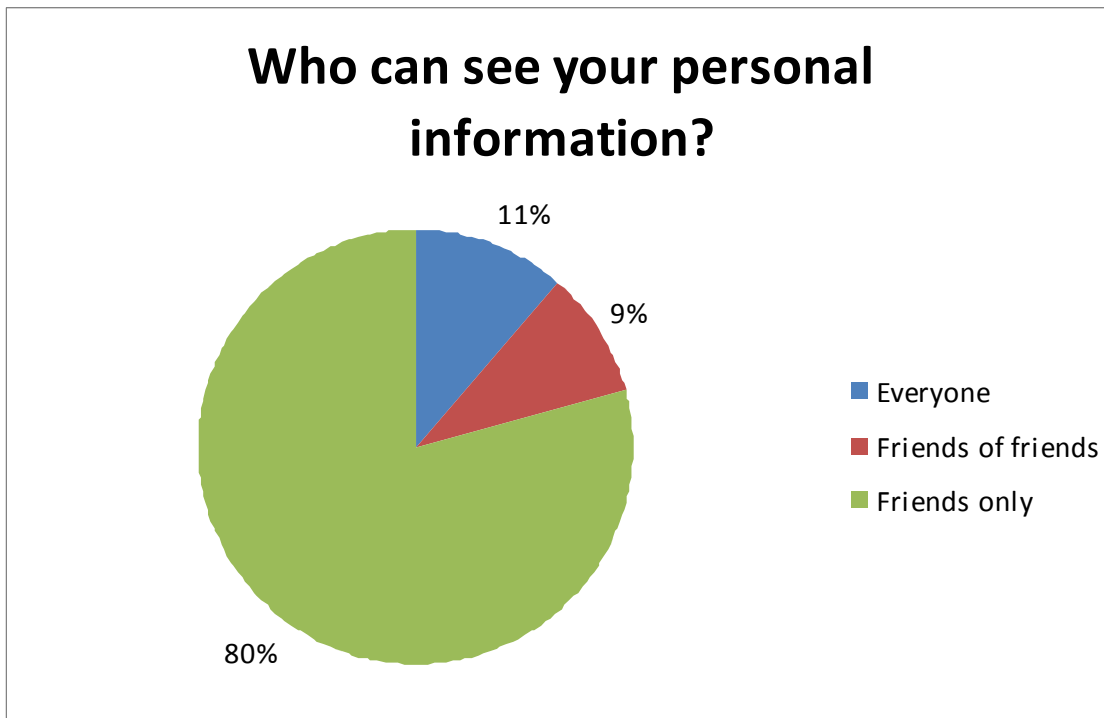


Figure 5. Protection of personal information (Author)

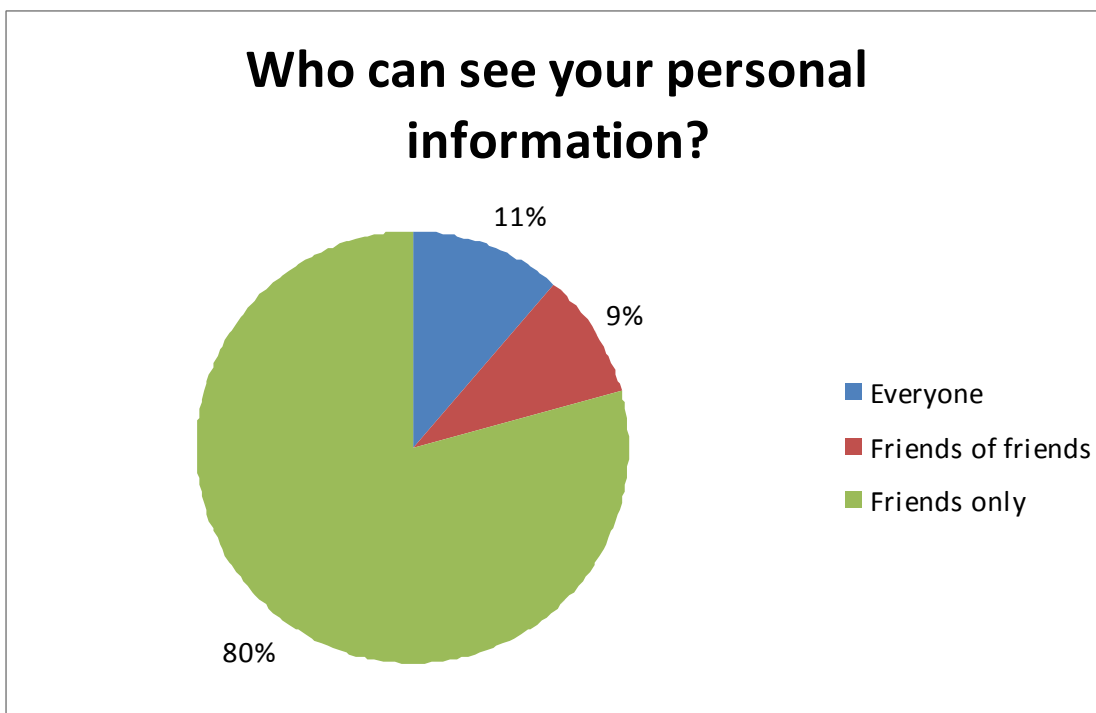


Figure 6. Protection of photographs and posts on the Wall (Author)

6.3 Mark Zuckerberg

Mark Elliot Zuckerberg was born on 14th May 1984 and grew up with three sisters Dobbs Ferry, N.Y. Mark's father described him as a strong-willed and relentless child. Mark was very inquisitive and always demanded proper explanation of everything he asked. His passion for the computer technology started very early. On the contrary of the other children Mark did not play the computer, he was very skilled and created his own projects on it in the age of 12. Then he started to study Harvard University but he did not finish it. (Grossman 2010, 1-2)

In 2010 he became the Person of the Year in Time magazine. According to Forbes magazine, at present his wealth is estimated to be 13.5 billion American dollars and in his 26 years he is the 52nd richest person in the world!

6.3.1 Harvard Studies

In 2002 he started to visit Harvard University and in 2004 he created Facebook. Zuckerberg evolve this project with financial support of Eduardo Saverin. He cooperated also with Dustin Moskovitz and Chris Hughes. However, the originate of Facebook is the subject of controversy. Three other students Cameron and Tyler Winklevoss and Divya Narendra accused Mark of stealing their idea about the creation of a social network in 2004. They wanted the compensation valued 65 million USD in cash and Facebook stock. Zuckerberg won this litigation but another charge is anticipated. (Pepitone 2011)

6.3.2 The Manager Mark Zuckerberg

Mark Zuckerberg did not finish the University and in 2004 his studies ended. Since then he has been actively developing Facebook. During first years he worked also as the web and application developer and he actively created his social networking site. Although Facebook spread into the whole world, Mark has been still capable of attending to business and technical advancement at the same time. Zuckerberg has been the Chief Executive Officer of Facebook since its inception. Recently he is responsible for setting the overall direction and product strategy for the company. He leads the design of Facebook's service and development of its core technology and infrastructure, how it is stated on the Facebook's official press page.

7 ANALYSIS OF CLAIMS

As it is written at the beginning of the practical part, three hypotheses are stated in this thesis, which are analysed in the following chapters.

In the second and third claim data gained from the **questionnaire** are used. The questionnaire may be found in the Appendices of this thesis. It contains questions about Facebook and Seznam.cz. It was distributed among 80 people, of which 53 respondents really filled it in.

7.1 Hypothesis 1

- *In the film The Social Network, false information about Mark Zuckerberg is presented.*

A book was written about Zuckerberg's Harvard times and the founding of Facebook. It is called *The Accidental Billionaires: The Founding of Facebook, A Tale of Sex, Money, Genius, and Betrayal* by Ben Mezrich. Also the the movie *The Social Network* directed by David Fincher, narrates about the same period of Zuckerberg's life. Both of these works are very controversial and Zuckerberg considers them factually false, as he says in the interview for TIME in the special edition Person of the Year 2010.

Mostly due to the film Social Network it is said that Mark's behavior is not very typical for the men of his position, he is supposed to be an impolite and unsociable person. But it is not true at all. Although Mark is a person who people do not meet every day, communication with him is said to be very challenging. His style of leading conversation is very quick and efficient, he likes to exchange as much data as possible in a very short time. He is very thoughtful and if he does not want to speak about something, he is just quiet and stares and if he gets bored, he just looks away. It does not mean that he is an arrogant person, he just needs an interesting impulse to pay attention otherwise he loses concentration quite quickly.

According to the movie, Mark is an arrogant and lonely weirdo that does not care about his appearance and uses his popularity among the classmates to gain money, party invitations and girls. All of these descriptions are false and Mark was very abused by them. In the real world, Mark had been dating Priscilla Chan and now they even live together. He was not a typical IT enthusiast, who spends time only in front of the computer. Conversely he lived an ordinary life, he had many friends and went out. He was just really interested in the projects he worked on and did it for fun. Another controversial was that in the movie he is depicted as a rich spendthrift – again, a lie. He is very modest and people who do not know him can hardly recognize how rich he really is.

When *The Social Network* was played in the cinemas, it was the most visited film for many weeks and many people all around the world watched it. If they had not tried to look for more information about Zuckerberg and the creation of Facebook, they have probably been misinformed and have a distorted view. There is always this kind of threatening when a man becomes so famous. It is very likely that Mark will remain the object in view of the public so he will presumably need to deal with these issues also in the future.

7.2 Hypothesis 2

- Common features can be found in Lukačovič's and Zuckerberg's development techniques and attitudes used during establishment and further managing of the company.

Ivo Lukačovič and Mark Zuckerberg have a lot in common but they also differ in some points.

The first thing they have in common is that none of them has finished the University and both left it shortly after the foundation of their companies. They both made up originally quite simple websites which became leaders of the Internet world during a few years. The difference is that Seznam.cz is used only in the Czech Republic whereas Facebook overruled the world. Seznam did not have any competition at the time of its creation, it was the first project of its kind on the Czech Internet market. On the contrary, Facebook was not the first social network site; before its inception, MySpace was very popular. Facebook defeated it within first two years of functioning and became the social network with the most users.

Very atypical feature is that both Zuckerberg and Lukačovič manage to direct their firms with several hundreds of employees without any management education. But their attitude and function in their companies vary: while Lukačovič has left the executive of the company and remained only in the position of the chairman of the board of directors, Zuckerberg stays very active and besides leading the firm's executive from the position of the Chief Executive Officer he also still participates in updating of the website and technology. However according to the latest news Lukačovič may come back to the executive environment very soon. Until recently, it was possible to say that Lukačovič and Zuckerberg are the major owners of their respective companies, but Seznam.cz changed its owner and Lukačovič's name is no longer there. Lukačovič sold his share to a new company HELIFREAK LIMITED which is said to be established by Lukačovič himself. This information has not still been confirmed, but it is more than likely.

7.3 Hypothesis 3

- Social Servers of Seznam.cz are losing their position due to Facebook.

Seznam.cz is a portal that runs many different servers. But recently, it has to face the problem that the number of users of its social servers Spolužáci.cz and Lidé.cz is decreasing. (Šnajdr 2011) It is very probable that one of the reasons is the expansiveness of Facebook. It simply offers users more than these local social sites. Concerning the applications, Spolužáci.cz and Lidé.cz are not so complex and their upgrades are not as dynamic as Facebook's. There are some changes in appearance of the websites but the innovation among the services and application is very poor.

Also the answers to the question number 7 in the second part of the questionnaire confirm this trend of users leaving. 71.7 % of respondents confirmed that they have been visiting the social servers such as Lidé.cz or Spolužáci.cz less often or never since they have created their Facebook profile.

Maybe the management of Seznam should consider whether it is perspective to invest to these projects in order to rebuild and modernize them or if it would be better to leave it and focus on a different, more lucrative area. However, the expansion of Facebook still has the increasing character and nothing indicates the change in the near future.

CONCLUSION

The aim of this bachelor thesis was to explain what social media are, how they function, and what they can offer to people and describe them by the help of two companies Facebook, Inc. and Seznam.cz, a.s.

As for the theoretical part, the thesis covered the evolution of mass media which has been progressing since 15th century and the speed of this progression has been getting higher with every new invention. Between the origin of the letter-press and the next important device - the Cinematograph – four centuries elapsed, the radio and television expanded among people in few decades after the cinematography as well as the Internet which was developed approximately twenty years later than the TV. With the on-coming of the Internet into people's homes, new types of websites started to appear. Those were the Social Media sites. Along with the advancement of the Internet new social sites were being born. Consequently, Social Media are based on the Internet and could not work without it. Blogs, video or photo sharing, social networks, or livecasting are the forms which are associated with Social Media. The Internet overruled the world very quickly and became indispensable as well as the Social Media which has intervened people's everyday life step by step; almost every company has a Facebook site, economics and politics are discussed on Facebook and many important events, which influence these areas, were created on Facebook, such as the recent protests in Libya. This spread is why it can be called the Revolution. The reason is probably that within the Social Media people play the most important role, people who are curious and like to use any new opportunity which arises.

As far as the practical part was concerned, the two companies, Seznam.cz, a.s. and Facebook, Inc., were described from the point of view of their creation, further advancement and the founders Ivo Lukačovič and Mark Zuckerberg.

There is a difference between the real Mark Zuckerberg and the one depicted in the movie *The Social Network*. The first hypothesis revealed the actual deviations.

The second one of the analyzed hypotheses focused on the comparison of these two men from the respect of their attitudes to leading their respective companies and managing style. Common features were found, such as neither of them had a University degree. On the other hand their roles in their companies differ.

The final hypothesis, that Facebook draws users of Seznam's social servers, proved correct. The questionnaire supported this hypothesis. It would be appropriate for Seznam.cz to consider whether it is perspective to invest to their social servers in order to rebuild and

modernize them or if it would be better to leave this problem and focus on a different, more lucrative area. However, the expansion of Facebook is not very likely to stop in the near future so Seznam.cz should be prepared to face the next issues.

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LIST OF TABLES

- Table 1 Comparison of Web 1.0 and Web 2.0 (Ambrož 2007)
- Table 2 Old versus Digital Media (Chaffey 2006, 26)

LIST OF FIGURES

- Figure 1. Comparison of Web 1.0 and Web 2.0 (Ambrož 2007)
- Figure 2. Evolution of the Internet (Těšík 2007)
- Figure 3. Chart of online searching in comparison with online buying (Chaffey 2006, 7)
- Figure 4. Using of Facebook Applications (Author)
- Figure 5. Protection of personal information (Author)
- Figure 6. Protection of photographs and posts on the Wall (Author)

APPENDICES

- P I Questionnaire

- P II Figure 4. Using of Facebook Applications

APPENDIX P I: QUESTIONNAIRE**Bachelor Thesis Questionnaire – Facebook, Seznam.cz****1. FACEBOOK (FB)**

1. You are: male / female

2. Age: a) 15 – 20
 b) 20 – 25
 c) 25 – 30
 d) 30 – 35
 e) 35 +

3. What made you establish your profile?
 - a) Recommendation of your friends, acquaintances
 - b) Desire to stay in the course of events
 - c) Marketing purposes (to know the news about your favourite celebrity/brand/company etc.)
 - d) 2011

4. How often do you visit FB?
 - a) Practically constantly
 - b) Several times a day
 - c) Once a day
 - d) Several times a week
 - e) Once a week
 - f) Several times a month
 - g) Less often

5. What information do you have in your profile?
 - a) Real first name and surname
 - b) Complete date of birth
 - c) Current residency
 - d) Hometown
 - e) Relationship status
 - f) Important persons (lover, sister, mother etc.)
 - g) Educational institutions
 - h) Employer
 - i) Activities and interests (including favourite music, films etc.)
 - j) Profile picture of your person (a real photo)
 - k) Anything else?

6. Who can see your personal information?
 - a) Everyone
 - b) Friends of friends
 - c) Friends only

7. Who can see your photos and wall posts?
a) Everyone
b) Friends of friends
c) Friends only
8. Which activities do you participate in?
a) Status writing
b) Posting of videos, photos, links etc.
c) Adding of photos
d) Photo tagging
e) Commenting on other users' contributions (including the photos)
f) Game playing
g) Evaluating of favourite celebrities, movies, music, books, quotes etc. by "like"
h) Evaluating of favourite brands, companies, products, club etc. by "like"
i) Active participation in activities on your favourite pages (posting, using of "like" button, commentating etc.)
j) Creation of events, replying the invitations
k) Chatting, message writing
l) Birthday wishes
m) Other:
9. If your friend evaluate a page (use "like" button) of a product, company, brand etc., do you check this page? YES – NO
10. If your friend evaluate a page (use "like" button) of a product, company, brand etc., is it an indicator of quality or credibility for you? YES – NO
11. Do you know, who the founder of facebook is?
12. Do you know, when was facebook set up?

2. SEZNAM.CZ

1. Have you ever been an user of Seznam.cz? YES – NO
2. Which of the following servers have you ever visited?
- | | | |
|-----------------|-----------------|--------------------|
| a) Firmy.cz | k) ProŽeny.cz | u) Smoto.cz |
| b) Horoskopy.cz | l) Seznam Email | v) Zboží.cz |
| c) Hry.cz | m) Sdovolená.cz | w) Sklik.cz |
| d) Lidé.cz | n) Sletenky.cz | x) Ubytovani.cz |
| e) Spolužáci.cz | o) Sfinance.cz | y) Vyhledávání |
| f) Mapy.cz | p) Sbazar.cz | z) Mobilní reklama |
| g) Novinky.cz | q) Seznam.cz | |
| h) Sport.cz | r) Spráce.cz | |
| i) Super.cz | s) Sreality.cz | |
| j) Počasí.cz | t) Sauto.cz | |

3. Have you ever been an active user of...?
 - a) chatting, online dating, personal profile using
 - b) activities on the server Spoluzaci.cz
 - c) commentation of the posts (such as the articles on Novinky.cz and other servers)
 - d) placing or answering the advertisements (on Sreality.cz, Sauto.cz etc.)

4. Have you been visiting the social servers such as Lide.cz or Spolužáci.cz less often or never since you have created your Facebook profile? YES - NO

5. Do you know who founded Seznam.cz?

6. Do you know when was Seznam.cz created?

APPENDIX P I: FIGURE 4. USING OF FACEBOOK APPLICATIONS

