

ABSTRACT

DRAHOŠOVÁ, Martina: *Analysis of Effectiveness and Threats of Use of ICT after the Introduction of Web 2.0 in Selected Countries*. [Dissertation work] – Comenius University in Bratislava. Faculty of Management; Department of Information Systems. – Supervisor: prof. Ing. Dušan Šoltés, Csc. – Bratislava, 2016, 202 p.

Dissertation thesis presents the issue of ICTs after the introduction of Web 2.0. Analyze the effectiveness and the threats associated with the use of information communication technologies and specifically deals with the issue of use of social media in selected regions and countries that are culturally and religiously different (European Union and the Cooperation Council of the Arab States of the Gulf - GCC). This issue is presented on the basis of theoretical knowledge, the results of several surveys carried out in the fields and on the analysis of data from a questionnaire survey.

The work provides insight into the information communication technology, internet, social media, their effectiveness and threats associated with their use in the said regions and countries. The work points to possible differences and similarities in the use of ICT and perception of their threats in countries with a different culture and religion.

Keywords:

Information communication technologies. Internet. Social media. Efficiency. Threats of utilization of ICT.