

ANNOTATION

Contemporary society, and, within its framework, also individual lifestyles, undergo significant changes. These are considerably influenced by (the implementation of) information and communication technologies (ICT). In her publication, the author construes the lifestyles on empirical basis in order to examine the position and utilization of ICT and, implicitly, also the resulting changes. Setting lifestyle firstly in a more general context of the changing society, information theory and knowledge society, the author then pays attention to lifestyle as the key category, discussing its perception in the Czech sociology, and presenting its dynamism and various dimensions. Based on theoretical and methodological conception of lifestyle, the author presents the resulting empirical assessment of the two main aspects of lifestyle: the values and leisure activities, and, using the factor and cluster analysis as a typological method, she ultimately determines and defines seven types of lifestyle. Through the typological method and by means of factor and cluster analysis, the author has determined and defined seven types of lifestyles. By further analysis the author combines lifestyles with the lifestyle users, their social characteristics and specific ICT use. The topic of the monograph embraces two levels of analyses: one examining the distinctive use of ICT in individual lifestyles, and the other considering computerization in the whole population.

Key words: information and communication technologies, information society, knowledge society, generation, lifestyle, way of life, generation, youth, seniors, digitization, virtual reality, cyberspace, values, leisure, leisure activities.