

Review of Bachelor work reviewer

Name and Surname of Student	Fei YUAN
Qualification Work Title	Advertising on social networks
Name and Type of Study Programme	Engineering and Informatics / Bakalářský
Faculty / Department	Ekonomická fakulta / KMI
Supervisor	Beránek Ladislav, doc. Ing. CSc., MBA
Reviewer	Mgr. Petr Kursá

Thesis evaluation

1. Importance and difficulty of the topic 1.5

2. Logical structure of the thesis 3.0

Note: The thesis is not well structured

3. Fulfillment of objectives 1.5

Note: The work is very difficult to read due to poor formality. If I can judge it from the assignment, then the objectives of the work have been met.

4. Methodological approach 2.0

Note: The thesis contains hypotheses, relevant graphs and evaluation. From a methodological point of view, it is suitable

5. Assessment of theoretical and/or practical contribution of the thesis 3.0

Note: The practical benefit of the work is not great because of the formal aspects

6. Practical contribution of the thesis 2.5

7. Handling of literature 3.0

Note: Some literature references are missing

8. Formal aspects 4.0

Note: In terms of formality, the work is at a low level. The table of contents missing, Figure 1.3. illegible etc.

Conclusion

Thesis evaluation (note): **good**

I recommend the thesis for defence: **YES**

Questions and comments

Critical comments and overall contributions, total value of the thesis

The content of the work is not bad. The author works with 5 hypotheses (Chapter 2.2), which he then tests. He works with 104 respondents, states their demographic parameters, and translates the questionnaire for them. It then evaluates the correctness of the hypotheses. The evaluation and discussion are also quite detailed. Unfortunately, everything is spoiled by the formal side of the entire work, the content of the work is missing, some pictures are not legible, chapters start in the middle of the page, "2.2.1 Hypothesis II Review" should be "2.2.1 Hypothesis I Review", thesis pages are not numbered, and other formal deficiencies. I propose a "good" grade for this reason.

Questions and topics for discussion before the commission

1. What is the influence of influencers on social networks
2. You state, chapter 3.1.2, that you conducted a pilot investigation. How many respondents participated and what were the results?

Date: May 10, 2023

Signature of reviewer