

PUBLIC LECTURE EVALUATION

Masaryk University

Faculty	Faculty of Social Studies
Procedure field	Social Psychology
Applicant	doc. Mgr. et Mgr. Hana Macháčková, Ph.D.
Lecture date	14 th November 2025, 2 p.m.
Lecture topic	Aggressive behavior online
Persons present (number)	44
Designated evaluators (board members)	prof. Mgr. Tomáš Řiháček, Ph.D. prof. PhDr. Ivo Čermák, CSc. prof. PhDr. Panajotis Cakirpaloglu, DrSc. (online) Prof. Brad Bushman, Ph.D. (online)

In the introduction to her lecture *Aggressive Behavior Online*, Associate Professor Hana Macháčková addressed the conceptual and terminological pitfalls associated with online aggression and their implications for research. She convincingly demonstrated that it is primarily the pervasiveness, multiplicity, and complexity of online aggression that pose a challenge to understanding it. In addition to discussing key concepts based on classical theories of aggression, she drew attention to entirely new manifestations emerging in connection with online aggression, such as trolling, flaming, doxxing, and dogpiling, which further complicate research in this area. She emphasized that, beyond conceptual differentiation, researchers studying online aggression must also sensitively capture the level and mode of individuals' experiences with it. According to Hana Macháčková, the increase in research interest in cyberaggression and cybervictimization is evident over time, as shown by bibliometric analyses.

The next part of the lecture focused on the most serious manifestations of cyberaggression, namely cyberhate and cyberbullying. She pointed out both the similarities and differences between these two phenomena. Her own research has also contributed to their understanding, and she clearly reflected on these results in her lecture. She stated, for example, that cyberhate is more strongly driven by ideological narratives that reduce moral responsibility, whereas cyberbullying appears to be more strongly influenced by a lack of empathy. She was also able to draw on findings from her research studies that confirm the universal validity of Albert Bandura's original theory of moral disengagement, including its specific manifestations in cyberspace. At the end of the lecture, she situated online aggression within a broader cultural context and emphasized that the purpose of research in this area is also to identify effective ways of reducing its harmful impact on individuals and society.

The Evaluation Board concluded that Hana Macháčková demonstrated exceptional expertise in her well-structured lecture, in which she critically discussed key aspects of the topic and the possibilities for researching online aggression. The credibility of her lecture was further enhanced by the fact that she was able to support her claims with her own research findings. The Board also appreciated that Hana Macháčková had originally employed the classic psychological concept of moral disengagement to elucidate new aspects of aggressive behavior in young people. Overall, she managed to clearly and convincingly outline the relatively new, multilayered phenomenon of cyberaggression in its various manifestations.

In the discussion, Hana Macháčková answered the following questions: a) what the appropriate methodology is for researching such a complex phenomenon as online aggression; b) which online platform most evokes online aggression; c) whether there are effective online-aggression prevention programs in the Czech Republic and what their strengths are; d) what role AI plays in online aggression; i) whether it would be appropriate to supplement self-report studies with experimental research designs; j) how she deals with the overly broad and rather umbrella term online aggression in her research. Hana Macháčková answered all questions with clear knowledge of both the psychological and interdisciplinary aspects of the issue.

Conclusion

The lecture delivered by doc. Mgr. et Mgr. Hana Macháčková, Ph.D., entitled *Aggressive behavior online* and delivered as part of the professor appointment procedure, **demonstrated** sufficient scholarly qualifications and pedagogical capabilities expected of applicants participating in the professor appointment procedure in the field of Social Psychology.

Date: 14th November 2025

prof. Mgr. Tomáš Řiháček, Ph.D.

prof. PhDr. Ivo Čermák, CSc.

