

Abstract

The aim of Master's Degree Thesis „Transformation of the usage of social network Facebook during the period of 2009–2017“ is to reveal changes in user behavior on the social network Facebook during the period 2009–2017 and to explain causes of those changes. The research part of this thesis is supported by several theoretical backgrounds describing the development of online media and social media and focusing on their technological, historical and social evolution. The research itself has two methods – quantitative content analysis and qualitative analysis of an audience. The main research question of quantitative content analysis „*Has user behavior on social network Facebook changed in time?*“ is supported by four hypotheses that are built on main ideas of the theoretical framework. The main research question of qualitative analysis of an audience „*Why the user behavior on social network Facebook has changed in time according to users?*“ builds on quantitative content analysis and explains causes and motivations of changes in user behavior on social media Facebook.