The bachelor thesis dealing with the topic "Impact of influencers on body image of young people aged 15-26" aims to define the nature of the influence stemming from the so-called social media influencers on their followers, through quantitative research. Social networks and their users who communicate with each other through audiovisual content play a key role in this work. The theoretical and practical part of the thesis focuses on the area of perception of the body, dissatisfaction with it, and is looking for possible connections with consumption of the content shared by influencers. The first part deals with several possible ways of understanding the term body image, which is closely related to the cult of beauty. It is followed by the history of perception of body image interpreting the dynamic development of trends in ideas of the so-called ideal body. The next chapter describes the phenomenon of new media and web pages employing so-called user-generated content. Two social networks typical of photo and video sharing were selected for the purpose of the research: YouTube and Instagram. Presentation of users with a high number of followers, the so-called influencers, undoubtedly affects the formation of opinions, values, and lifestyle of their audience. Therefore it is defined here how the influencers differ from ordinary social network visitors. The practical part comprises of the course of quantitative research, including methodology and graphical representation of the results. The selection of the sample was mediated through a distribution of the questionnaire on social networks, particularly on personal profiles of influencers, resulting in the acquisition of a significant number of relevant respondents. The conclusion offers a gender comparison of the impact of influencers on body image and a discussion, outlining the possible directions for continuing of the existing research.