Abstract

Depending on technological progress and the nature of the actual period characterised by speed, individualism and the fragility of connections, there is an expansion of establishing relations by means of Internet social sites, especially among young people. Meeting people is not concentrated on specialized serves (Tinder, Badoo) but considering the diversity of functions and the amount of users, some people contact others using common websites like Facebook or Instagram. In virtual space, there is a risk of differences between online and offline self-presentation. Individuals tend to accentuate their strong points, and hide their weak points. Regarding the heterogenity of society, the space is occupied by people who expect diverse gratifications, which are reflected in their way of communication. The research is conducted by virtue of half structured interviews with the users of social websites between 20 and 30 years old. Those people profit from the opportunity of easy selection of a partner in a wide spectrum of various profiles without the condition of geographical proximity. As the weakest point of online dating they consider the occurrence of individuals with a deceptive virtual presentation of their identity. The illusion and subsequent disclosure of physical and moral differences can cause not only disappointment but also unpleasant experiences during offline interaction. In order to prevent such situations, the users tend to verify profiles via Internet browsers, eventually occupation databases. The interviews show that informants also attach great importance to managing their own identity presentation. They work with privacy settings, especially in the areas where people from various spheres of offline life mingle.