

Abstract

This bachelor's thesis deals with the topic of social network „Instagram“, and the impact of its use on adolescent girl's perception of physical appearance. Introductory chapters provide an explanation of the term „social network“ and subsequently focus on Instagram as such, while focusing on the history of this social network and its role in a present-day society in the context of other social networks. The next part of the thesis deals with physical appearance and related concepts of „body image“ and „self-concept“ in relation to girl's adolescence period. For the research, qualitative methods have been used, specifically focus groups and interviews, to give a new insight into this issue and answer research questions, both on the basis of adolescent girls' testimonies and testimonies of two Czech influencers.