

Abstract (English)

Master thesis is focused on the influence of cultural environment on the user approach to social sites. First chapter of the theoretical part is oriented on the evolution of the human behaviour in the role of an active creator of the content in the hypertext. Next chapter examine the roots of the social networks' usage diversification in Japanese sociocultural environment. Special focus is given on the divergence of the social networks' usage comparing to the global standard. Also, the thesis is trying to reveal possible reasons of the Japanese usage specifics via exploring the historical evolution of the publishing of the users' content in Japan from the first blogs to the most popular social networks worldwide. These platforms are then analysed with emphasis put on description of the Japanese user specifics.

In the practical part of the thesis we are trying to support the hypothesis that change of the cultural environment for the long time period (a year or longer) will lead to the change of the usage customs. Following study is concentrated on this question in order to answer it using half-structured interviews with the Japanese respondents who lived/is living in the Czech Republic for the time period longer/equal to one year. The results will be compared with the results from the same research with the Czech respondents who spent in Japan at least a year. The output of this thesis is an introduction to the problematics of the cultural **diversification** within the unification of the global communication means which can enrich further studies from the cultural, sociological sphere. Or even the research sphere containing the themes of marketing or new media.