

Annotation

The Master's thesis *Network analysis of the self-presentation of users on the social media platform Facebook.com* focuses on the different ways of self-presentation and behavior of the users on the Facebook.com. The central theme of the thesis is the analysis of the self-presentation tools used by users to construct their virtual identities. In the theoretical part there are explained concepts of identity, self-presentation, social role and social network. The emphasis is also put on the dramaturgical concept of Erving Goffman, which is also the basic theory for this empirical research. The aim of this research is to find out whether there is a difference between the so-called virtual and real user identity and to point out the existence of the so-called ideal self. The research consists of two parts and combines two research methods. In the first part of the research, there are analysed all the data obtained by qualitative in-depth interview. This data is then used in the following network analysis of the content of their Facebook profiles. This network analysis is the main outcome of this thesis. In the conclusion, the findings obtained during the research are presented and at the same time they are compared with previous researches dealing with this topic.