

Annotation

This thesis focuses on the influence of social media on adolescents. The aim is to find out through qualitative survey how the adolescents use social media, how are they affected by influencers, whether they are seen as role models and whether social media content or influencers influence their attitude. Also surveyed is the way adolescents distinguish between advertisement on social networks and their views about unlabeled advertisement. The school subject of social education is examined for its content, emphasis on social media and its contribution to media literacy of the students. Theoretical concepts and terminology are introduced in the theoretical section. Survey methods are described in the methodological section. The case study is a qualitative survey via focus group. Grounded theory methodology is used for analyzing the qualitative data. The outcomes of the survey are described, analyzed and interpreted in the analytical section. The conclusion concludes the outcomes of the survey and provides suggestions for further research.