

Abstract

This Bachelor thesis deals with the presentation and design of the analysis of social roles and personality characteristics on social networking services in the Czech population.

The literary overview part describes the key concepts for orientation in the online environment and briefly characterizes the individual issues of using social networks together with their phenomena. It also presents an overview of selected research from the Czech and foreign academic environment.

In the second part, research is proposed to analyze and explain individual phenomena using the personality inventory NEO-FFI with the help of a semi-structured in-depth interview enriched with the method of photo-elicitation, analysis of profiles on different social networks and subsequent comparison of data to verify credibility and authenticity of self-presentation.

The aim of the research proposal is to draw attention to the issue of self-presentation and manifestation of individual characteristics in offline and online environments across various social online media and to bring possible solutions.

Keywords

Self-presentation, self-disclosure, social networks, social roles, personality characteristics