

Abstract

This bachelor's thesis deals with the topic of boys on social media. It focuses mainly on gender aspects of this phenomenon. Based on a research and study of professional literature, and a qualitative method of in-depth interviews, it points out certain problems in the process of creating one's own identity, and explains aspects of this phenomenon. In-depth interviews establish if there is a certain relationship between the creation of one's own identity and gender in both online and offline environments, and whether these two types of identities intersect. The findings are explained on the basis of citations and categories exerted from conducted interviews with the respondents.