

Abstract

This thesis maps out attitudes of generation Z towards activism on Instagram, examines their ways of participation on the platform and explains the relationship between online and offline activism. Results of quantitative research show that women share more activist content on Instagram than men. There seems to be only a weak positive correlation between online and offline activism. However, members of generation Z seem to believe that online activism does influence offline behaviour. Afterwards, semi-structured interviews were conducted. Users that created activist content listed awareness raising, showing their point of view and legislative change as their motivation. Users who consume activist content on Instagram showed scepticism towards presentation of mainstream topics on Instagram, however, they praised new topics and new perspectives. In their opinion, activist content on Instagram can be described as visually attractive and simple.