

Abstract:

This bachelor thesis focuses on religious homophilia on social network sites. The platform on which the issue is presented is Twitter, which is very suitable due to its extensive using of hashtags used to search for other users' social interests or opinions. The main question of this thesis is to find out whether the principle of homophilia on Twitter among the religious community is present. To confirm the purpose, manual data mining is used. The practical part continues with qualitative research, in which the obtained results are compared to the answers of the respondents.