

Qualitative research thesis explores the topic of online privacy, adding a gender perspective to the existing body of knowledge. Based on a thematic analysis of interviews with fifteen men and fifteen women, it provides insights into the gender specificities of the perception of privacy on Instagram social network. Social networks, privacy and related gender aspects are first discussed from a theoretical perspective. The methodological part then presents the chosen methods for conducting the actual research. Presented in the analytical part, the results of the analysis of the data from the qualitative interviews provide an understanding of which topics women and men perceive as personal and what strategies they adopt to protect and regulate their privacy. Furthermore, they describe how men and women perceive the privacy threats and the audience of their Instagram profiles. Finally, insights into what they themselves claim to influence their attitudes on these topics are also included. Gender specificities were found particularly in relation to sharing photos of oneself and using anonymity as a means of regulating privacy. Men and women also expressed different concerns about breaches of their privacy, among other things, in relation to unwanted surveillance by authorities, which was problematic for women in particular.