

Abstract

The aim of the thesis is the study of the phenomenon of environmental influencers and their relationship with responsibility. The theoretical part defines the nature of these modern opinion leaders from generations Y and Z. Moreover, it approaches the concept of responsibility from an ethical standpoint with focus placed on its environmental dimensions, and differentiates between its three constitutive aspects – the object, referential subject and the subject. Finally, the examination is grounded in the contextual framework of an individualized society defined by its increased emphasis on the role of an individual. The research part analyses the approach of social media influencers towards responsibility for their actions in the digital domain and the extent to which they are aware of their respective influences. It further examines whom they hold responsible for the climate crisis and the role of the individual in this context. Through qualitative research methods, including the analysis of shared content and semi-structured interviews, the thesis details the various approaches taken by the subjects of the study and subsequently subdivides them into two categories: educators and lifestyle influencers. Individual approaches cannot be fully generalized, however, it can be observed that increased focus on education in dealing with environmental issues, found with educators, correlates with increased emphasis on moral values. Finally, both groups stress the importance of the individual in efforts to combat the climate crisis on the level of consumption and also on socio-political matters.