

Abstract

This bachelor thesis examines the relationship between the eating disorder treatment process and the influence of fitness influencers on social media. Specifically, it uses qualitative methods to research the motivations for membership in an online fitness community of individuals with a history of these disorders, along with the benefits of the content shared there. The thesis is divided into three main parts, of which the first part defines the discussed concepts in the context of the research and presents the current state of knowledge within the topic. Eating disorders are linked to social media and broken down in the context of different treatment options, followed by an introduction to the phenomenon of creating online communities within the field of digital health, which also frames the research. The second, methodological part of the thesis is devoted to the conduct of the digital ethnographic research, the definition of the objectives and research questions, the description of the chosen methods and their ethics. The results of the analysis of data obtained through participant observation of the selected social media content and semi-structured interviews are presented within the third part of the thesis. Here, the research findings are divided into two thematic units based on the categories arising from the analysis: the pathway to an online fitness community, and the online fitness community as a support system.