

Abstract

This master's thesis delves into the motivations and experiences of BeReal social media platform users, aiming to understand why individuals opt for BeReal over other platforms and how this choice impacts their overall satisfaction. Grounded in the Uses and Gratification theory, the study adopts a qualitative approach, employing semi-structured interviews with regular BeReal users. The theoretical section provides an overview of the topic related to the study, examining authenticity and privacy in the social media sphere. The theoretical framework also explores the broader context of social media use and the psychological factors that influence user behavior. The practical section of the thesis details the research methodology, introducing the research sample and questions. It explains the rationale for choosing qualitative methods, particularly semi-structured interviews and thematic analysis, to gain a deeper understanding of users' motivations and experiences on BeReal. Additionally, it delves into the topic of research ethics and self-reflection regarding the research process, ensuring that ethical considerations are addressed throughout the study. The subsequent research segment is structured into subchapters aligned with hypotheses and research questions. Through analysis, the study identifies key themes and patterns in the data, shedding light on the complexity of factors that drive users' engagement with BeReal. The discussion chapter integrates interview findings with theoretical insights, providing a comprehensive analysis of the research results.