

The main objective of this thesis is to analyze, if change of social environment caused by participation of students on Erasmus program lead to the change of Facebook usage strategies. On the basis of these information, overlap of online and offline communities and accumulation of social capital is analyzed. Combination of qualitative content analysis and analysis of information extracted from graphical tasks is used in the paper. An innovative approach based on deductive derivation of categorization matrixes from analytical, quantitative tools is adopted in order to analyze qualitative data. Concerning the analysis, stress is put on particular patterns of change of Facebook usage strategies and subsequently, general model is created. On the basis of so created model, conclusions referring to direction of overlap of online and offline communities and nature of bridging and bonding social capital accumulation are drawn.