

This thesis aims to present the current situation of social plugins growth. It examines social plugins from users and website owner point of view. At the beginning, the work reminds of web present emergence and comes after with emergence of social plugins. Work examines also the terminology of term "social plugin". Social plugins (as is Facebook Like button) are described in chapter Type of social plugins, after this comes chapter about practical usage of social plugins. Parts of this chapter are case studies and evaluations of advantages and disadvantages. Last chapter follow social plugins from the user's point of view. The subjects of examination are motivation to share information online and present results of studies and research, which has been prepared by author of this thesis. In enclosure can be found complete list of the most exploited social plugins including their functions and possibilities of usage.