Abstract

The main aim of this bachelor thesis is to discover what role the SNS (Social Network Sites) and the Internet play in lives of today's teenagers. Primarily, how much time this age group devotes to those phenomenons mentioned above, what importance it assignes to them and what attitude teenagers, their parents and teachers assume to risks bound to life in an online world. The theoretical framework of the thesis is based on, apart from setting this topic into the historical context of the evolution of the Internet and SNS, most importantly on the work of danah boyd, Sonia Livingstone and Zeynep Tufekci. There are, among others, distinguished the types of SNS, analysed the reasons for using the SNS, described the most frequent risks associated with use of the Internet, but also clarified some of the rumours and myths usually connected with the online world. Moreover, in the theoretical part I introduce the actual deviding of SNS according to the extent of anonymity of the users of Anonymous SNS, Quasi-Anonymous SNS and Non-Anonymous SNS. This deviding is based on the application of internal institutions according to Stefan Voigt in the Internet environment. The research part, based on a quantitative survey (n=543), analyses the situation of the Czech teenagers studying at secondary grammar schools in main five areas: Use of SNS, Time spent online and on the SNS, Online safety, Friendship on Facebook.com, Role of SNS in the lives of teenagers. The results are compared to outcomes not only the authors mentioned above.