

## **Abstract**

The key goal of this thesis is to find correlations between motivation and usage of social network(ing) sites and how they influence self-presentation of the users as a process of defining their own identity.

A qualitative method of semi-structured interviews with five active users of both researched sites was used to describe the impact of the social and technological environment on the way they present themselves towards others.

I therefore focus mainly on the social identity of the users: why and how they interact, how they perceive the sites and their role within their groups and how it influences their administration of their personal profiles. I also focus on other relevant subjects of within-line social communication: I describe various aspects of computer mediated communication, user perception of public and private sphere on-line and other issues such as group dynamics or users' approach to the social network(ing) sites as tools for managing their social capital.

The resulting set of hypothesis is based on my analysis of the conducted interviews.

This thesis brings an insight into user reflection of researched platforms, their perception of the site dynamics, links between their motivations and identity management.

This study can serve as an interesting resource of user experience and understanding of the on-line social network(ing) sites or as a solid foundation for further quantitative investigation to confirm or revise my findings.