

The bachelor thesis “ Facebook, the new generation phenomen” aims to introduce the social network Facebook in the theoretical part and find out what are the reasons people use it.

The social networks are introduced in the theoretical part of the bachelor thesis and a special attention is given to the social network Facebook. Secondly, the dangerous phenomena connected with the social networks and cyberspace are mentioned. In the research part interviews, conducted with six respondents who answered questions concerning the activities they take part in on Facebook, were processed using the open coding method. The method of electronic document analysis, based on monitoring their activities on Facebook, was used in order to verify and complete their statements.