

**ABSTRACT**

Recently, facebook has become an important communication and interaction medium and social phenomenon. It attracts attention thanks to its broad audience, and it raises questions of safety and privacy, „addiction“, identity and self-presentation. The study *Becoming a Facebook User* (the title is inspired by Howard Becker's article) is focused primarily on the question of (not) leaving – by using qualitative methods that explore „addiction“ to facebook. Using methods of ethnographic interviews and interactionist analysis based on Erving Goffman's dramaturgical approach, broadened by the theory of Joshua Meyrowitz, this work shows that to be a facebook user is not a state but a career. An analysis of the individual stages of usership demonstrates the main reason for „addiction“ – the „middle region“ – i.e. the places where various audiences meet and there are many options for interacting with a large number of people from diverse environments. This text shows that „middle region“ provides some advantages as long as there is effective management of the interactional regions that should prevent overloading, i.e. confusion. The management of regions and the study thereof in terms of a career means investment by a user in time and effort, which together with the advantages that such a management „middle region“ has, leads to the result that it's difficult to leave (in the literature this is described as the „Hotel California" effect). This thesis poses a possible variant on future evolution – there is still the threat of „overloading“ in facebook's „middle region“ that may lead to people abandoning Facebook as a specific product. According to the author, it is possible that the „middle region“ can be maintained, no matter through which product or technology is used. This can be referred to as (not) leaving F/facebook.

**KEYWORDS:**

facebook, Erving Goffman, interactional regions, middle region, "Hotel California" effect