

Abstract

The Bachelor thesis *The Smartphone Phenomenon* deals with the recent phenomenon of smartphones. Its aim is to place this phenomenon into selected parts of Castells' concept of network society. This work builds on Castells' concept and also tries to add some new facts to it. The author's attempt to reach his goals through quantitative research done as a case study on heavy smartphone users. The author had done a series of semi-structured interviews and tried to obtain the data also through an experiment, in which the respondent's smartphones were taken away from him or her for one day. In the analytical part, the author analyses these interviews and experiments. The results of the analysis are categorized based on topics selected beforehand, in accordance with the theoretic background. The author then discusses the analytical and theoretical parts. This work emphasized the newly discovered aspects, which bring smartphones into the concept of network society.