

# Abstract

This thesis aims to describe and analyze the process of construction of otherness, use of humour and taste performance on Facebook page *Divnolidi z Brna a okolí*. Theoretical background explores contemporary approaches to the research of social network sites (particularly on privacy and sharing; a separate chapter is devoted to Facebook social network site), sociological term of *taste* as the instrument for social distinction (here, the study is primarily based on the work of Pierre Bourdieu), interdisciplinary concept of otherness (in which we examine works of Mary Douglas, Stuart Hall and Marc Augé) as well as theoretical approach to humour called *theory of superiority*. We conducted a quantitative description of *Divnolidi z Brna a okolí* page and a qualitative analysis (a method often called „data-crawling“) of 47 page posts. Analytical section of this study focuses on answering following questions: What types of posts can be found on the site? How are individuals captured in these posts perceived? How do the users perceive taste / otherness of the captured individuals? Where were these „weird people“ (in Czech language „divnolidi“) spotted and how do the users perceive these places? Furthermore, we analyze the use of humour by the page users and the way they react to the site’s policy and other users. In conclusion, the results are summarized and placed within the broader context of social sciences. The thesis also includes a proposal of application of the study.