

Abstract

This thesis aims to map and describe how users of online dating servers use this medium. How do they self-present on dating sites and how do they create a profile. What is the motivation to use the online dating sites. For data collection, I chose qualitative research. As a qualitative method were used depth interviews with fourteen users of dating site Badoo.

The work is divided into two parts. The first part will focus on theoretical concepts. Detail is devoted to the history of online dating, self-presentation, motivation to use online dating sites. Furthermore, the theoretical approaches discussed the relations in terms of evolutionary psychology and, ultimately, stereotypes. The second part is empirical. It deals with methodology, research questions, research strategies and especially the analysis of interviews. Based on interviews with respondents, I have developed several key categories, which are described in more detail the analytical part.

This study describes the attitudes/ approach of respondents to categories such as motivation to use dating sites, self-presentation, communication and stereotypes which I have noticed in my research sample.

The last part is devoted to a summary of findings and research results.