

The aim of this thesis is to find out what motives lead Internet users to self-representation in public space. My thesis is focused on the application Instagram, which has not been given much space. The age range of users is from 18 years, divided into free age groups, with the assumption of differences that arise in the course of the investigation. The work has a theoretical and empirical character, where the theoretical part is devoted to gradual changes in society with the advent of new technologies. Qualitative research that answers the main research question and the other partial research questions, was conducted by semistructured interviews. The results can serve as a theoretical basis for future research in the field of social networking, especially the application Instagram.