

Abstract

The diploma thesis deals with the motivation of users of Polaroid and Instagram, under the assumption that both media have nearly immediate result and may have a very similar visual stylization. The theoretical part of this thesis is devoted to a brief summary of the history of photography and philosophical opinions on that topic. It introduces Polaroid and Instagram and outlines the possible motivations of their users, using both the scientific literature, as well as personal blogs, articles and interviews. The practical part of the thesis describes the design and process of the original research, which consists of a standardized questionnaire, and its results. With its help we confirm or disprove our hypothesis.