

Abstract

This thesis focuses on social networks and the role they play in the lives of teenagers. My aim was to provide insight into teenagers' worlds on Facebook and Instagram. The first part provides a theoretical basis for my research and summarizes foreign research on this topic. The second part describes the research methodology that has been performed in this thesis, in addition to the sample who participated in this research. Finally the results of this research are compared with research of foreign authors.

The main research question was "*What are the motivations of teenagers to use social networks and how do teenagers represent themselves in these surroundings?*" The next research questions focused on privacy concerns and whether teenagers take their own safety into consideration when using Facebook and Instagram.

My research demonstrates that electronic social networks are primarily used by teenagers as a means of maintaining contact with their peer group rather than making new social connections. Though social networks such as Facebook and Instagram play a primary role in teenagers' social interactions, there are many privacy risks that are not easily accessible to teenagers and present long-term challenges for their electronic presence. It is important to emphasize that the results of my research are only applicable to this thesis and can not be generalized.