

Abstract

The theme of this master thesis is Instagram - a social networking service and its impact on self-acceptance and self-promoting of teenagers. In the first place, theoretical part aims to describe concepts, that are linked with social networks, such as prosuming, participative culture, and Web 2.0. Furthermore, general approach regarding the impact of social networks on teenagers is introduced. The main subjects of this research are contextualized in the field of social networks. The thesis strives to introduce following topics: the presentation of a distinctive identity on social media, the self-reflection under the influence of the subscribed content, and the marketing exploitation of Instagram influencers.

There are three main goals of the dissertation, as stated in a hypothesis part. Firstly, how are the participants of the research influenced by the subscribed content. Secondly, whether is the information stream they are following being reflected in their own Instagram presentation. And finally, what is the impact on the participants of the research in case of advertising activity represented by the Instagram influencers. Qualitative research is focused on girls at the age of sixteen. This is a moderate deflection as the original hypothesis was aiming to involve wider research group of teenagers. However, more comprehensive research unit benefits from more precise data comparison, followed by accurate discussion. As a method for research data acquisition, an interview performed according to the instructions, was chosen. An approach to analysis is based on grounded theory. In addition, as a supplementary method for a purpose of data verification, content analysis was used.