

Abstract

The thesis “Exchange of views presented on Facebook – discussions and its actors” deals with discussion threads on Facebook. In theoretical part the author aims to look at Facebook as a separate internet medium that requires an active interaction from its users. He deals with Marshall McLuhan’s and Erving Goffman’s theory and aims to work with the evolution of the social network. In practical part the author focuses on the Facebook discussion threads itself and on its actors. To cope with his research problem, he uses two qualitative methods, discourse analysis of Facebook’s discussion threads and semi-structured interviews. He tries to distinguish whether there are any interaction patterns, discourse terminology used by debaters within the discussion threads and he also aims to describe Facebook discussion threads from overall perspective. In semi-structured interviews the main goal is to reveal a motivation to present an opinion online.