

Abstract

The diploma thesis *Social media in a perspective of chosen generations* covers the topic of differences in the use of social networks between generation X and generation Y. The aim of the thesis is to find out if there exist differences in the use of social networks between generation X and generation Y. Furthermore, the subject of the research is to explore the motivation of generation X and generation Y for using specific social networks and the needs they satisfy through social networks. The first part of the thesis consists of introduction of theoretical concepts and terms related to the theme of the thesis. Specifically, the uses and gratifications theory is defined, followed by the concept of active audience and the terms *digital immigrants* and *digital natives*. The following chapter presents characteristics of generation X and generation Y and the specifics of social networks. The methodological part of the thesis describes methods used in the research. For the research I chose a combination of qualitative and quantitative methods. Within the practical part of the thesis, a qualitative research was carried out through in-depth interviews. The second part of the research was carried out in the form of a quantitative questionnaire survey. In conclusion, the outcomes of both studies are summed up and recommendations for further exploration of this area are proposed.