

The topic of this thesis is the issue of beauty perception among adolescent girls and influence of youtubers in this area. The aim of this thesis is to find out, how adolescent girls are constructing image of their own beauty and beauty in general and what role youtubers play in forming their opinion. The first part of this thesis is focused on theoretical knowledge, including maturation process, social and medial construct of beauty, opportunities of new media, youtubers and their audience and influencer marketing. The second part is centred around my own research, where half structured interviews were used. There are also formulated research questions and more information provided about the ethics of research, research sample and the method of analysis. The results of analysis are interpreted in detail and discussed further.