

This diploma thesis aims to provide an overview of social networks issue, specifically of increasingly popular Instagram with regard to body and corporeality perception of its users and interpersonal interactions. The theoretical part of this thesis cover symbolic interactionism, which analyse the society through individual interactions and interprets them. Other theoretical chapters are dedicated to notions of self-presentation and body from the sociological point of view and current research of self-presentation and interactions in the Instagram environment. For the empirical part of this diploma thesis the qualitative approach has been chosen. The sample of studied individuals was composed using the purposive sample and the snow ball method, with respect to defined socio-demographic criterions. The sample is composed of man and women in the age of twenty to thirty years old, living in the Czech Republic, who are university students or absolvents. The data were obtained using semi-structured interviews and diary research. The audio record, text and photographs were analysed following the example of the grounded theory.