

ABSTRACT:

Background: Adults on social networks and their online behaviour receive less attention than students and children. Yet, we can encounter adult clients who deal with overuse or addiction to Facebook in practice. Facebook remains a frequently visited social network among adults.

Aim: The aim of this thesis is to describe the behaviour of adults on the Facebook social network, to describe and classify patterns of use and to find the connection between the pattern of use of this network, the extent of risk and characteristics of users.

Methods: This case study, which focuses on the adult Facebook user group, uses data from 6 semi-structured interviews with adult users. The qualitative data from the interview is then supplemented with data from an online questionnaire. The questionnaire had 296 respondents. Respondents were selected by self-selection.

Results: The results of this thesis show that adults spend up to an hour and a half on Facebook and often do not actively visit other social networks. Most often, they are on Facebook to communicate with friends or to see what others are sharing. They use Facebook as a tool to escape boredom or for procrastination. High-risk users may be more inclined to go to Facebook early in the morning or in the evening without completing their duties. They may feel remorse, anger because of the amount of time spend online. They also describe FOMO (Fear of missing out). Users who use the network safely better manage to limit their time on it or may delete an account for some time.

Conclusion: Although we can better describe the use of Facebook by adults, future research should focus on the connection between the level of risk and not only the use itself, but also coping strategies and other psychological traits of the user.

Key words: Facebook – addiction – social networks – internet – adults – patterns of use