

## **Abstract**

This diploma thesis seeks to describe the basic concepts of sociological approaches to identity as well as related concepts from the sociological reflections on the Internet. First, the thesis introduces the fundamental ideas of identity theories, as they were formulated by the authors of symbolic interactionism in the first half of the 20th century. Subsequently, the key sociological concepts of individual and collective identities are described in more details and in this context there is also reminded the social construction of reality theory, that provides an explanation of the connection between the individual and collective levels of analysis. Finally, this thesis discusses concepts reflecting the relationship between individual identities and communication on the Internet, especially within so-called virtual communities, and also introduces concepts, which seeks to characterize the role of Internet in the processes of collective identities formation.