

Abstract

This master thesis aims to map the behavioral patterns of Facebook usage and the dependence of these patterns on the users' characteristics. This thesis had the goal to generate hypothesis about peoples' behavior on Facebook - what information, where and why people look for and what information, with whom and why they share. In other words, to describe "the life on Facebook" and to contribute to expanding the knowledge about Facebook's social role, its deeper theoretical reflection and to anchor Facebook more solidly into the system of media theories.

In the first theoretical part I have characterized and defined Facebook, sketched its history and development, briefly summarized the studies concerned with Facebook and as well described the contemporary media studies theoretical approach to Facebook.

The research itself was carried out through the series of qualitative interviews with Facebook users. Based on this data analysis I have formulated various hypotheses about peoples' behavior on Facebook, about the regularities in the way people share and search for information on Facebook. These hypotheses should serve as a basis and foundations of the subsequent quantitative research.