

Abstract

The Master's thesis is focused on status and role of social networks in the life of the Czech Net generation (known also as Generation Y). The members of this generation are almost one quarter of the whole population of the Czech Republic nowadays. Based on many theories these representatives are different in several specific aspects from previous generations. Methodological background of this thesis is a qualitative approach through interviews of semi-structured questionnaire survey with ten members of the Czech Generation Y. The research will also present a short experiment with members of the foreign Generation Y for comparison of the results. You can find also structured questionnaire at the end of the survey, which is intended for subsequent validation of the theory for the future research in quantitative way for generalization to the whole Czech Generation Y.