

Abstract

This diploma thesis describes the interconnection of online and offline social spaces, supportive Instagram profiles, the impact of social networks on users and the feelings that appear in connection with the use of social networks among users. The aim of this thesis is to answer the following three questions: (1) how respondents view the presentation of other Instagram users, (2) how they perceive supportive Instagram profiles, profiles which point out the possible differences of online and offline social space, (3) what feelings are connected with the use of social media and where are possible negative and positive impacts of social media. The theoretical part aims to describe the main concepts that are linked with social media, self-presentation and identity, it also shows the consequences of using social networks and describes supporting profiles. The practical part strives to answer the previous questions through a semi-structured interview, a questionnaire and an expert interview which is then analysed using a thematic analysis and a statistical analysis. The result of this thesis shows that people present themselves in the best way, supportive profiles are popular among respondents and they have a positive view of them and think that these profiles can help somebody. The most common feelings connected with the use of Instagram are positive.