

Abstract

The aim of this master's thesis is to know and better understand the experience of generation Z representatives with the use of social networking sites and smartphones, and to identify what role this experience plays in their subsequent further use. Data collection took place using a qualitative methodology in the form of semi-structured interviews. 14 representatives of Generation Z aged 19 to 24 took part in the research. Data collection was terminated when theoretical saturation was reached. Data analysis was performed using open coding followed by categorization. Within the data analysis, six main categories were identified: perception of the social networking sites environment, social networking sites, perception of the influence of social networking sites, smartphone, perception of the influence of a smartphone, and attitude towards influence. Representatives of Generation Z described their experience of using social networking sites and smartphones and identified their functions in everyday life. In the field of mental health, they confirmed the influence of social comparison, FOMO, phubbing, as well as the perception of addiction and abstinence.