

## **Abstract**

This bachelor thesis focuses on the social network Instagram and the perception of this platform by adolescents aged 12-15. Specifically, the thesis looks at the risks and positive aspects or opportunities that adolescents see on this social network. Thus, the thesis aims to answer the research question: Which risks and opportunities do adolescents aged 12–15 perceive on the social network Instagram? The theoretical part is devoted to topics related to social networks and teens. It describes the Instagram platform, its origins and evolution, users, user interface and algorithm. Furthermore, it presents the age group relevant to this research, its relationship to the Internet, possible risks and opportunities in the online environment, and finally, the theoretical part describes users' motivations for using Instagram. The practical part uses qualitative research through in-depth interviews to explore how respondents perceive Instagram, how they use it and what risks or opportunities they see on it.