

## **Abstract**

This diploma thesis focuses on the widespread phenomenon of sharenting, an activity in which parents share photos, videos, or detailed descriptions of their children on social media. The diploma thesis aims to find out how Czech adolescents, who have direct experience with this phenomenon, feel about it. The qualitative research is based on findings obtained through in-depth interviews with eleven adolescents. The theoretical part is devoted to the definition of the main concepts – adolescence and sharenting and puts them in the context of Communication Privacy Management Theory and Impression Management Theory. The empirical part then presents the results and conclusions of the research. The results of the analysis show that adolescents' views on sharenting are largely influenced by their perceptions of the risks associated with this phenomenon. Those of them who had a somewhat negative experience with sharenting perceived this activity as riskier. At the same time, those who perceived social networks in general as a potential threat were more aware of their risks. On the other hand, if the rules for sharing are well set between parents and their children and parents respect the opinion of their children, sharenting can be perceived positively among the adolescents themselves, and they may even benefit from it to some extent.