Abstract

This thesis examines the reasons for the rapid decline in popularity of the Clubhouse platform and the needs of emerging social networks to be competitive in the long term. The aim of the thesis is to use qualitative research to find out what reasons and circumstances led former users of the Clubhouse platform to use it and then abandon it, whether and under what conditions a renewal of its popularity is possible, and what respondents believe an emerging platform needs to fulfill in order to retain user attention. The theoretical part is devoted to the introduction of the Clubhouse platform, analysis of the most currently used social platforms, historical development of social networks and their influence on society. Data collection was conducted by the author through in-depth interviews with former users of the Clubhouse platform who had been actively using it for at least two months. The data collected was analysed using thematic analysis. The research results show that the rise of the Clubhouse platform was closely linked to the circumstances of the Covid-19 pandemic and the artificially created FOMO. The abandonment of the platform by users was mainly due to the departure of inspirational speakers and its lack of attractiveness in the long run. The research revealed, among other things, that the emerging social network should be prepared in advance for its eventual large-scale expansion, thus avoiding the same scenario faced by the Clubhouse platform.