

Abstract

In today's digital era, social media is becoming increasingly influential. The popularity of the social network TikTok is increasing, especially among adolescents, and is thus affecting various areas of their lives. One of these areas is body image, the perception of one's own body. Adolescents in particular attach great importance to appearance. The topic of this bachelor thesis is the influence of the social network TikTok on the body image of adolescents in the Czech Republic. The theoretical part of the thesis describes the social network TikTok, provides insight into the issue of body image and the ideal of beauty, and also presents existing research on the influence of media on body image. The practical part of the thesis is carried out in the form of qualitative research, specifically through semi-structured interviews. The respondents are both male and female, aged 17–22, who are TikTok users. The aim of the research is to find out how adolescents in the Czech Republic perceive the influence of TikTok on body image. The research seeks to capture their personal experiences, perspectives, and attitudes to better understand this issue. It also focuses on the subjective perception of body image among teenage TikTok users, the content they consume on TikTok, and the ideal of beauty they believe the content portrays.