

Abstract

The diploma thesis “NFTs as profile pictures on social media” focuses on the young blockchain technology of non-fungible tokens and one of its most common use cases. The theoretical part of the thesis presents key terms and concepts closely related to NFTs and profile pictures. The practical part of the thesis consists of the research itself, a qualitative study conducted via semi-structured interviews with participants who use NFTs as profile pictures on social media. The aim of the research is to find out where and why, in relation to self-presentation, are NFTs used as profile pictures on social media.