

Abstract

This diploma thesis titled: „Concept of one's body in influencers with experience with an eating disorder on Instagram“ is about influencers who present themselves on social networking site Instagram and have experienced an eating disorder. The aim of the work is to find out how influencers, who have been through an eating disorder, are perceived and whether the eating disorder translates into how they present themselves on the social networking site Instagram. For this, 6 influencers meeting the above criteria were approached. For a deeper insight into the topic, an image analysis of the profiles of individual influencers has been chosen, following semi-structured interviews with each of them. After data collection, the data was analyzed using thematic analysis. The thesis aims to find out if influencers have had a change after going through an eating disorder and whether the content they share on their profiles has changed. To do this, topics such as the emergence of an eating disorder, content shared during eating disorders, but also changing the content and perception of one's body today have been explored.