

Abstract

The thesis examines the visual self-presentation of users of the dating app Tinder and evaluates how this presentation varies by gender and culture. In the theoretical part, it examines the phenomenon of online dating and its social significance. It also puts it in the context of social changes and the transformation of intimate relationships. The second chapter elaborates on theories of impression management and their application to the online environment. It also describes the role gender plays in visual presentation and puts this topic in the context of male gaze theory and self-objectification theory. Finally, it discusses theoretical concepts related to the analysis of visual presentation. The practical part of the thesis then uses quantitative content analysis to answer the set questions. In the data interpretation section, users are also categorized based on dominant themes and visual strategy. The research revealed differences in the presentation of the analyzed groups and the inclination of men and women to present themselves through traditional gender roles. However, a type of female users whose presentation did not conform to this stereotypical portrayal was also revealed during the research.