

Abstract

This study focuses on identifying users' motivations for using social media platforms and the question of perceiving their activity as a source of symbolic capital. The paper also provides insights into individuals' behaviors on social networks and their perspectives on associated phenomena. The empirical part is conducted through mixed research methods, wherein phenomena are examined in detail through interviews followed by a questionnaire survey. The study identifies key factors for user motivation and activity and explores how users explain them. It analyzes the mutual social interaction among users and its importance for both online and offline communication. The study includes mapping the influence of influencers on their followers and the perceived positive and negative aspects of their activities. The research also investigates how respondents react to interruptions in online communication and the impact on their mental health.