

Abstract

The bachelor thesis deals with the topic of expressing emotions on Facebook in the context of war. It first explains the issue of the terms "affect" and "emotion" and, based on their definition, explains why they should not be confused. The paper also discusses how emotions affect Facebook content or the emotional experience of its users both during and after use. It also names the emotions that people feel during war. What can affect their experiences, and how politicians can exploit them for their own benefit. It describes how emotions can be expressed on Facebook and, for contrast, describes the principles that make people express emotions naturally. There is also mentioned the issue of the supposed evolutionary development of emotions, which, although favoured by Paul Ekman, is questioned by many scientists. The practical part of the thesis offers qualitative research based on semi-structured interviews with students from Prague. Based on open coding, four theories answer the respondents' emotional experience of posts thematically related to the war. It also explains how these students process their experience, i.e. whether they stay on social media or do other activities. The nature of their responses and whether they take place more on or off social media is also mapped. Finally, the research provides an answer to the question of how the research participants view the anonymous environment on social media, i.e. whether they consider it more negative or positive.