

Abstract

This masters thesis aims to analyse the everyday practice of Czech influencers on social media. It asks how they approach topics that may influence the onset and development of a particular form of eating disorder within their audience. The thesis also aims to find out the Czech influencers attitudes towards regulation of social platforms and who they think should communicate expert topics and in what way. Last but not least, the thesis aims to analyze how the influencers articulate and use the influence they have gained through their activity on the platforms during their career.

The text of the thesis is divided into three parts. The first part is dedicated to the current state of knowledge. It consists of several chapters that review publications dealing with influencers, social media in relation to eating disorders, and the current regulation of these platforms. The research methodology, which is built on the grounded theory method, is introduced in the second section. The method of data collection through semi-structured interviews is also described in more detail. The third, empirical part of the thesis then analyses the interviews. The statements from these interviews are placed in the context of current knowledge. Those that relate specifically to eating disorders are then considered in the context of an expert interview. Finally, the main premises and findings of this research are reviewed.