

This diploma thesis focuses on the topic of social networking sites and people with visual impairment. In this thesis, we try to find out what the attitude of blind people towards social networking sites is, what is their motivation for using them, what barriers they face on social networking sites, and how they overcome them. Last but not least, we are also interested in the impact of social networking sites on the social interaction of blind people. The theoretical background of the thesis outlines the issues of visual impairment, blindness, digital inclusion, assistive technologies usable in digital environments, and social networking sites themselves. A qualitative approach, a multiple case study design was used in the research investigation. Data was collected through semi-structured interviews conducted with 8 blind social networking site users and a specialist in the field of digital assistive technology and web accessibility. The analysis of the collected data was done using the open coding method and was then interpreted using the card interpretation technique. The results of the work describe, that blind people use social networking sites daily, mainly for social contact with other users, to get information quickly, and for entertainment and relaxation. Social networking sites are accessible to blind users mainly through screen readers, although they cannot solve some of the barriers. The biggest barrier on social networking sites is inaccessible visual content. Social networking sites facilitate communication for blind people, help to eliminate social differences, and contribute to their social inclusion.