

**ABSTRACT:** This thesis responds to the need to clarify the knowledge and to assist in navigating the current literature on the effects of digital technology and social media use on well-being. The methodology of this work is a critical theoretical analysis and synthesis of available sources. The aims of the thesis are (1) to analyze the concepts of digital well-being and digital ill-being, their available definitions, and operationalization in research, and to synthesize this analysis; (2) to synthesize findings on digital well-being on social media, propose a categorization of these findings; and (3) to present and critically analyze current existing support measures for promoting digital well-being and summarize studies on them. The synthesis of findings in this work points to inconsistencies in the results and theoretical approaches of current research. In the Czech Republic, there are many organizations supporting digital skills and well-being among children and adolescents; however, the age group of young adults and adults is neglected in preventive activities. Therefore, based on the synthesis of findings, we propose theoretical foundations for preventive-intervention activities aimed at this target group.