

Abstract

The thesis titled "The phenomenon of young people distancing themselves from social networks" focuses on experiencing youth without social networks. The aim of the thesis is to map how young people perceive social networks, to present the reasons for their transition to a life without social networks, to explore the potential advantages and disadvantages associated with this transition, and finally, to describe the challenges an individual disconnected from social networks might face both within themselves and in their surroundings. The thesis seeks to fill a significant gap in the scientific exploration of this phenomenon, which has not yet received adequate attention from media or sociological research. The theoretical part of the thesis guides the reader through the main concepts related to this phenomenon, such as digital natives, online media, social networks, digital detox, etc. The methodological part describes the qualitative research conducted through in-depth interviews. Based on grounded theory, I then presented conclusions regarding the motivations that led our participants to disconnect from social networks and how they experience this disconnection.