

## **Abstract**

In my thesis, I have covered interviews with ten women - mothers who have decided to use for their babies a changing system of modern cloth diapers. For the topic I have used a qualitative sociological research strategy. The purpose of the received data from the interviews was to answer questions about motivations and reasons for the usage of this type of nappies and decide what benefits they see in them. As our society is used to disposable baby diapers and looks at them as a norm, I was interested in people's reactions, which these mothers have faced and how they have coped with. Finally, I have tried to find out the role of the internet and the social media in this matter. The theoretical part is devoted to the history of cloth and disposable diapers. There I have put into the context the issue of cloth diapers with the principles of sustainable development and responsible consumption. In the practical part I have carried out an analysis of ten semi-structured interviews with mothers who have been using cloth diapers for babies, along with examples of expressions of activities associated with cloth diapers in social media on the internet.