

Abstract

The purpose of this thesis is to explain how artists from the generation of digital natives introduced by Dingli and Dylan use Social Networking Sites (SNS). Goal of this thesis is to identify what content do artists share and what they want to achieve with it. There will also be explained what content is not shared and if this is a form of self-censorship or something more in line with certain restrictions to convey desired image. The main theoretical background comes from the concept of self-presentation, which was explained by Goffman in offline space and reworked by Hogan, who introduced the theory of exhibition in online space. This thesis explains that main goal for artists is to create a certain exhibition of their artwork. Exhibition serves as a place, where artists can display their artwork in the best way possible for the audience, which can be used by artists. The use is mostly financial, it can be direct, or someone from the audience can afford them employment, or use their popularity as a motivation for their potential employers. Creation of this exhibition comes with a cost, content focused on anything, but art is either completely absent or employed in a way that is restricted. Certain type of restrictions is used even in art focused content, so the viewer has the best possible experience during their time browsing artists' profile.