Abstract

The aim of this thesis is to explore how social networks influence the way in which people try to achieve self-improvement. In this context, the thesis focuses on the role of late capitalism and how people are affected by it in this regard. I use my own qualitative research and content analysis of individual profiles dealing with alternative spirituality. The outcome of the work is to determine the deeper motivations and pursuit of self-development, what role social networks play in this, and to what extent people are influenced by late capitalism.

Key words