

SUMMARY

This bachelor thesis provides a comprehensive view of the impact of social media on the dietary habits of adolescents, emphasizing key aspects identified through research of recent studies on this issue. The thesis focuses on analyzing the positive and negative effects of social media on the lifestyle of adolescents, with an emphasis on their dietary habits and potential health impacts in both the short and long term perspective.

First, the thesis extensively examines the adolescent period and its influence on dietary behavior. The physical, psychological and social changes in adolescents are analyzed in relation to changes in body perception and dietary preferences. Furthermore, the lifestyle of the current generation of adolescents is explored in the context of the rapid development of digital technologies and social media. This section also addresses risk behaviors, including substance use and risk eating behaviors, which may contribute to the development of eating disorders. The advancement of digital technologies and the availability of social media bring new challenges and opportunities in the realm of adolescent dietary habits. While better access to information may promote healthier dietary choices, pressure on a perfect appearance, often perpetuated through social media and the constant inundation of images of "perfect" bodies and meals, may lead to unhealthy comparison behaviors and feelings of inadequacy and the urge to adjust one's dietary habits.

In the final part of the bachelor thesis, the impact of social media on the lifestyle of adolescents is thoroughly examined, taking into account changes in their use triggered by the Covid-19 pandemic. The positive and negative effects of social media on the dietary habits of adolescents are analyzed from various perspectives. The key goal is to identify mechanisms through which social media influence the dietary habits of adolescents. Understanding these mechanisms is crucial for proposing preventive measures and interventions that could help adolescents develop healthier dietary habits and foster a positive relationship with their own bodies.