

This thesis deals with a photographic and social phenomenon of contemporary society – the selfie. The selfie is a variation of photographic self-portrait taken by mobile photocamera. The selfie is a phenomenon because it has become a part of daily life of a huge number of people and started to influence the society throughout all its spheres. It has started to influence the human existence and the way we perceive ourselves. This work tries to examine this unexplored phenomenon from all possible angles. It observes and examines the selfie from the sociological, psychological and also philosophical point of view. The thesis attempts to describe, characterize and define it by using other important terms that communicate with the selfie. The work implants the selfie to the context of social networks and tries to find out its influence on the human behaviour. The work uses qualitative and quantitative methods to provide the insight into the mind of someone who is a keen selfie photographer and by following the results find out possible motivations and consequences that the selfie could have on the human subject. The work offers wide spectrum of theories that provides different explanations of this phenomenon.