

Abstract

This thesis concentrates on Instagram, social network which follows on tradition of Instant photography as well as on content of this network. Instagram globally has expanded very widely in quite a short period of time. It is a phenomenon which affects objects of photography, redefines the pictureworthy and overall aesthetics. The number of photos uploaded on Instagram increases by millions everyday and photographs here acquire specific functions and follow specific trends. This thesis defines the network itself, its genesis, principles on which this network works, Czech environment of Instagram and types of users. To help with definition of this networked photography Instagram here is anchored in the history of technical evolution of photography. Secondly this thesis examines content of Instagram both on general basis and practically. With the method of content analysis this thesis determines the most common objects of Instagram photography and it follows with defining general aesthetics with quantitative method of research.