

Annotation

The main topic of the diploma thesis is the role of modern opinion leaders on social networks, in this work specifically on Instagram, in the life of teenagers. The objective of the theoretical part of the thesis is to characterize influencers and to put them in the historical context of opinion leadership. Since the thesis deals with influencers on social networks, it also explains the historical context of the establishment of the Internet and the Web 2.0, thanks to which these platforms could originate. The last chapter of the theoretical part is devoted to the characteristics of the present generation of adolescents and their relation to social networks.

The practical part analyzes the results of the quantitative measurement. The research was distributed among students from one secondary grammar school in Prague using an internet link. The questionnaire consisted of five parts, each focusing on a different topic. At the end of the thesis there is a discussion of the results in the context of the theoretical framework.

Based on the research, it was found that teenagers spend about 30 minutes per day on Instagram and mostly before bedtime. They consider it as a social network with a negative impact, especially on the quality of sleep and cyberbullying. Influencers on Instagram inspired them in fashion and travelling. Another reason to follow them are the same interests as the influencers have.