

## Summary

Currently, the media are part of the life of the individual, because they use them, among others at work, while dealing with everyday matters when looking for information on a given topic. In addition, the Internet has enabled fast and easy communication with others. Thanks to it, it is possible to keep in touch with friends and relatives, as well as make new friends online. Social networking is one of the possibilities of communication. They enable conducting conversations, exchanging information, and creating your identity. Therefore, having a profile on a social network has become popular nowadays.

The subject of research in this dissertation is activity on social networks and social ties of high school youth. Generation Z has contact with the media since coming to the world. The media therefore take part in the socialization, education and education of representatives of this generation. They derive messages from them, acquire idols, rules and norms of conduct. In addition, the individual is part of social groups in which ties between members are established. Attention was paid to the natural, constituted and union bond of high school students. The cognitive goal of the research is to acquire knowledge about the activity on social networks of high school youth and to establish the relationship and dependence of this activity on the social ties of the studied youth.

This doctoral dissertation consists of three chapters, the first of which is the theoretical basis of the research. It presents terminological considerations and explains the basic concepts, ie activity, social networking site, social ties. Subsequently, attention was focused on socialization, upbringing and education in digital society. In addition, the author made the characteristics of the representatives of the Z generation and described the development of the human during the adolescence phase. The results of previous studies referring to the subject matter have also been provided.

The second chapter presents the methodological assumptions of own research. The author indicated the subject, research goals, research problems and hypotheses, variables, indicators and methods, techniques and research tools. The scope, organization, course of tests, sample selection, research area and characteristics of the studied group were presented.

The results of the study were analyzed in the third chapter. On the basis of the data, the intensity of activity on social networks and the strength of social ties of high school students were determined taking into account the sex, age and place of residence of pupils. The relationship between the intensity of activity on social networks and the

strength of the natural, constituted and union bond of high school students is presented. The chapter also includes a qualitative analysis of the content of high school youth profiles on the social networking site Facebook.

In the light of analysis and interpretation of research results, there was no statistically significant relationship between the intensity of activity on social networks and the strength of the natural bond of high school youth. It may be important to note that the majority of the high school students surveyed come from the village, where traditional identification with family values and lifestyle is strong. As far as the bond is concerned, research shows that its strength does not depend directly on the intensity of activity on social networking sites. However, it should be emphasized that only a little more than half of the students declare a sense of being connected with the class. With regard to the union ties, research has shown that, although there is no statistically significant dependence on the intensity of activity on social networks, only 213 of the 795 surveyed students declare affiliation to the group outside the school.

The analyzed issues are complex and require further, in-depth studies. In conclusion, the author has made practical applications addressed to teachers and parents in the field of educational and educational work in the era of new technologies. The task of adults is to prepare children and young people for rational and selective use of media in digital reality.