This dissertation shows the history of “Balladomania” that occurred before the November Uprising in Poland (1822-1830). The main objective of the dissertation is to analyze this phenomenon from both a historical and a sociological point of view: by defining its time frame, determining the scope of research material, describing the ideals and aesthetic foundations of ballad popularity, carrying out intraspecific typology, characteristics of the infrastructure that accompanied literature at that time and carrying out relevant quantitative analyses. The aim of the dissertation is also to present the phenomenon of “balladomania” in terms of literary fashions, the essence of which is the collective imitation of artistic patterns, fulfilling the requirements of novelty, triggering the need for “social adaptation” and “desire for differentiation” (G. Simmel). The view presented in this work allows us to verify a number of historical-literary stereotypes that are related to the phenomenon of “balladomania” in Poland (such as conviction of its epigone characteristic), emphasize the importance of the outstanding realization of this genre from both its native birth and foreign development, as well as stress the role of lesser known authors. Extensive source materials were analyzed in the dissertation (early-romantic ballads, critical literary texts devoted to them, correspondence, diaries, etc.).