

Abstract

This bachelor's thesis deals with the issue of the transformation of values, morals and strategies of the coming generations in the Czech Republic. The work focuses primarily on generations X and Y, marginally then, as an addition, on the simultaneously emerging generation Z. The aim of the work is to describe how generations differ from each other in their approach to values and morality, what strategies they choose and how they change within their lives. Within sociology, concepts of morality, values and strategy are key concepts that are used to study human behavior and society. They thus contribute both to a deeper understanding of the established paradigm in society and facilitate the process of optimization in various fields. They allow industries to respond to the changing demands and demands of the coming generations. Specifically included categories in this work are family relationships and work force.

In the theoretical part, the issue is embedded in the scientific literature. This section is devoted to terminology, definition of individual generations, values, morality and strategies. In the practical part, the work builds on the European value research for the Czech Republic from 1991, 1999, 2008 and 2017. Working with data sets from these years is based on a descriptive analysis in the IBM SPSS program. In the descriptive analysis, the data display in the second-degree pivotal tables and the Chi-square test were specifically used. The secondary analysis is complemented by its own qualitative research, in the form of in-depth interviews that focus on identifying the transformation of generations' strategies over time, ideas about these strategies, the intergenerational divides, and how different generations perceive them, what they are, and what they mean to them. Interview analysis is based on data coding, from which conclusions are then drawn. The conclusion of the work describes the results of the analysis, the limits of the work and the possibilities of follow-up research.