

This bachelor thesis deals with houseplant growers in the Czech Republic. Growers acquire houseplants mainly by vegetative propagation (through cuttings) from other members of the community, but they can also buy them from a chain store or specialty shop. Buying houseplants is more of a luxury for ordinary growers.

Although houseplants have been grown in a similar form since the 18th century, interest in them has recently surged again, especially among millennials and Gen-Z. This phenomenon is referred to in the media as the plant boom. Some of them use plant parent to refer to an emotional connection to their plants. This is mutually beneficial for both the plant and its grower, with both parties providing care for the other. The Covid-19 pandemic has also contributed significantly to this phenomenon, reinforcing the emerging trend.

In this thesis, I address the question of whether Czech growers actually meet the definition of the term community and whether they exhibit a sense of community - that is, a sense of belonging to other growers. The research was conducted in both offline and online spaces. I used semi-structured interviews, social media analysis and participant observation.

The research did not show the presence of a sense of community, despite the fact that actors are actively engaged in community spaces (Instagram, Facebook groups). The influence of social networks and friends/growers may provide the initial impetus for actors to acquire houseplants, growers often talk about and share plants with their friends on social networks, the grower's relationship with other people is not key. It's the relationship between the grower and the houseplants themselves.