

This diploma thesis deals with examination of research activities of selected research organizations regarding the historically first direct elections of the president of the Czech Republic. This is done with the use of pre-election surveys realized in connection with presidential elections in the United States of America. The thesis ponders whether the phenomenon of direct elections will be positively accepted not only by Czech Citizen but also by local research organizations. The aim of the presented diploma thesis is the evaluation of Czech presidential surveys and their main methods through the comparison with models from the United States of America. The subsidiary goal is the investigation of prevailing traditions in the Czech Republic and the lack of resources which cause resistance against potential research development in the Czech Republic. At last but not least the thesis evaluates how presidential polls might influence the public opinion. This thesis is divided into five chapters. The first one investigates the election system and polls in the Czech Republic. Next chapter deals with the election system and polls in the United States of America. Chapter three focuses on the comparison of research approaches in the Czech Republic and the United States of America. The fourth chapter presents the summary of research methods in the Czech Republic and the United States of America and subsequently offers a potential influence of polls on the public opinion and democracy in general. At the end, all findings are summarized and assessed together with discussion about presidential polls in the Czech Republic in the future.