

Abstrakt

This bachelor thesis focuses on investigating factors, which impact students' decision to choose Geography as their field of further study. These factors are researched from the point of view of the relationship to Geography in their family or school environment. The research was conducted through a combination of quantitative and qualitative methods, answers were acquired through controlled dialogue in focus groups as well as through questionnaire surveys.

The surveys were filled out by 105 students of Geography while 13 current and former students of the field participated in the focus groups.

Keywords: choice of study field, Geography, focus group, questionnaire survey, study motivation