

ABSTRACT

This diploma thesis is dealing with the theory of ambivalent sexism and the technique of how to measure it. The main goal of the thesis is the conversion and validation of the 22 - item Ambivalent Sexism Inventory toward Women (ASI, Glick & Fiske, 1996) and through this inventory, the validity of the ambivalent sexism theory, from which the inventory stems from, on the Czech population. The thesis is therefore primarily focused on psychometric quality of the presented items and on the structure mapping of factors of the ASI in Czech setting. Secondly it describes what the ASI says about Czech society. The conversion and validation of the ASI was made on a representative sample numbering 120 respondents in line with selection quotas. For the measurement of psychometric quality of the questions asked in the ASI, Cronbach's alfa was used as well as discriminability, skewness and kurtosis. Exploratory and confirmatory factor analyses were used for working with the factors and structure of the ASI. As for determining the content validity of the ASI, scenarios evaluated through Spearman's correlation coefficient with the included items, were employed. The results showed that the items of hostile sexism dispose of a psychometric quality unlike the items of benevolent sexism. The items dealing with protective paternalism proved the most problematic. The concept of sexism, outlined by Glick and Fiske, is according to analyses and the results of this thesis relevant and applicable in the Czech society.

KEYWORDS

Sexism, ambivalent sexism, Ambivalent Sexism Inventory, scenarios, conversion and validation