

Abstract

In this bachelor's thesis, as the name suggests, I deal with the issue of veganism and its subsequent reflection in the social lives of respondents (family, friends, partners, unpleasant situations). I research and clarify life situations that involve a variety of lifestyles and ways of eating.

The individual work is divided into the three following parts: the theoretical anchoring of the researched problem, the methodology used and the subsequent research part. In the introductory, theoretical part, I use various concepts to understand veganism from a sociological perspective. In the second, methodological part of the work, I focus on the quantitative exploratory method, data collection, which I obtained through an online questionnaire and a description of the research file. The last, final part is the presentation and interpretation of the obtained results and the conclusions drawn from them.

The work brings results confirming the existence of the influence of veganism on the social life of the individual, in each of the mentioned dimensions. The influence occurs mainly in the area of family background, where respondents are most often exposed to prejudice and pressure. The influence of veganism is also felt by the respondents within their social circle, partnerships (eg when choosing a partner) and in unpleasant situations in which the respondents find themselves in everyday life on the basis of veganism.