



Master's Thesis Evaluation Form

Student's name: Çağatay Boyacı
Thesis title: An Examination of Household Energy Conservation Behavior in the Framework of Theory of Planned Behavior and Norm Activation Model: Prague Case
Name of the supervisor: Ing. PhDr. Petr Soukup, Ph.D.
Name of the opponent: Ing. Mgr. Jiří Remr, Ph.D.

What are the strengths and weaknesses of the thesis? Please give your reasons for the suggested grade in detail below.

- 1. Does the author show understanding of one or more theories, and use theory to generate a hypothesis or to make the problem area more understandable?*
Yes; the author took the perspective of the Theory of a planned behavior and the Norm activation model.
- 2. Is the research question articulated clearly and properly? Is the research question sufficiently answered in the Conclusion?*
Yes; the focus of the thesis is first outlined in general terms within the introductory section (p. 6), and further elaborated in chapter 3.1 (pp. 48-59). The analytical intent is clear and obvious, the methods chosen are adequate and have been used in a way that has the potential to answer the research questions.
- 3. Is the thesis based on relevant research and literature and does it accurately summarize and integrate the information?*
Yes; the author has used an excessive number of sources: he cites a total of 263 book, journal, and internet sources; the text draws on six other secondary sources.
- 4. What is the quality of the data or the other sources? Is the sampling method, data collection and data analysis appropriate?*
Very high; the author performed a data analysis using, among others, confirmatory factor analysis (CFA), ANOVA (including post-hoc comparisons), and reliability analysis. The individual outputs are described correctly and the way they are presented corresponds to the discipline-specific guidelines.
- 5. Are the findings relevant to the research question? Are the conclusions of the thesis based on strong arguments?*
Yes; the text does not contain unsubstantiated claims, the findings are based on adequate analyses and are supported by empirical evidence.



6. *Are the author's thoughts distinguished unambiguously from the borrowed ideas?*
Yes; the author clearly separated his own interpretations from the findings directly derived from the data. He also worked in a similarly correct manner with the literature and sources, where the wording of the text makes it clear which ideas are his own and which are taken.
7. *Is the thesis containing original/innovative research (in terms of topic, approach, and/or findings)?*
Yes; the combination of theoretical frameworks used for an analysis of household energy conservation behavior can be considered as a novel.
8. *What is the quality of style and other formal requirements?*
Adequate; the author applied the citation rules correctly, the sentences are understandable, and text is without major errors.
9. *Are there any other strengths and weaknesses of the thesis, which are not included in the previous questions?*
The author performed an analysis that is far above the standards expected from the theses.
10. *What topic do you suggest for the discussion in the thesis defense?*
 - a) How would you test the concurrent validity?
 - b) To which extent (under what conditions) are your results replicable?

Overall assessment of the thesis:

The submission is recommended for a defense because it meets all requirements.

Proposed grade (*A-B: excellent, C-D: very good, E: good, F: fail*):

A - excellent

Date: 09. 09. 2021

Signature: Jiří Remr