

## ABSTRACT

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The study „I know when I see it: basic subjective and objective factors affecting the perception of sexually explicit materials” concerns the current issue of perception of the existence, presentation and distribution of visual and audiovisual sexually explicit materials in the Czech Republic.

In the theoretical part, the psychological significance of these materials and understanding thereof is being reviewed, in the context of society alignment, politics, technology development, religion, law, sociology and psychology.

The empirical part is, by means of a mapping research, focused on those basic subjective and objective factors, that affecting directly our perception of sexually explicit materials, and represents four of these factors, that are affecting demonstrably. It is the factor of socio-demographic characteristics of the consumer, his attitudes toward sexually explicit materials, sexually explicit content of specific materials and finally forms of their presentation and distribution.

Moreover, the study outlines the possibilities in what specific areas of application we can work with these factors further, or where these factors are already used.