

Diploma thesis „Free concept maps in social research“ deals with the possibility of using the free concept map technique in social research. To cope with this question, the author defines three domains of examination. The first one addresses the theoretical background of the research technique along with its evolution from its precursor – the mental models. Terminology used in literature and also later in the thesis will also be introduced within this domain. The second domain is dedicated to the introduction of our research, which used the free concept maps as a research tool. The analysis of data and their interpretations will pose as one of the conditions for the third domain – the comparison of the free concept map technique with the social survey technique. Research reports with a similar topics as the one we studied, *the motivation od students to apply to university*, will be used for comparison. Both techniques will be compared on the basis of in-advance prepared factors defined on the the basis of individual characteristics of each method. The outcome of the paper has the form of summary and critical analysis of the method.