

Abstract

Bachelor thesis “Free Hugs – A sociological interpretation” gives an interpretation of the phenomenon called Free Hugs – offering hugs to strangers on the street. The basic question behind the early work was the following problem: What happens in a society, where people are willing to offer hugs to strangers in the street? What kind of pressure operates on people? What is causing this pressure? The goal of the work is to interpret the characteristics of modern society, which most importantly affect the atmosphere that makes ordinary people create their sign saying “Free Hugs” and go into the streets. The text is divided into three chapters. The first provides the first insight into the topic and a brief excursion into the short history of the phenomenon. The second, major chapter deals with the sociological interpretation of the original motivation leading to the emergence of the described phenomena – advanced level of individualization in modern society and economization and fragmentation of relationships, both in work and private spheres. The third part deals with the sociological interpretation of several phenomena, which caused a significant extension of the Free Hugs Campaign. The relevant requirements of the modern phenomenon of the Free Hugs consider a general picture of modern society, model of life in the metropolis and influence of mass media.