

Abstract

The theme of the thesis is the use of a questionnaire GPOP (Golden Profiler of Personality) in international research, specifically in the Czech Republic and Switzerland. The theoretical part is devoted to the three basic thematic areas, which are interconnected through the influence of C. G. Jung: cross-cultural comparison of the Czech Republic and Switzerland, Jung's typology, from which GPOP questionnaire derives from and mid-life issues described by Jung as individuation process. The emphasis is placed mainly on various forms of cross-cultural research and cultural standards in both countries on the basis of thereof the results are interpreted. The empirical part includes a detailed description of the questionnaire method and a sample of studied people. It is followed by a quantitative study in which there are statistically compared results of the four basic dimensions GPOP test pro-bands in the Czech Republic and Switzerland. An overview of personality types in individual countries and comparison of personality differences on cross-cultural background comes after. Finally, it assesses the work with GPOP method and its application.