

## **Abstract**

This thesis deals with the topic of value and value orientations in the society. The first part of the thesis is the introduction to the issue of values from sociological perspective, and to issue of empirical measurement of values as well. Subsequently the thesis core is own empirical analysis of the data from Aktér surveys, which were carried out in the Czech Republic in 2005, 2007 and 2012. The research intention was to create typology of respondents on the basis of their various value orientations. For this purpose, a battery of questions was used, which was repeatedly asked in the questionnaires in the Aktér surveys. This set of items measured values and life strategies of respondents on the five-point scales. Multidimensional statistical techniques, such as explorative factor analysis and cluster analysis, were employed to the typology-making process. The outcome of this thesis is the presentation of created respondent types (clusters), their identification on the basis of sociodemographic variables and the indication of the typology transformation in the process of time.