

The dissertation thesis focuses on the topic of individualism and non-clinical narcissism. The issue is seen first in the broad context of social sciences and also the results of empirical researches published hitherto are summarized in the first part. Subsequently, based on three questionnaire surveys (two of them have representative character), is researched the incidence of individualism and non-clinical narcissism in the Czech population as well as the interaction between these two phenomena. For the purposes of measuring of their incidence we adopted the scale of individualism and collectivism (INDCOL) and constructed our own valid instrument for measuring non-clinical narcissism. In the text there is also described the process of construction and application of these two instruments. The thesis pursues also wider consequences of non-clinical narcissism, emphasizing one's self-conception, sexual life, partner and other interpersonal relationships, professional life and occurrence of social-pathological behaviour.