

Abstract

This work's focus is on research of processes, which we absolutely naturally and subconsciously use in everyday reality to evaluate people and situations. Its concern is describing this process and further on researching the evaluation of unknown people in praxis, mostly from the point of view that evaluation can be influenced by the age of respondent.

Main theoretical ground of this work is social constructivism, mostly because we have our statement towards most of all everyday situations and actions just because these exist, therefore are construct of that given society. Further on this work focuses on hierarchical organising of these valuating processes, as is typization and categorization and statement based on these.

Most of all this work describes differences in evaluating unknown people using photographic interviews of two different age groups of respondents. Data analysis shows, that age and even sex of respondents really does matter in evaluating of unknown people.