

## **Abstract**

The diploma thesis deals with the topic of measuring society-wide values according to the theory and method designed by Shalom Schwartz. The concept of values and its place in sociology is introduced, the development of Schwartz' theory and method is outlined and its varieties presented. Using the Portrait Value Survey Method, which is based on the data from the European Social Survey, the values of the Czech society are measured. This is carried out by the means of correlation and regression analyses of ten basic values with chosen descriptive variables – age, gender, education and political orientation. The results of the study does not show any significant deviations from the anticipated outcome, the values are quite traditional especially in connection with the gender and age differentiation. The values of individuals change in time and are dependent on the above mentioned factors.