

## **Abstract**

The thesis is focused on values of the Czech society in 1990 – 2011, especially on hedonism value. It uses the method of a secondary analysis of quantitative data. We deal with the presumption that the social transformation which started in 1989, influenced value area as well. Our aim is to answer following questions: 1) Has an emphasis of hedonism in the Czech society changed during the social transformation? If yes, in what way? Can we observe continual rising of this value? 2) What is the influence of socio-demographic variables on hedonism? Is differentiating influence of these variables on hedonism changing in time? An empirical part of this thesis is anticipated by the theoretical one, which is focused on research of values by social sciences and sociology, deals with questions about value stability and dynamism, presents a model of value dynamism by D. Slejška and draws up some consideration about influence of life circumstances – especially those which are related to the transformation of totalitarian society to freedom society – on the field of values.

## **Keywords**

values – dynamism of values – hedonism – social transformation – public opinion surveys – secondary analysis of data