

## **Abstract**

**Title:** Doping as a problem of current society

**Goals of the thesis:** Main goal of this thesis is to find other options how to increase sportsman's efficiency and performance, not just by using doping. Our next goal is to find out how athletes and experts perceive alternative options and what their opinion about doping is.

**Methodology:** Qualitative research, interview by instruction, informal interview, interview with expert, thinking aloud

**Results:** Results of quantitative research are interpreted in the practical part of thesis by using editing procedures method.

**Key words:** doping, society, sports, performance, self-supporting instruments