

ABSTRACT

The bachelor thesis studies role models and idols of pupil age children. For my research I have selected an elementary school and a middle school, where I picked third grade and seven grade pupils and asked them to choose one female and one male idol whose poster they would be willing to post in their bedroom. Consequently, I have organized their selections into categories based on real life proximity i.e. close (e.g.: relatives/friends etc.), celebrities, fictitious idols and ones based on personal feature – character, talent, and appearance including its combinations. This way I investigated how these combinations correlate with age and gender. Since some of the results were insufficient I decided to incorporate a combination of age and gender. The thesis and its conclusions are based on these findings. In the conclusions I summarize which category is preferred by girls or boys; how does the 4 year difference impact the idol selection and what may be the reasons behind it; whether girls develop differently based on their idol selection than boys; is there a category that is completely omitted within the process of selection of these age groups; does the role of a girl or boy have some correlation with a specific selection.

Key words: idol, idolization process, elementary school age, middle school age, progress, gender