

Abstract

The diploma thesis focuses on the youngest age category of respondents in public opinion polls. The main goal is to examine character and quality of information about adolescent's attitudes and opinions obtained in public opinion polls that are held by The Public Opinion Research Centre. To achieve the main goal nonattitude is examined. The thesis will be divided into theoretical and practical part. Theoretical part stands on the basis of public opinion sociology and developmental psychology and the issue of attitude measurement is introduced along with adolescents developmental theory and characteristics. Practical part reflects the information summoned in theoretical part and test them on data collected by The Public Opinion Research Centre which were obtained in continuous research within project Our society. Analysis focuses on examination of nonresponse, don't know answers and neutral attitudes. Results are compared among all age groups.