

## **ABSTRACT**

The main goal of this thesis is to capture the diversity of perceptions of housing estates from the perspective of their population and from the outsiders' perspective. The thesis is divided into two parts. The theoretical part deals with the image of housing estates and their positives and negatives. In the theoretical framework, also the studies of image of housing estates from selected foreign countries are presented. The second empirical part is based on the analysis of semi-structured interviews conducted with 50 residents of 10 housing estates in Prague and the results of focus group, which was conducted with 10 geography students who were generally familiar with the reputations of studied housing estates. These two research phases aimed to reveal, if the housing estates are perceived negatively as a place to live. And if so, whether they are perceived negatively by their inhabitants, or by people who live in other parts of Prague. Next tasks of the analysis was to find out what is the main problem of Prague's housing estates and, on the contrary, what are their positives. In the conclusion, the thesis sums up, that despite the prevailing negative image of the housing estates, in the eyes of their inhabitants, they are perceived rather agreeable and many positive elements can be found.

**Key words:** housing estate; quality of life; Prague; perception; image of the place