

Abstract

The aim of this bachelor thesis was to gain a comprehensive view of the gluten-free diet and to confirm or refute the claim that the gluten-free diet became a fashion trend in nutrition.

The theoretical part explains the relationship between gluten-free diet and diseases caused by intolerance of gluten. Greater attention is paid to the most serious of these, celiac disease, whose only treatment is gluten-free diet

Research of commonly available sources for the general public has produced a list and description of the most common myths about a gluten-free diet that has been confronted with facts emerging from a medical perspective.

Anonymous questionnaire survey was carried out on a sample of customers who bought gluten-free food in the Sklizeno shop, in the Czech National Bank's canteen, on a random sample of people who solve healthy lifestyle and clients of private nutrition counseling with experience with gluten-free diet.

The questionnaire looked at awareness of the gluten-free diet, the knowledge about it, the experience, the reasons for the decision-making process. Especially for a group of respondents who maintained a diet without a diagnosed disease whose therapy would be GFD. Gluten-free diet ever held in most of the respondents - 72%. Out of this total, 50% had no medically diagnosed disease, the treatment of which would require this diet. Of the total number of people who have GFD experience, the ratio of respondents to the diagnosis is treated and without a diagnosis of 27:28. These results indicate the modality of gluten-free diet and its popularity.

While the reason given for celiac disease is 100% treating the disease and relieving the unpleasant symptoms in healthy individuals, it is more of a reason related to the psychological personal motif, cult of beauty and healthy nutrition (weight loss, healthy living, etc.). All these reasons are based on the myths that were created in the time of GFD.

In order to determine whether and how the advertising on myths about gluten-free diet was influenced by the method of a semi-structured interview, which included a fictitious ad test, the respondents who never followed the diet did not use the diet. Three quarters of respondents (73%) approached the advertisement. As "Drivers" or "Strengths", they designate individual GFD myths. Based on ad views, the number of respondents who would have tested GFD by 10% grew. Thus, the effect of myth-related advertising on this diet was confirmed by this research.