

Abstract

The thesis looks at the gift and at what kind of morality allows contemporary gift-giving. It is based on ethnographic research that focuses on a "generous social network" Hearth.net. This network was founded by the entrepreneur, philanthropist and buddhist Libor Malý. His goal is to fulfill the vision of improving interpersonal relationships and creating an economic system that is able to complement the existing market economy in the case of a crisis. This system also requires a change of paradigm into the paradigm of generosity and kindness. Adato Paradigma Group and the Ambassadors, who are the most active users of Hearth, help Libor Malý in fulfilling this goal.

Hearth is a space where users can offer and receive gifts without an expectation of a counter-gift. The gift should be the tool that will allow the paradigm shift. The new paradigm of generosity and kindness is seen here as a cosmology based above all on the values of generosity and kindness, which is influenced mainly by the spirituality of Libor Malý. At the same time, this paradigm of generosity and kindness forms the moral basis for gift-giving within the Hearth network. Nevertheless, in the final form, the gift is determined by the moral assemblage of three moral dimensions (Zigon 2010). The thesis therefore is analyzing the contemporary forms of the gift, gift-giving and generosity but also the imaginations of new sociabilities designed to cope with an anticipated social crisis. The analysis is drawing on the theory of human economy and anthropological discussions of the Maussian theory of the gift.

Key words: Gift, morality of the gift, gift economy, human economy, ethical and moral assemblage, ideology of pure gift, generosity, kindness.