

## **Abstract**

The bachelor's thesis deals with the prestige of the librarian profession in today's information society. The theoretical part analyses the current information society and its changes over time, characterizes the librarian profession in connection with the changing role of public libraries and deals with the issue of prestige both of the librarian profession and the professions in general. The thesis introduces the social problem, which is the underestimation of the librarian profession. Based on this problem, the research part of the thesis aims to evaluate the current social prestige of library staff from smaller local libraries in the context of the changing social role of public libraries. The research within the research part of the work took part during the years 2019/2020 in the Czech Republic, in the form of a mixed research combining qualitative and quantitative forms of research. The conclusion of the bachelor's thesis aims to analyse and summarize the results of this research.

## **Keywords**

librarianship, librarian profession, public libraries, local libraries, occupational prestige, social prestige, information society