

Abstract

The bachelor's thesis *Changes in social construction of the unemployed during COVID-19 crisis* addresses the shift in public opinion about the target population of unemployed which occurred in the first half of 2020. The dominant public opinion of unemployed shifted from being considered as people who are reluctant to work, and thus not wanting to participate on the labour market, into almost half of the public thinking the unemployed do not work due to the lack of luck in finding new working position. Sudden transformation such as this can be caused by the direct effect of media or changes in the policy design. Therefore the thesis is set on mapping changes in the framing of the unemployed by the media but also on the transformation of policy design.

The thesis is based on quantitative and qualitative analysis of the most read Czech journals (both Internet and newspaper articles) supported by the public policy theory of social construction of target populations (SCTP) introduced by Ingram and Schneider. Thematic analysis and frame analysis are used to describe the changes in the construction and framing of the unemployed as well as to characterize how the elements of policy design (such as tools, justifications or policy goals) have transformed during the chosen period of 2017 to 2020.

Keywords

Unemployed, Theory of social construction of target populations, Coronavirus crisis, Thematic analysis, Frame analysis, Media analysis