

In my diploma thesis I wanted to find out how environmentally friendly behaviour and social status are related. More precisely, how Czech people perceive individual examples of environmentally friendly behavior; whether they think they increase social status, or instead associate them with saving money and/ or protecting the environment. I conducted a survey on this topic. Czechs perceive activities of environmentally friendly behavior differently than abroad. Even such activities as reducing electricity consumption (2nd place) or reducing water consumption (4th place) were considered to increase the social status of the executor, alongside more financially demanding activities such as installing solar panels (1st place) and buying an electric or hybrid car (3rd place), which with its position confirmed the results from abroad.