

The aim of this thesis is description of doping in the nature of social deviant phenomenon of the current top-level sport and spilling over into the recreational and general social area. Formally, the text is divided into three main parts, the first is largely theoretical focus - made entry into questions of the surveyed phenomenon first with progressive definition of basic concepts, categories and terms of this issue and then with a comprehensive historical description of the evolutionary aspects of their real social representation, then examine for the attitudes to the main topic in light of socio-psychological and purely sociological aspects and finally sees the social phenomenon from the perspective of cultural and ethical value system.

The second section provides a brief summary of existing empirical studies which are closely connected with research focus that concern issues of doping in sport or society in general. This section of the text is instrumental to elucidation of the contemporary worldwide and exclusively Czech doping situation and together with the starting point for subsequent comparison with the own empirical investigation.

The third part will describe a newly implemented research using a combination of quantitative and qualitative methods to reflect the issue in terms of categories doping athletes, which is often neglected for its difficult availability, although the completely research is the most fundamental for fully understand of this phenomenon. The aim of the investigation is the endeavour to map the base of attitudes and motives of individuals taking a prohibited substances to support their sports performance, and bring the description of this highly specific group, which in the Czech environment lacks, yet. The results of this empirical investigation are developed into a set of proposals for effective action in the fight against doping as a negative indicator of status and trends of society as a whole.