

## **Abstract**

This thesis deals with the hair loss from the sociological perspective. Hair is significant part of the body, visible at first glance and therefore it is important for individual's sense of a self and identity. Hair is important also in the context of culture - hairstyles can take symbolic meanings, such as expression of gender stereotypes, protest or membership in various groups. Hair loss brings various implications on one's self-esteem and interactions. My work builds on the previous knowledge in this field and through qualitative research illustrates the consequences of hair loss for women with chemotherapy-included alopecia and for men losing hair due to androgenic alopecia. These quite different groups attribute various meanings to their hair and hair loss, nevertheless for various reasons both of them considered hair loss to be mainly negative or even stigmatizing phenomenon and they choose different ways to cope with the hair loss with dignity, from wearing a wig to shaving the remaining hair.