

Abstract

The diploma thesis deals with detection of satisficing caused by not reading the instruction below a question in the online survey in the Czech Republic. First, the issues of online survey is introduced from the theoretical point of view and cognitive aspects of the proces of creating a response to survey questions is described. Further, the term satisficing is explained, including its sources, forms and ways of measurement, and surveys and studies focused on satisficing detection are presented, including Instructional manipulation checks method which is crucial for the practical part of this thesis. Based on previously executed studies, the author designs hypotheses about the presence of satisficing in the online survey in the Czech Republic, and about the effect of respondent's socio-demographic and other factual characteristics; these hypotheses are subsequently verified using data from the conducted quantitative survey. The research results reveal considerable presence of satisficing caused by not reading the instruction below a question in the online survey. Furthermore, the impact of some socio-demographic and factual characteristics on the total amount of incorrectly answered control IMCs was proved. Building a model used to predict the probability with which the respondent will engage in satisficing caused by not reading the instruction below a question using available respondent's socio-demographic and other factula characteristics has failed; however, this conclusion corresponds with results of the studies cited in the thesis.