

NOSKOVÁ, Pavlína. *Personalizace politiky v českých prezidentských volbách? Analýza vlivu osobnosti kandidáta na české voliče*. Praha, 2024. 48 s. Bakalářská práce (Bc). Univerzita Karlova, Fakulta sociálních věd, Institut sociologických studií, Katedra sociologie. Vedoucí bakalářské práce Mgr. Tomáš Dvořák, Ph.D.

Abstract

This bachelor thesis deals with what factors influence Czech voters in presidential elections. In particular, it focuses on the influence of the candidate's personality. The thesis is divided into three main parts – theoretical part, methodology and analytical part. In the theoretical part, the path of the Czech Republic to direct presidential elections is first mentioned. Next, the concept of personalisation of politics is introduced, which serves as a theoretical basis for determining the influence of the personality of the presidential candidate on the Czech electorate in the elections. And lastly, the transformation of political communication is mentioned, mainly because of the connection to the aforementioned personalisation of politics in terms of electoral campaigns, which are then dealt with in the analytical part. In the methodological part of the thesis, in particular, the objectives of the thesis and the research questions are presented with hypotheses that will help to answer the objectives. The analytical part then focuses on secondary data analysis. To investigate the influence of candidate personality, four binary logistic regressions were conducted to answer the set research questions – what role does candidate personality play in presidential elections, how is the campaign focus on candidate personality related to campaign interest, or what evolution has the candidate personality factor experienced between the 2013 and 2018 presidential elections.