

Abstract

This bachelor thesis deals with the voting behaviour of Generation Z in the Czech Republic. It aims to explore what Generation Z's key values and concerns are and how they engage with politics. Understanding the issues that are important for Generation Z is crucial for politicians to be able to represent their interests more effectively. The theoretical part describes political psychology, the key factors influencing voting behaviour and models explaining voting behaviour. Next, Generation Z is defined. This is followed by the practical part, which is divided into two parts. The first part of the research is conducted through in-depth interviews among representatives of Generation Z. In the interviews, the respondents describe their priorities in life, their greatest concerns and their political participation. Respondents are most concerned about their finances, climate change and the political situation related to the threat of war. The interviews also revealed that excessive monitoring of world events has a negative impact on respondents' mental health. All respondents are interested or want to be interested in politics. They are satisfied with the president, but the current government does not represent their interests as they would imagine. The second part of the research is conducted using secondary analysis of post-election data to see how youth turnout in the House of Representatives elections has changed from 1998 to 2021 to see if Generation Z votes more than older generations in the age of young adulthood. The voting behaviour of the younger generation in the 2021 House of Commons elections and the 2023 presidential elections is analysed in more depth, with particular attention to the projects like Million chvilek, Zavolíme and influencers.