

Abstract in English

The master's thesis focuses on Generation Alpha and its perspective on current addictive substances. The thesis is divided into theoretical and empirical parts. In the theoretical section, Generation Alpha is first defined. This section then provides an overview of current addictive substances, with a specific focus on alcohol, nicotine, kratom and cannabis. The main objective of the thesis is to explore how this young generation views these substances, whether and in what ways they express interest in them, and how this interest influences their lifestyle, values, and social interactions. In the empirical part of this master's thesis, the focus group method is employed to gain a deeper understanding of G. Alpha's perspective on current addictive substances. The chosen research strategy reveals more in-depth information about attitudes, motivations, and perceptions of these substances by the young generation. The results of this master's thesis provide insights into the current situation and will be utilized as a foundation for better understanding the so-called digital generation. The entire community, including families, educators, and professionals in the field of prevention and other educational activities related to addiction, can benefit from the findings.