

ABSTRACT

Who are the postmaterialists?

Sociodemographic characteristics of those who bear postmaterialistic values in the Czech Republic and Germany

This master thesis is devoted to the Value Change Theory formulated by Ronald Inglehart. This American sociologist came in the 1970's with a conclusion, that there is a substantial difference between the values of the generation that experienced war and the values of the post-war generation, which is experiencing an unprecedented economic growth. As a consequence these younger generations have different priorities called by Inglehart as postmaterialistic values in contrast to materialistic ones.

The aim of this paper is to find out what are the socio-demographic characteristics of postmaterialists, whether they differ in time and over countries by using secondary data from the European Values Study and from International Social Survey Programme. The results support the theory only partly. Czech and German postmaterialists are both rather younger and more educated. But there is a difference when examining the influence of gender and the size of community, where they live. In the Czech Republic the probability of being a postmaterialist is higher among men and together with eastern Germany it is higher in big cities. For western Germany relationships were in both cases not significant.

A model for combined data and Likelihood ratio test at the end displayed that even the relationship between the Inglehart's indicator and independent variables, even the degree of probability are among tested countries different.