Abstract

The thesis focuses on communication between developers and fans on Discord and Steam. This communication is primarily examined from the perspective of community managers, who serve as a vital link between developers and players. The aim is to provide a comprehensive understanding of the environment of developer communities in the Czech Republic and to compare communication methods on Discord and Steam platforms. It is a qualitative study, with semi-structured interviews with community managers as the primary method. The secondary method involves a thematic analysis of official communication from game studios on the two mentioned platforms. The empirical part follows a theoretical part, and the conclusion confronts the results with the literature mentioned at the beginning of the thesis. The findings reveal that Discord and Steam platforms are indeed relevant places for the emergence and management of gaming communities, unlike other social networks. Furthermore, the research shows that community managers often share similar gaming backgrounds, or that not all of them consider themselves game developers. The thesis also explores the relationship between community management and the growing trend of GaaS (Game as a Service). The result of analysing this specific theme is that the work of community managers can positively influence fan interest in the game, although there is some uncertainty regarding its direct impact on game sales.