

Abstract

The aim of the thesis is to describe the formation of collective intelligence in cyberspace and focus on its use on the example of computer games. The idea is based on the works of Pierre Lévy, who believes that in the digital revolution is the value of the picture one of the most important. In this process plays an equally important role to increase the value of ideas, narratives, social communities and the development of new media tools and technologies. Along with that, in addition to the internal space of videogames (story progression, social interaction, building of the gaming space, gaming subculture, roleplay), shapes even the space beyond the game itself (transmedia storytelling, produsage - fan sites, content sharing, discussion forums). Thesis will be listed by concepts of collective intelligence, the progress of social memory, cyberspace and will be also inspired by other authors who works with collective intelligence, like Henry Jenkins, James Surowiecki or Derrick de Kerckhove. It should also provide an opposite view of the problem based on the work of opponents, which is eg. Cory Doctorow. Strategies and the use of the collective intelligence will be described by using the example of the specific games.