

This thesis is exploring a new approach to the little known and conceptually diversified subject of immersion in video games. Immersion is defined here as a complex approach to a state induced by a long term exposure of the player to a video game. In the beginning we explore different approaches to the study of video games and presenting our own basic typology of games. In the next part we present different understandings of the concept of immersion. Empirical part of this thesis explores different elements influencing the level of immersion. On the background of this concept we are also trying to suggest possible forms of player- avatar relationship. The main suggested elements influencing the immersion and creation of player-avatar relationship are game genre specifics, user strategies/motivations towards gaming, in-game story, avatar creation, quality of gameplay and audio-visual quality.