Main purpose of this thesis is to pursue the question whether it is possible to find differences (and if so, which) in attitudes towards computer (or rather digital) games resulting from various family socio-cultural backgrounds and gender. In order to explore this, the thesis analyzes selected gaming behaviors along with the socio-cultural environment and gender stereotypes shaping the gamers. The research study focuses mainly on gamers' preference in choosing the game type, reflection of their approach and ways of dealing with this phenomenon exhibited by their parents. This thesis does not aim to state any general theory; it is rather attempting to offer specific insight into this issue.

Keywords: digital games, computer games, games´ classification, computer games entertainment, parental attitudes towards gaming, family socio-cultural standard, gender stereotypes, computer games usefulness/ harmfulness in its consumers, virtual communication in computer games.