

Abstract

Bachelor thesis *Case study of friendship in MMORPG Games* aims to find out what meanings for MMORPG players have friendships within game, how these relationships are formed and what are the dynamics based on sociological theories of self-presentation.

The theoretical part describes the concepts MMORPG, friendship and self-presentation and explains context to the reader. At the same time it acts as a basis for the practical part of the work. Practical part presents the methodology of qualitative research based on interviews with informants. It further discusses the analysis of these interviews and their subsequent interpretation. The study shows that social relationships are important part of the game for MMORPG players. It also shows that personal contact is needed to establish a friendship.