

Abstract

This Bachelor thesis deals with violence on YouTube in the context of the classic discussion about violence in mass media. The aim of the work is to map out the influence of violent content in traditional and new mass media and then to analyse the occurrence and context of violent content of the most viewed videos on Czech YouTube. The theoretical part deals with the impact of watching violence in the mass media, with a significant part focused on studies about violence in television and the playing violent video games. It also introduces YouTube and its content, youtubers subculture and violence on YouTube. To get answers to the target questions, a quantitative method of content analysis was selected. Altogether 244 most viewed videos by 23 Czech youtubers were analysed. The main finding is that violent content appears in every fifth most viewed video of the most influential Czech youtubers. Most of these videos appear in let's play genre. Violent content of videos appears in the context of humour, rewards, without punishment, unrealistic characters, and as the only solution to the plot. This context has been identified by the theory as a risk mainly for children and adolescents, so further research in this area is needed to test the relationship between violent video content and aggressive or violent behaviour of followers.

Key words

violence, mass media, YouTube, youtubers, content analysis