

Annotation

This bachelor thesis examines the phenomenon of internet discussions on Facebook. The starting theoretical framework for the thesis is Erving Goffman's focused interaction and the principles of fun in games theory in terms of focused interaction. The aim of this study is to find out whether the elements of fun occur in the researched environment and what form they take up. Research units were specified as discussions on the official Facebook websites of chosen online news portals. These discussions are embodied in the comments section below shared political article. 70 research units were subjected to conversation analysis. The results of the analysis show that most of the examined internet discussions can be determined as focused interaction and the elements of the game are strongly present in the discussions. The real situation in a virtual environment, however, differs from the way game elements manifest themselves in the face-to-face interaction, in which Goffman defined the concept of focused interaction originally. This work also deals with the situation of the participants leaving the interaction. In this case, it appeared that not all the characteristics of the internet discussions can be interpreted in terms of fun in games theory. Some aspects of the interaction in a virtual environment remain hidden, at least because of the chosen research method. This fact creates an open space for further research topics that could follow up this study.