

## **Annotation**

This master's thesis focuses on the research of similar video game experiences among players of different cultures. Because video games are a product of the worldwide gaming industry, the same content is available for players of various cultural backgrounds, who can then share their experiences via internet forums. In a cross-cultural comparison, the thesis examines similarities in gaming experiences the players of different cultural backgrounds have, and thus exploring the potential of videogames to overcome national borders and to bring players closer. Because four generations of gamers had already got the opportunity to play videogames, the thesis also focuses on similar gaming experiences across the age groups, and thus potentially bringing together also players of different ages. The theoretical basis of this thesis is built on the works of theorists of play Johan Huizinga, Vladimír Borecký, and Roger Caillois, theories of anthropologists George P. Murdock, Thomas Hylland Eriksen, Michal Tošner, and Clifford Geertz, and lastly, the history of video games as a medium along with the history of computers in general as described by Lev Manovich. The research itself was conducted by using two methods. An online survey, shared among respondents by using the Snowball Sampling method, followed by a content analysis of comments at the 9gag.com internet page. From the data gathered, the gaming experiences of players can be considered to be culturally universal.