

Report on Bachelor

Institute of Economic Studies, Faculty of Social Sciences, Charles University

Student:	Vilém Krejcar
Advisor:	Prof. PhDr. Ladislav Křišťoufek, Ph.D.
Title of the thesis:	Analysis of consumer behaviour among DotA 2 players and its effect on individual performance

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

Please provide a short summary of the thesis, your assessment of each of the four key categories, and an overall evaluation and suggested questions for the discussion. The minimum length of the report is 300 words.

Short summary

The thesis to describe the consumer behavior of DotA 2 (multiplayer online game) players, specifically how and how effectively they spend gold with respect to their levels. In general, the thesis aims high or maybe better aimed quite high at the beginning of the writing. However, the eventual data quality and (un)availability quite strongly influenced the final form and most importantly contribution of the thesis. So eventually, even though the original idea had been ambitious, the delivery is lacking.

Contribution

Even though the analysis itself is carried out decently, the overall contribution is quite limited as described in the Short summary above. It needs to be noted that the author is well-aware of the limitations and tries to discuss possible extensions and the results could be made better if the data availability permits.

Methods

The thesis uses the ordered logistic regression and k-means algorithm which are not part of the standard bachelor's curriculum. They are utilized quite well even though there are some issues that are connected to the overall dataset structure – mostly multicollinearity.

Literature

The literature on the topic is quite limited in general but the author covers most of the important papers. However, the citation standards are not kept up to the high level. There are several incomplete items in the reference list as well as some typos.

Manuscript form

The overall manuscript form is good, with tables and figures up to a good standard as well. There are some typos here and there.

Based on the Urkund analysis, there is only a 2 % match with other sources, i.e., there is no issue detected.

Overall evaluation and suggested questions for the discussion during the defense

The thesis started as an ambitious project which, unfortunately, have not delivered up to the level the author most likely hoped for. During defense, the author should focus on clearly explaining the contribution and why the thesis mostly did not deliver and what kind of data would be needed for it to do so. Keeping in mind that this is a bachelor's thesis, the author used advanced methods for this level, and picked up a rather unorthodox topic, I believe that the thesis should be defended and I suggest grade C.

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SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY	POINTS
<i>Contribution</i> (max. 30 points)	15
<i>Methods</i> (max. 30 points)	23
<i>Literature</i> (max. 20 points)	15
<i>Manuscript Form</i> (max. 20 points)	18
TOTAL POINTS (max. 100 points)	71
GRADE (A – B – C – D – E – F)	C

NAME OF THE REFEREE: Ladislav Kristoufek

DATE OF EVALUATION: 29 August 2021

Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Overall grading:

TOTAL	GRADE
91 – 100	A
81 - 90	B
71 - 80	C
61 – 70	D
51 – 60	E
0 – 50	F