Abstract

This thesis focuses on the phenomenon of live-streaming of computer games in the Czech Republic. This thesis is based on an approach of online ethnography and tries to describe what meaning do the producers of content (who are labeled as performers in this thesis) ascribe to streaming, what are their motivations to stream, how they present themselves on the streams and what is the content of those streams. The live-streaming of computer games in this thesis is put into context of user-generated content. The main part of this thesis is a qualitative research realized through an online observations of streams and through interviews with the performers, who stream on the streaming service Twitch. The findings show that streaming is entertaining and time passing activity for the performers, but also a form of a social contact. Some motivations of the performers include the satisfaction of their viewers and recurring contact with them. There were no financial motivations involved among the performers. Performers mostly do not stylize themselves into any specific role, however some of them do take on themselves the roles of teachers, who teach their viewers to be a better gamer, or the roles of entertainers. During the stream the performers mostly put their attention to only a single game and also to an intensive communication with their viewers, which is often not related to computer games at all.