Abstract

The thesis entitled "Social aspects of gaming on social networks" focuses on the currently much discussed topic of contemporary digital era. The introductory section presents definitions of related terms, explains the vagueness of the concept of the game on the social networks and presents several possible partitions of these games. Finally, it mentions the development of the phenomenon, whose existence is evident only in the 21st century. The middle part reflects the perception of games on social networks in the perspective of current research in the world and displays a range of gaming using the current statistics.

The empirical part of the thesis includes the performance of methodology, which was laid down, by studying the available literature, to achieve the set objectives of this work. These goals are firstly, to establish player´s features and find his gaming (on social network) style and, secondly, to investigate the influence of motivation on the player's gaming activity. Research is conducted on a sample of Czech population using questionnaires. The results are compared with the results of the international research for the greater complexity of the obtained image of the games on social networks. In the conclusion there are summary of the author's research and then the obvious recommendations for further research.

Keywords