

Abstract

Virtual social network Facebook is, taken its popularity a wide-spread nature important problem and as such relationships born within it and communities, connected to this social network present a topic, which ought to be given attention. In this thesis I focus on a relatively recent community on Facebook in the context of Czech republic, community of old video game collectors. Subjects of this thesis are two Facebook groups, selected because of their popularity: their member base and its activity and also on the basis of their orientation not mainly on exchange relating to items collected, but also interactions between members in the form of admiration of collected items and sharing their own collecting with other members. Aim of this thesis is to examine this aspect of groups of collectors of old video games and find out in what way do members of groups contribute to development within them, what position do they take in regards to community of collectors and forming relationships within it and motivation followed by them in the way they act and think about community of collectors and their own collecting in according ways. These aspects are more specifically explored through concepts of collecting, community, humour, material aspect and their inter-connectedness. Sources of data are: observation within each of two groups; observation within moderator chat in group, in which I am member of the moderator team, and interviews with selected members of both groups. Interviews were carried out online through chat and F2F. Method of analysis was a combination of netnographic pragmatic-interactionist approach and open coding.