

Abstract

The bachelor thesis deals with the influence of hyperdigitalization on the relationship between fans and AC Sparta Prague, a club participating in the highest Czech football competition. In the theoretical part of the thesis I define the concept of hyperdigitalization and the processes that come with the rapid development of digital technologies and communication tools. These include, for example, the naturalization of digital communication or the deterritorialization of the fandom. Furthermore, I discuss the methodology of my work, in which I use semi-structured in-depth interviews with Sparta fans to collect data. Among other things, the social network Twitter and the Sparta fan community operating there were used to select respondents. In the practical part, I analyse the generated data in chapters dealing with establishing a relationship with the club, consumption of digital content, traditional 'offline' fandom, the complications of digital technologies and the financial functioning of the club. The themes of the analytical chapters were developed primarily based on the categories emerging from the open coding results. Answers to the research questions and opportunities for further research are emerged in the final chapter.