

Abstract

The diploma thesis *Perceptions of MOBA video game targeting of women and gender aspects manifested in gaming behaviour* focuses on the behavior of women in the gaming environment and three popular MOBA games – League of Legends, DotA 2 and Heroes of the Storm in the theoretical part. In this section, gender, gender stereotype is also defined and the sexualisation of female avatars is approached. In the practical part, the collected data is analyzed using thematic analysis and open coding. The aim of the research is to approach the influence of female gender on the gameplay behaviour of women in MOBA video games and to analyse the way MOBA games target women. The results show the significant importance of socialization for female gamers' gaming behavior, the negative influence of toxic environments within the community, the lack of targeting of women in MOBA games, and the influence of avatar design and abilities on their selection. The main contribution of this thesis lies in the investigation of women's gaming behaviour in the context of MOBA games and the implementation of the research in a Czech gaming environment. The practical contribution of the thesis can be seen in the introduction of women as a potential target group for brand promotion and further communication with potential customers in the MOBA games environment.