

Abstract

This bachelor thesis focuses on the connection between gaming journalism and marketing practices utilized by gaming journalism, which generate revenue and enable this activity to be conducted. Its aim is to find out how players and users of gaming media perceive advertising integrated into gaming media content and how advertising can influence the perception of content that is not associated with it, particularly why players refer to gaming media reviews and gaming media as "bribed." Assumptions about "corrupt" gaming media are slowly seeping into the corners of the gaming community, and this bachelor thesis seeks to identify the reasons behind these assumptions. It utilizes a combination of qualitative and quantitative research methods. Qualitative research examines players' reactions to gaming media content, specifically game reviews produced by gaming media, and their potential connection to paid collaborations that have taken place on the gaming media's websites and channels. Quantitative research builds on the evaluation of qualitative research and, through a semi-structured questionnaire, investigates how players perceive advertising in gaming media and how such advertising can affect the perception of other content produced by gaming media, or its credibility. Qualitative research demonstrates that players are aware of the presence of advertising and sponsored content in gaming media content in the context of this research, and some explain its occurrence from their perspective of controversial game ratings by gaming media, while others evaluate gaming media the same even if the reviewed game was not promoted by the gaming media. Quantitative research confirms this fact but also proves that advertising and sponsored content are not the main reasons why players may consider gaming media "bribed." They place greater emphasis on the approach of the gaming media, whether it uses valid reasons for its evaluations in reviews, reflects its own mistakes, or responds appropriately to reader and viewer feedback.