

Abstract: This bachelor thesis aims to take a closer look at the phenomenon of modern-day divination in the form of digital tarot readings on the internet platform YouTube. The thesis builds on previous digital ethnographic research of this phenomenon and aims to mainly showcase certain aspects of this phenomenon as it correlates with contemporary alternative spirituality, but also to show how creators of this content work within the bounds of the platform with divinatory tools and ways in which this phenomenon influences the public of the platform. This thesis works with qualitative ethnographic research and showcases data collected in the field and is complemented by a selected literature on the topic.