

Abstract

This bachelor thesis deals with radicalisation through seemingly apolitical content in the form of videos on the YouTube platform, which at first glance deal only with gaming. The main aim of this thesis is to explain how such a process can take place and how traditional methods of radicalisation are used within this content. In this thesis I focus mainly on the relatively new extremist Alt-right ideology, as it is an ideology that mainly targets young heterosexual white males which is also the main age group of gamers. At the same time, this ideology has already been publicly associated with the gaming scene through the events of Gamergate in 2015, when for the first time there was a mass radicalization of the gaming audience through issues of representation of women and minorities in the gaming environment. This theme is further linked to the issue of gaming as an identity, with fear for this identity acting as one factor in the radicalisation process. The final theme is the radicalisation process itself and in the form of the battle of ideological groups "us vs. them". Together, these three themes create the setting for a possible radicalisation process of audiences interested in games and gaming news. Overall, the thesis is divided into three parts. The first part is a theoretical anchoring where I introduce the above mentioned themes in more depth. In the second part I present my research methodology. The analysis itself is conducted in two ways. By classical coding and by Word cloud analysis of the collected data. The third part contains my interpretation of the data itself and the connection to the theoretical part.