

# Abstract

This thesis explores fan rituals and material aspects of VHS tape collecting in the post-digital age. The aim of the research is to focus on the community around the Facebook group "VHS tapes of Czech provenance" and to find out how members approach fandom and collecting videotapes in an era when these physical media are being sidelined by modern technologies and digital distribution channels. The methodology included a qualitative approach, ethnography and digital ethnography. I conducted a digital ethnography of the Facebook group "VHS tapes of Czech Provenance", participant observation at a community gathering at the Gabriel Loci campus in Prague, and four in-depth interviews with community leaders. Analysis of these three data sources through thematic analysis revealed key online and offline fan activities, rituals and community interactions associated with the purchase, organization, maintenance and social use of VHS tapes, as well as the crucial role of nostalgia, the material aspect of videotapes and post-digital practices in defining the fan experience during the consumption of audiovisual works. The uniqueness of VHS content was identified as another important factor, the only format offering fans the opportunity to consume fringe horror and trash films. The findings of this research enhance our comprehension of the significance of VHS tape fandom and collecting in the post-digital era, underscoring the need to support collector communities and their activities.