

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

DRINYA Danila Andreevich

**PECULIARITIES OF COMMUNICATION IN VIRTUAL COMMUNITY OF  
GAMERS: EXPERIENCE OF NETWORK ANALYSIS**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Philosophy in Philosophy,  
Associate Professor  
Nadezhda. V. Efimova

Minsk, 2024

## ANNOTATION

The object of research of the diploma work is virtual communities of gamers. The subject of research of the thesis is communication processes and network interactions within these communities.

The purpose of the thesis is to analyze the peculiarities of communication in virtual communities of gamers on the example of MMORPG Eve.Online. The work used both methods of specific sciences (network analysis) and general scientific methods of induction and deduction, comparative analysis, synthesis.

As a result of the study, key interaction patterns within virtual communities were identified, factors influencing communication processes were assessed, and methods for optimizing interactions to improve user experience were proposed. The study has shown how online platforms can foster social connections and form subcultures.

The novelty of the findings lies in the application of complex network analysis to virtual communities of gamers, which allowed for a deeper understanding of the structure and dynamics of their interactions. The results of the study can be used to develop new approaches to the management of online communities, and as teaching material for communication and virtual community management courses. The findings are based on a thorough analysis of user activity and interactions in Eve.Online, as well as on the study of extensive theoretical material in the field of social networks.

Keywords: virtual communities, network analysis, online platforms, gamer communities, social interaction, online communication.