

Student Name: Eoin Kilbride

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Title: *FIFA Football*: A video game that functions as an ideal male bonding activity

Supervisor Name: Susan Gill

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## **Abstract**

With the proliferation of home consoles in recent decades, video gaming has become an increasingly popular pastime, especially among boys and young men. The video game phenomenon has, therefore, ushered in a new vehicle through which males socialise. This research study discusses the playing of video games as a platform for social interaction among young male adults, with particular reference to the *FIFA Football* franchise. A massively popular game worldwide, it has initiated the emergence of a unique video game culture that includes drinking games and forfeits.

This paper places *FIFA Football* in the wider context of traditional male pastimes in order to illustrate that the game embodies prevalent themes of male bonding, namely, a shared activity, the glorification of traditional perceptions of masculinity and competition. Conventional sociological theories on male bonding were applied to the *FIFA* group scenario, and primary research in the form of an online survey was utilised to contextualise the assertions made.