

Wu, M., & Neuendorf, K.A. (2011, November). *Content Analysis as a predictive methodology: Online video game auctions on eBay*. Paper presented to the Mass Communication Division of the National Communication Association, New Orleans, LA.

## Online Game Auction Study Content Analysis Codebook

### I. Sampling Strategy

1. Go to [www.ebay.com](http://www.ebay.com)
2. Input "Call of Duty: Modern Warfare 2 XBOX 360" into search box, and select Category as "Video Games", then search.
3. In results page, select "Call of Duty: Modern Warfare 2 (Xbox 360, 2009)" in "Popular Products" menu.
4. In "preference" menu, check "Auction"
5. Sort the results according to "Best match"
6. Based on the formula:

$$\frac{\text{Results number}}{30} = \text{Skip Interval (X)}$$

obtain the skip interval. Start with a random number auction listing between 1 and X generated by <http://www.random.org/integers/>, and select every Xth unit as sample.

### II. Screening the results

Use the following criteria to determine whether the auction listing will be included in the sample:

1. Whether the auction listing is selling the video game?
  - A. Yes, it is selling the video game *Call of Duty: Modern Warfare 2*.
  - B. Yes, but the game being sold is not *Call of Duty: Modern Warfare 2*.
  - C. No, it is selling accessories of the game *Call of Duty: Modern Warfare 2*.Only if the answer to 1. is A, include the listing in the sample.

#5 and #6 Picture(s)

#4 Seller's  
certification#15- 17  
Subtitle#9 Item  
condition

**NEW Call of Duty: Modern Warfare 2 (Xbox 360, 2009)**

**\*\*NEW FACTORY SEALED\*FREE FAST SHIPPING\*IN STOCK NOW\*\***

Item condition: **Brand New**

Time left: 7h 48m 39s (Dec 07, 2009 06:21:58 PST)

Bid history: 8 bids

Current bid: **US \$56.00**

Your max bid: **US \$**  **Place bid**

(Enter US \$57.00 or more)

**Watch this item**

Shipping: **FREE shipping** US Postal Service First Class Mail | [See all details](#)  
Estimated delivery within 5-8 business days

Returns: **No Returns Accepted**

Coverage: Pay with **PayPal** and your full purchase price is covered | [See terms](#)

**Top-rated seller**

**cheaven078 (209 ★)**

100% Positive feedback

- Consistently receives highest buyers' ratings
- Ships items quickly
- Has earned a track record of excellent service

[Ask a question](#)

[Save this seller](#)

[See other items](#)

**Other item info**

Item number: 220522547267

Item location: Kansas, United States

Ships to: United States

Payments: PayPal [See details](#)

[Share](#) [Print](#) [Report item](#)

Stock photo

General product  
information  
provided by eBay

## Description Shipping and payments

## Item specifics - Video Games

Platform: Microsoft Xbox 360

Rating: M - Mature

Condition: Brand New

UPC: 047875837492

Publisher: Activision Inc.

Genre: Shooter

Sub-Genre: --

Format: NTSC (N. America)

Release Date: Nov 10, 2009

[See reviews](#)

## Detailed item info

## Description

Return to today's war front with the second chapter in the Modern Warfare series. Modern Warfare 2 continues the gripping and heart-racing action as players face off against a new threat dedicated to bringing the world to the brink of collapse. Playing as Sgt. Gary "Roach" Sanderson, your international squad of elite soldiers battle through harrowing combat scenarios that range from snowy mountaintops in Siberia to the crowded streets of Rio de Janeiro, Brazil and beyond, facing a terrorist force hellbent on redefining the boundary lines of today's modern warfare. Players can face the threat alone or with other players in cooperative SpecOps mode. For even more intense combat, take up arms against online foes in enhanced deathmatch warfare on a host of Modern Warfare 2 maps.

## Special Features

- Epic single-player campaign picks up immediately following the thrilling events from Call of Duty 4: Modern Warfare.
- The definitive multiplayer experience returns, with a host of new perks and enhancements.
- New cooperative SpecOps mode, the perfect combination of Modern Warfare's single-player intensity and the addictive replayability of its multiplayer.

## Details

Memory Card: No(0)

Portions of this page Copyright 2001 - 2009 Muze Inc. **muze** All rights reserved.

#8 Payment options

#25 Shipping cost

#26 Delivery time

#27 Shipping range

#18- 24 Description  
provided by the

**YOU ARE BIDDING ON A BRAND NEW, FACTORY SEALED JUST RELEASED 11-10-2009 GAME, CALL OF DUTY: MODERN WARFARE 2 FOR THE XBOX 360!!**

**HOTTEST GAME AROUND!!**

**NO ONE IS BETTER AT DELIVERING JAW-DROPPING ACTION MOMENTS THAN INFINITY WARD!!**

#10 - 14 Title of auction listing

#30 Time left

#28 Starting price, click here.

#31 Current bid number.

#29 Current bid

#2 Seller's feedback rating

#3 Feedback percentage

**NEW Call of Duty: Modern Warfare 2 (Xbox 360, 2009)**  
**\*\*NEW FACTORY SEALED\*FREE FAST SHIPPING\*IN STOCK NOW\*\***  
 Item condition: **Brand New**  
 Time left: 7h 48m 39s (Dec 07, 2009 06:21:58 PST)  
 Bid history: **8 bids**  
 Current bid: **US \$56.00**  
 Your max bid:  **Place bid**  
 (Enter US \$57.00 or more)  
 Watch this item  
 Shipping: **FREE shipping** US Postal Service First Class Mail | See all details  
 Estimated delivery within 5-8 business days  
 Returns: **No Returns Accepted**  
 Coverage: Pay with **PayPal** and your full purchase price is covered | See terms

**Top-rated seller**  
**cheaven18 (209)**  
 100% Positive feedback  
 Consistently receives highest buyers' ratings  
 Ships items quickly  
 Has earned a track record of excellent service  
 Ask a question  
 Save this seller  
 See other items

**Other item info**  
 Item number: 220522547267  
 Item location: Kansas, United States  
 Ships to: United States  
 Payments: PayPal See details

Share Print Report item

**Description** **Shipping and payments**

**Item specifics - Video Games**

Platform:	Microsoft Xbox 360	Genre:	Shooter
Rating:	M - Mature	Sub-Genre:	--
Condition:	Brand New	Format:	NTSC (N. America)
UPC:	047875837492	Release Date:	Nov 10, 2009
Publisher:	Activision Inc.		

See reviews

**Detailed item info**

**Description**  
 Return to today's war front with the second chapter in the Modern Warfare series. Modern Warfare 2 continues the gripping and heart-racing action as players face off against a new threat dedicated to bringing the world to the brink of collapse. Playing as Sgt. Gary "Roach" Sanderson, your international squad of elite soldiers battle through harrowing combat scenarios that range from snowy mountaintops in Siberia to the crowded streets of Rio de Janeiro, Brazil and beyond, facing a terrorist force hellbent on redefining the boundary lines of today's modern warfare. Players can face the threat alone or with other players in cooperative SpecOps mode. For even more intense combat, take up arms against online foes in enhanced deathmatch warfare on a host of Modern Warfare 2 maps.

**Special Features**

- Epic single-player campaign picks up immediately following the thrilling events from Call of Duty 4: Modern Warfare.
- The definitive multiplayer experience returns, with a host of new perks and enhancements.
- New cooperative SpecOps mode, the perfect combination of Modern Warfare's single-player intensity and the addictive replayability of its multiplayer.

**Details**  
 Memory Card: No(0)

Portions of this page Copyright 2001 - 2009 Muze Inc. **muze** All rights reserved.

**YOU ARE BIDDING ON A BRAND NEW, FACTORY SEALED JUST RELEASED 11-10-2009 GAME, CALL OF DUTY: MODERN WARFARE 2 FOR THE XBOX 360!!**

**HOTTEST GAME AROUND!!**

**NO ONE IS BETTER AT DELIVERING JAW-DROPPING ACTION MOMENTS THAN INFINITY WARD!!**

**III. Coding Scheme**

1. Coder ID. \_\_\_\_\_

**A. Credibility**

2. What is current seller's feedback rating score? (Open ended question) \_\_\_\_\_
3. What is current seller's feedback percentage? (Open ended question. Just record the numerator, for example: -94% is recorded as -94, 85% is recorded as 85) \_\_\_\_\_
4. Does the current seller have any seller certification? (For example: Top-rated seller certification, or Power seller)
  0. No
  1. Yes
5. Including the title picture, how many pictures of the auctioning item does the seller provide? (Open ended question) \_\_\_\_\_
6. Among these provided pictures, how many of them are the representation of the exact auctioning item.
  0. None of them.
  1. Just 1 picture
  2. 2 pictures
  3. 3 pictures
  4. More than 3 pictures
7. Does the seller provide return guarantee for the current auctioning item?
  0. No
  1. Yes
  9. Not specified
8. What payment options does the seller provide? (For this question, "other payment options" is defined as all the payment options except PayPal, such as check, money order, and credit/debit card)
  1. Only PayPal
  2. PayPal and other payment options
  3. Only other payment options
9. What is the item condition indicated by the seller?
  1. Brand new
  2. Like new
  3. Very good
  4. Acceptable
  5. Not specified

**B. Attractiveness**

Questions 10 – 14, Comparing with the default title of auction listing of the item, the current title is:

(The Default Title: The default title of the game on eBay auction list is:

"Call of Duty: Modern Warfare 2 (Xbox 360, 2009)")

10. Exactly same with the default title
  0. No
  1. Yes
11. Differently capitalizing letters than the default title  
 (Examples: "CALL OF DUTY: MODERN WARFARE 2 (XBOX 360, 2009)", or  
 "SEALED Call of Duty: Modern Warfare 2")
  0. No

1. Yes
12. Adding new symbols (Do not code symbols that are using grammatically):  
(Examples: “\*\*New Call of Duty: Modern Warfare 2 (Xbox 360, 2009)\*\*”, or “\$\$\$Call of Duty: Modern Warfare 2!!”)
0. No
1. Yes
13. Adding information that are influential in selling the item  
(Examples: “MINT Call of Duty: Modern Warfare 2”, or “Call of Duty: Modern Warfare 2! FREE SHIPPING!!”)
0. No
1. Yes
14. Deleting information that is influential in selling the item?  
(Example: “Call of Duty FREE SHIPPING”)
0. No
1. Yes
- Questions 15- 17, does the current auction listing:
15. Have a subtitle?
0. No
1. Yes
16. Capitalize all or partial letters of the subtitle with an intention of emphasizing certain information  
(Examples: “BRAND NEW AND FAST SHIPPING”, or “Brand new and FAST SHIPPING”)
0. No
1. Yes
9. Not applicable
17. Adding symbols (Do not code symbols that are using grammatically)  
(Examples: @, #, \$, %, ^, \*, and etc.)
0. No
1. Yes
9. Not applicable
- Questions 18- 24 are all about the description provided by the seller:
18. Besides the general product information provided by eBay, did the seller write specific description about the item being auctioned.
0. No
1. Yes
19. Which one is the most like the biggest font size of the description added by the seller
1. FONT size (8 pt.)
2. FONT size (10 pt.)
3. FONT size (12 pt.)
4. FONT size (14 pt.)
5. FONT size (18 pt.)
6. **FONT size** (24 pt.)

## 7. FONT size (36 pt.)

9. Not applicable
20. How many font colors did the seller use in the seller added description of the item?
  1. Only Black
  2. Only one non-black color
  3. 2 font colors
  4. 3 font colors
  5. More than 3 font colors
  9. Not applicable
21. Does the seller use **Bold** font in the description of the item?
  0. No
  1. Yes
  9. Not applicable
22. Does the seller use *Italic* font in the description of the item?
  0. No
  1. Yes
  9. Not applicable
23. Does the seller underline certain text in the description of the item?
  0. No
  1. Yes
  9. Not applicable
24. Does the seller use CAPITALIZATION in the description of the item? (Do Not record normal capitalization)
  0. No
  1. Yes
  9. Not applicable
25. What is the amount of shipping cost?
  1. Free shipping
  2. Equal or less than \$4.00
  3. More than \$4.00
  9. Not specified
26. How many days are needed for delivery? (Record based on maximum estimated days)
  1.  $\geq 6$  days
  2. 4 to 5 days
  3. 2 to 3 days
  4. 1 day
  9. Not specified
27. What is the range of shipping?
  1. U.S only
  2. U.S and Canada
  3. Worldwide
  9. Not specified
28. What was the starting price of the item? Click the number of bids beside the “Bid history” for the starting price. (Open ended question) \_\_\_\_\_

29. What is the current bid of the item? (Open ended question) \_\_\_\_\_
30. How much time left to the end of the current auction? Please convert to unit of minute  
(Open ended question) \_\_\_\_\_
31. How many bids have been placed on the current auction? (Open ended question)  
\_\_\_\_\_

## Notes

---

<sup>i</sup> Although a manifest variable, font size is not easily measured in a reliable fashion due to variations in screen settings across computers. An alternative coding method might be to use the copy and paste function to copy words on a webpage to Word software. Thus, coders would get more accurate font size values, which should result in greater agreement/covariation between coders. However, such a method may not be applicable to some websites with specific encoding and settings; furthermore, such a tedious operation is not very efficient when coding a large number of units.