Online Game Auction Study
Content Analysis Codebook

I. Sampling Strategy
1. Go to www.ebay.com
2. Input “Call of Duty: Modern Warfare 2 XBOX 360” into search box, and select Category as “Video Games”, then search.
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.
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!!
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 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 use **underscore** 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. ≥ 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

1 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.