# The Military Videogame Advertisement (MVA) Dataset

# Version 1.7

Marcus Schulzke, *University of York* andNick Robinson, *University of Leeds*

6 October, 2015

**Funding:**

This work was supported by the Swedish Research Council as part of its programme, ‘The Digitized Society - Past, Present, and Future’. Grant title: Jackson, S., Robinson, N., Schneiker, A., Joachim, J. (2012–16) ‘Militarization 2.0: militarization’s social media footprint through a gendered lens’ [grant number 340-2012-5990].

This work was also supported by the ‘University of Leeds Undergraduate Research & Leadership Scholarships Scheme (Laidlaw Scholarships), 2015-16’ which provided financial assistance and training for a student to work with us on the inter-coder reliability checks.

Contents

[The Military Videogame Advertisement (MVA) Data 1](#_Toc431917213)

[Version 1.7 1](#_Toc431917214)

[Video ID 5](#_Toc431917215)

[Video Name 5](#_Toc431917216)

[Video Type Variables 5](#_Toc431917217)

[Game Shown 5](#_Toc431917218)

[Game Release Date - Date 5](#_Toc431917219)

[Game Release Date - Count 5](#_Toc431917220)

[Developer Name 5](#_Toc431917221)

[User Name 6](#_Toc431917222)

[Video Update Date - Date 6](#_Toc431917223)

[Video Upload Date - Count 6](#_Toc431917224)

[Video Download Date 6](#_Toc431917225)

[Video Download Date - Count 6](#_Toc431917226)

[Video Views at Time of Download 6](#_Toc431917227)

[Likes 7](#_Toc431917228)

[Dislikes 7](#_Toc431917229)

[Video Type 7](#_Toc431917230)

[Video Type – Other 7](#_Toc431917231)

[Video Length 8](#_Toc431917232)

[Platform 8](#_Toc431917233)

[Video URL 8](#_Toc431917234)

[Number of Likes at Time of Download 8](#_Toc431917235)

[Number of Dislikes at Time of Download 8](#_Toc431917236)

[Aesthetic Variables 9](#_Toc431917237)

[Presentation Style 9](#_Toc431917238)

[Gameplay Perspective 9](#_Toc431917239)

[Displays of Nationalism 9](#_Toc431917240)

[Nationalism Explained 10](#_Toc431917241)

[Military Equipment Variables 10](#_Toc431917242)

[Weapons Used by Side 1 10](#_Toc431917243)

[Vehicles Used by Side 1 10](#_Toc431917244)

[Weapons Used by Side 2 11](#_Toc431917245)

[Vehicles Used by Side 2 11](#_Toc431917246)

[Weapon and Vehicle Time Period 12](#_Toc431917247)

[Arms Producers 12](#_Toc431917248)

[Arms Producers Explained 12](#_Toc431917249)

[Setting Variables 13](#_Toc431917250)

[Physical Location 13](#_Toc431917251)

[Number of Physical Locations 13](#_Toc431917252)

[Location Length 14](#_Toc431917253)

[Urban Size 14](#_Toc431917254)

[Time Period 14](#_Toc431917255)

[Time Period Length Descriptive 15](#_Toc431917256)

[Conflict Type 15](#_Toc431917257)

[Real Conflict 15](#_Toc431917258)

[Real Conflict Descriptive 16](#_Toc431917259)

[Allegorical Conflict 16](#_Toc431917260)

[Allegorical Conflict Descriptive 16](#_Toc431917261)

[Conflict Motives 16](#_Toc431917262)

[Actor Variables 16](#_Toc431917263)

[Side 1 Identified in the Video 17](#_Toc431917264)

[Side 1 Type 17](#_Toc431917265)

[Side 1 ID 17](#_Toc431917266)

[Side 1 Status 18](#_Toc431917267)

[Side 2 Identified in the Video 18](#_Toc431917268)

[Side 2 Type 18](#_Toc431917269)

[Side 2 ID 19](#_Toc431917270)

[Side 2 Status 19](#_Toc431917271)

[Violence Type Variables 19](#_Toc431917272)

[Illegal Violence 19](#_Toc431917273)

[Illegal Violence Type 20](#_Toc431917274)

[Illegal Violence Descriptive 20](#_Toc431917275)

[Civilian Presence 20](#_Toc431917276)

[Civilian Type 20](#_Toc431917277)

[Civilian Victimization 21](#_Toc431917278)

[Civilian Violence 21](#_Toc431917279)

[Civilian Structures 21](#_Toc431917280)

[Type of Civilian Structures 21](#_Toc431917281)

[Gender Variables 22](#_Toc431917282)

[Male Characters 22](#_Toc431917283)

[Female Characters 22](#_Toc431917284)

[Number of Male Characters 22](#_Toc431917285)

[Number of Female Characters 22](#_Toc431917286)

[Total Number of Characters 23](#_Toc431917287)

[Female Combatants 23](#_Toc431917288)

[Male Players 23](#_Toc431917289)

[Female Players 23](#_Toc431917290)

[Number of Male Players 24](#_Toc431917291)

[Number of Female Players 24](#_Toc431917292)

[Gender Representations 24](#_Toc431917293)

[Text and Audio 25](#_Toc431917294)

[Video Text 25](#_Toc431917295)

[Claims of Realism 25](#_Toc431917296)

[Number of Claims of Realism 25](#_Toc431917297)

[Transcribed Dialogue 25](#_Toc431917298)

[Song/Music Used 25](#_Toc431917299)

[Description 26](#_Toc431917300)

[Video Abstract 26](#_Toc431917301)

## Video ID

Unique identification number assigned to the video by the coder.

## Video Name

The video’s official name as given by the host. This was copied directly from YouTube and was not changed by the coder.

# Video Type Variables

## Game Shown

Variable Type: Descriptive

The full title of the game shown in the video.

## Game Release Date - Date

Variable Type: Date

The date the game was released. Format: MM-DD-YY

When multiple release dates exist for different countries or platforms, this is the earliest available date.

## Game Release Date - Count

Variable Type: Integer

The date the game was released in Excel General format.

## Developer Name

Variable Type: Descriptive

The name of the developer that created the game or that was primarily responsible for creating the game.

## User Name

Variable Type: Descriptive

The name of the user that uploaded the video.

## Video Update Date - Date

Variable Type: Date

The date the video was uploaded. Format: MM-DD-YY

## Video Upload Date - Count

Variable Type: Integer

The date the video was uploaded in Excel General format.

## Video Download Date

Variable Type: Date

The date the video was downloaded by the coder. Format: MM-DD-YY

## Video Download Date - Count

Variable Type: Integer

The date the video was downloaded in Excel General format.

## Video Views at Time of Download

Variable Type: Interval

The number of views the video received on the date it was downloaded.

## Likes

Variable Type: Interval

Number of likes at time of download.

## Dislikes

Variable Type: Interval

Number of dislikes at time of download.

## Video Type

Variable Type: Categorical

1. Game Trailer
2. Expansion Pack Trailer
3. Player Commentary (From real players or actors pretending to be players)
4. Gameplay Demonstration Video (A non-trailer video that seems primarily designed to show what it is like to play the game. This is identifiable by the use of continuous uncut gameplay footage.)
5. Game Review
6. Associated Promotional Video (A promotional video in which gameplay is not featured or in which it is accompanied by actors or some other non-gameplay elements that help to market the game.)
7. Multiplayer tournament footage
8. Cut-scenes from the game
9. Developer Commentary
10. Other

(The following columns with the prefix ‘TYP’ express this categorical as a series of binary variables)

## Video Type – Other

Variable Type: Descriptive

If the previous variable is other, please specify.

## Video Length

Variable Type: Interval

The length of the video in seconds.

## Platform

Variable Type: Categorical

1. YouTube (This is currently the only platform included in the analysis).

## Video URL

Variable Type: Descriptive

The URL that was used to download the video.

## Number of Likes at Time of Download

Variable Type: Interval

Number of likes the video received on the date that the video was downloaded.

## Number of Dislikes at Time of Download

Variable Type: Interval

Number of dislikes the video received on the date that the video was downloaded.

# Aesthetic Variables

## Presentation Style

Variable Type: Categorical

1. Video (cutscene-style) footage
2. Gameplay footage
3. Human actors playing a role
4. Real soldiers or veterans
5. Players (or actors pretending to be real players)
6. Real News Footage (for example, From CNN or BBC, as well as news footages that is designed to look real).
7. Other
8. Developer commentary

(The following columns with the prefix ‘PRES’ express this categorical as a series of binary variables)

## Gameplay Perspective

Variable Type: Categorical

1. First-person
2. Third-person
3. Strategic perspective (Overhead view. Detached from a particular character)

Note: This is how gameplay is shown in the video, not necessarily the way it is featured in the game.

(The following columns with the prefix ‘GP-’ express this categorical as a series of binary variables)

## Displays of Nationalism

Variable Type: Binary

Are there any over expressions of nationalism? Examples include flags, nationalistic rhetoric, country identification on uniforms, and text that shows support for a particular country.

0 = no 1 = yes

## Nationalism Explained

Variable Type: Descriptive

Describe the evidence of nationalism shown in the video.

# Military Equipment Variables

## Weapons Used by Side 1

Variable Type: Categorical

1. Small arms (Rifles, machine guns, grenades, etc.)
2. Military vehicles (Any type of tanks, armored vehicles, trucks, helicopters, aircraft, or ships.)
3. Militarized civilian vehicles (Civilian vehicles that are used by combatants)
4. Missiles/rockets
5. Aerial Drones
6. Other unmanned vehicles/robots
7. Energy weapons
8. Weapons platforms in space

(The following columns with the prefix ‘W1’ express this categorical as a series of binary variables)

## Vehicles Used by Side 1

Variable Type: Categorical

1. Tanks
2. Other military ground vehicles
3. Civilian ground vehicles
4. Military Helicopters
5. Military Fixed-wing aircraft
6. Civilian aircraft
7. Military ships and naval vehicles
8. Futuristic vehicles, such as jetpacks, exoskeletons, and manned robots
9. Civilian ships/boats

Note: Civilian vehicles are only coded when they are being used in military roles, NOT when they are part of the setting.

(The following columns with the prefix ‘V1’ express this categorical as a series of binary variables)

## Weapons Used by Side 2

Variable Type: Categorical

1. Small arms (Rifles, machine guns, grenades, etc.)
2. Military vehicles (Any type of tanks, armored vehicles, trucks, helicopters, aircraft, or ships.)
3. Militarized civilian vehicles (Civilian vehicles that are used by combatants)
4. Missiles/rockets
5. Aerial Drones
6. Other unmanned vehicles/robots
7. Energy weapons

(The following columns with the prefix ‘W2’ express this categorical as a series of binary variables)

## Vehicles Used by Side 2

Variable Type: Categorical

1. Tanks
2. Other military ground vehicles
3. Civilian ground vehicles
4. Military Helicopters
5. Military Fixed-wing aircraft
6. Civilian aircraft
7. Military ships and naval vehicles
8. Futuristic vehicles, such as jetpacks, exoskeletons, and manned robots
9. Civilian boats

Note: Civilian vehicles are only coded when they are being used in military roles, NOT when they are part of the setting.

(The following columns with the prefix ‘V2’ express this categorical as a series of binary variables)

## Weapon and Vehicle Time Period

Variable Type: Categorical

1. Contemporary weapons/vehicles (1980 to 2020)
2. Futuristic weapons/vehicles (More advanced than weapons that exist or are projected to exist by 2020).
3. Historical weapons/vehicles (Weapons that were only in widespread use in combat before 1980, but not subsequently)

(The following columns with the prefix ‘WEAP’ express this categorical as a series of binary variables)

## Arms Producers

Variable Type: Binary

Are any arms producers or their products clearly explicitly mentioned (mentioned by name) in the video?

0 = no 1 = yes

## Arms Producers Explained

Variable Type: Descriptive

If the previous variable is coded as 1, then explain what producers or products are shown.

# Setting Variables

## Physical Location

Variable Type: Categorical

Types of locations shown in gameplay footage

1. Urban (Residential or commercial areas)
2. Forest
3. Jungle/tropical
4. Desert
5. Sea
6. Air
7. Arctic
8. Space
9. Industrial
10. Military base
11. Other

(The following columns with the prefix ‘PL’ express this categorical as a series of binary variables)

## Number of Physical Locations

Variable Type: Categorical

Give the approximate number of distinct locations shown in the video.

**Confidence Location Number**

Variable Type: Confidence

The coder’s confidence in the number of physical locations being accurately recorder. Many of the videos do not include sufficient information to make a reliable judgment about the number of locations included.

1. Low Confidence
2. Medium Confidence
3. High Confidence

## Location Length

Variable Type: Descriptive

Describe roughly what percent of the video is devoted to each location.

## Urban Size

Variable Type: Categorical

If an urban location is visible, approximately how large would its population be?

1. Large (Over 200,000 inhabitants)
2. Medium (1,000-200,000 inhabitants)
3. Small (Less than 1,000 inhabitants

(The following columns with the prefix ‘URBAN’ express this categorical as a series of binary variables)

## Time Period

Variable Type: Categorical

1. Contemporary (1990 to 2020)
2. Future (Post-2020)
3. Cold War Era (1945 to 1990)
4. World War II (1939 to 1945)
5. World War I (1914 to 1918)

## Time Period Length Descriptive

Variable Type: Descriptive

If there are multiple time periods, then describe roughly what percent of the video is devoted to each.

## Conflict Type

Variable Type: Categorical

1. No conflict shown
2. Conventional war (The fighting is between uniformed combatants or involves equipment and weapons that would probably only be possessed by state military forces).
3. Terrorism/Counterterrorism (The fighting is between state security forces and non-uniformed combatants who appear to be involved in activities typically associated with terrorism, such as hostage taking or mass casualty attacks directed at civilians).
4. Insurgency/Counterinsurgency (The fighting is between state security forces and large groups of non-uniformed opponents that appear to have a paramilitary organizational structure).
5. Policing (The fighting is between domestic law enforcement officers and criminals).
6. Supernatural (The fighting involves some kind of supernatural entity, such as zombies of aliens).
7. Espionage (The fighting involves characters that are infiltrating enemy areas).

## Real Conflict

Variable Type: Binary

Does the video explicitly say that the game is based on a real conflict or real events, or otherwise show clear indications that a real conflict is being simulated?

0 = no 1 = yes

## Real Conflict Descriptive

Variable Type: Descriptive

If the previous variable is coded as 1, please specify what conflict or events the game is based on.

## Allegorical Conflict

Variable Type: Binary

Does the game appear to be an allegory for real conflict or real events?

0 = no 1 = yes

## Allegorical Conflict Descriptive

Variable Type: Descriptive

If the previous variable is coded as 1, please specify what conflict or events the game is based on.

## Conflict Motives

Variable Type: Descriptive

What appear to be the motives of the violent actors that are represented in the video? Why are they fighting? Only include motives that are explicitly stated or otherwise made clear from the video, NOT using evidence derived from the game or other sources.

# Actor Variables

These do not necessarily reflect the actual actors in the games, only what appear to be the actors in the videos.

## Side 1 Identified in the Video

Variable Type: Binary

Is a side 1 identified?

0 = no 1 = yes

## Side 1 Type

Variable Type: Categorical

What kind of entity is side 1?

1. State military force (uniformed combatants or combatants that are using weapons or vehicles that would probably only be available to state military forces)
2. Non-state militia (insurgent or resistance organization)
3. Terrorist
4. Private Military Contractor
5. Unclear
6. IGO (such as the European Union or United Nations)
7. Supernatural

## Side 1 ID

Variable Type: Categorical

If a side 1 is identified, what is it?

1. United States
2. United Kingdom
3. Russia
4. Germany
5. France
6. European Union
7. The Taliban
8. China
9. North Korea
10. Iraq
11. North Vietnam
12. Japan
13. Libya

## Side 1 Status

Variable Type: Binary

Is side 1 a real entity?

0 = no 1 = yes

-99 = N/A or not enough information.

## Side 2 Identified in the Video

Variable Type: Binary

Is a side 2 identified in the video?

0 = no 1 = yes

-99 = N/A or not enough information.

## Side 2 Type

Variable Type: Categorical

What kind of entity is side 2?

1. State military force (uniformed combatants or combatants that are using weapons or vehicles that would probably only be available to state military forces)
2. Non-state militia
3. Terrorist
4. Insurgent
5. Private Military Contractor
6. Resistance organization
7. Criminal Organization
8. Supernatural
9. Government Faction or Military Faction

## Side 2 ID

Variable Type: Categorical

If side 2 is a real entity, what is it?

1. United States
2. United Kingdom
3. Russia
4. Germany
5. France
6. European Union
7. The Taliban
8. China
9. North Korea
10. Iraq
11. North Vietnam
12. Japan
13. Libya

## Side 2 Status

Variable Type: Binary

Is side 2 a real entity?

0 = no 1 = yes

-99 = N/A or not enough information.

# Violence Type Variables

## Illegal Violence

Variable Type: Binary

Does any of the violence show avatars engaging in actions that are commonly considered to be illegal during war (as defined by the Geneva Conventions)? Examples include torturing, targeting civilians, and using weapons of mass destruction.

0 = no 1 = yes

## Illegal Violence Type

Variable Type: Categorical

1. Torture
2. Civilian Targeting
3. Nuclear Weapons
4. Biological or Chemical Weapons
5. Destruction of Religious or Cultural Sites
6. Killing of Unarmed Combatants (for example, soldiers that are surrendering or that are incapacitated)
7. Intentional Friendly Fire
8. Other
9. Hostage taking/kidnapping

(The following columns with the prefix ‘IV’ express this categorical as a series of binary variables)

## Illegal Violence Descriptive

Variable Type: Descriptive

If other was coded for the previous variable, please specify here.

## Civilian Presence

Variable Type: Binary

Does the video show any civilians?

0 = no 1 = yes

## Civilian Type

Variable Type: Categorical

1. Women
2. Men
3. Children

0 None

## Civilian Victimization

Variable Type: Categorical

How are civilian victims represented?

1. Victims of Enemy Actions
2. Victims of Protagonist Actions
3. Victims of Violence from an Unidentified Source
4. Victims of a Humanitarian Disaster

(The following columns with the prefix ‘CIVVICT’ express this categorical as a series of binary variables)

## Civilian Violence

Variable Type: Binary

Does the video show violence against civilians?

0 = no 1 = yes

## Civilian Structures

Variable Type: Binary

Does the game show combat taking place in or the destruction of civilian structures? These include any structures that do not usually have a military function, such as office buildings, hospitals, houses, and schools.

0 = no 1 = yes

## Type of Civilian Structures

Variable Type: Categorical

1. Residential (Houses and apartments)
2. Offices
3. Commercial Areas (shops, malls, etc.)
4. Industrial (Factories, warehouses)
5. Educational facilities (Schools, libraries, etc.)
6. Hospitals
7. Civilian Infrastructure (bridges, trains, etc.)
8. Other
9. Religious/cultural site
10. Sports

(The following columns with the prefix ‘CIVSTR’ express this categorical as a series of binary variables)

# Gender Variables

## Male Characters

Variable Type: Binary

Does the video feature male characters?

0 = no 1 = yes

## Female Characters

Variable Type: Binary

Does the video feature female characters?

0 = no 1 = yes

## Number of Male Characters

Variable Type: Interval

Approximate number of living male characters featured. Only count when the characters are clearly identifiable.

## Number of Female Characters

Variable Type: Interval

Approximate number of living female characters featured. Only count when the characters are clearly identifiable.

## Total Number of Characters

Variable Type: Interval

Approximate total number of characters featured. This is the total number of distinct character appearances, not by number of times the specific character is shown.

**Confidence Total Number of Characters**

Variable Type: Confidence

The coder’s confidence in the number of characters being accurately recorder. Many of the videos do not include sufficient information to make a reliable judgment about the number of characters that are shown.

1. Low Confidence
2. Medium Confidence
3. High Confidence

## Female Combatants

Variable Type: Binary

Are there any female combatants? (Combatant status is indicated by wearing a uniform or bearing arms)

0 = no 1 = yes

## Male Players

Variable Type: Binary

If the video shows players, does it feature male players?

0 = no 1 = yes

## Female Players

Variable Type: Binary

If the video shows players, does it feature female players?

0 = no 1 = yes

## Number of Male Players

Variable Type: Interval

Approximate number of male players featured.

## Number of Female Players

Variable Type: Interval

Approximate number of female players featured.

**Number of Female Players**

Variable Type: Interval

Is the narrator male or female?

0 No narrator

1 Male

2 Female

## Gender Representations

Variable Type: Descriptive

In 200 words or less, describe how the male and female characters are represented in the video. What roles do the characters perform? Do the male or female characters speak? Is the narrator male or female?

# Text and Audio

## Video Text

Variable Type: Descriptive

List all textual messages displayed during the video (omitting title, release date, developer, and game system information)

## Claims of Realism

Variable Type: Binary

Does the video make any explicit claims about being realistic or authentic (using text or narration)?

0 = no 1 = yes

## Number of Claims of Realism

Variable Type: Interval

How many separate times does the video assert the game’s realism?

## Transcribed Dialogue

Variable Type: Descriptive

Transcription of the spoken dialogue/narration.

## Song/Music Used

Variable Type: Descriptive

Describe the genre of the music used in the video. Does the song contain any words? If possible, include the lyrics and song title.

# Description

## Video Abstract

Variable Type: Descriptive

Description of the video in approximately 200 words.