METHOD

Design
A qualitative content analysis was used as the most suitable and naturalistic approach to investigate and to answer the research questions of this research study.

Sampling
A purposeful sampling method was used to draw from a sample of 20 top selling video games and 11 best-selling video game genres listed in the ESA report of 2015. A total of 4 top selling video games were selected from the top 20 selling videogames of the 2015 ESA report based on four of the best-selling video game genres from the 2015 ESA report. These four video game genres (Action, Adventure, Role-playing, Shooter) were the best-selling genres, excluding the sport games genre, as it did not have a main male character. These four genres were the best-selling video game genres excluding the sport games genre as it did not have a main male character. These four genres were more story focused, included the most character development and complex story themes.

Produce
The data was collected from internet consumer videos of game sessions, from the website YouTube, known as walkthroughs in the gaming community. These are videos that are created often by other gamers with the intent to teach other gamers how to win or improve their gaming performance (Maach, 2015). Each walkthrough video of each game was watched on a laptop and coded using a coding matrix. Upon completion, the data was then entered into Microsoft excel 2016 and interpreted using qualitative content analysis.

Unit of analysis
Content analysis was used to identify patterns, themes, biases, and meanings within the data (Berg, 2011, p. 338). Content analysis is a systematic and replicable technique. That is used for condensing the content or information and symbols contained in written documents or other communication media.