

Ivory, J. (2006). Sill a Man's Game: Gender Representation in Online Reviews of Video Games. *Mass Communication and Society*, 9(1), 103-114.

The objective of this study was to examine video game content. Ivory aimed to prove three hypothesizes, and answer one research question. First, males referred to more in text and images than females. Second, males defined as active characters and females as passive. Third, females described sexually over males. Finally, Ivory's research question aimed to answer how game reviewers thought about sexual representation of game characters both male and female.

The data collected was a combination of past video game studies focused on gender and online reviews written by gamers. Using gamer reviews to assess game content was a new method at the time of this study. Ivory sampled 100 games for six different consoles.

The data analysis included coding to determine active and passive character references and sexual content. Ivory's data supported the first hypothesis with males being mentioned 75% of the time. Hypothesizes two and three were only partially supported by the data. Ivory concluded that reviewers rarely mention sexual content, but is unsure about why. Ivory mentions a need for further study using reviews that includes gender of the gamer.

The article's strengths are accessibility and visuals. The weakness is simply lack of evidence to support conclusions.