**INTRODUCTION**

The mood taxonomy, developed by the Game Metadata Research Group, in collaboration with the SIMM, is part of the Video Game Metadata Schema. This project expands upon current research, furthering our understanding of how people perceive and describe the mood of video games and interactive media.

**METHOD**

Metadata: video game title list with 1500+ entries.

User Study and Exercise: 26 gamers completed questionnaires, were interviewed and asked to apply mood terms to popular video game titles.

**RESULTS**

Study Data: interview transcripts and exercise data.

Data Analysis: sample of 300 games with sourced genre and year (from allgame.com).

Term Suggestions: mood term suggestions collected from gamerDNA and interview data.

Mood Clustering: hierarchical clustering of current preferred terms.

**MOOD STUDY DATA ANALYSIS**

As part of the exercise, participants were asked to apply mood terms to 35 video game titles. Below are the four most recognized video game titles with their applied mood terms.

**MOOD CLUSTER DATA**

This graph represents mood terms that appear frequently together in the collected interview data. The results indicate that the mood terms intense and aggressive, light-hearted and cute, and horror and dark are applied often together when describing video game mood. Clustering mood terms will allow us to use groups of particular mood terms instead of individual terms to obtain more consistent results.