Game Play Motivations (39-item version)

The following questions focus on your preferences in online games.

1) How interested are you in the precise numbers and percentages underlying the game mechanics? (i.e, chance of dodging an attack, the math comparing dual-wield to two-handed weapons, etc.)

- ○ Not Interested At All
- ○ Slightly Interested
- ○ Somewhat Interested
- ○ Very Interested
- ○ Extremely Interested

2) How important is it to you that your character is as optimized as possible for their profession / role?

- ○ Not Important At All
- ○ Slightly Important
- ○ Somewhat Important
- ○ Very Important
- ○ Extremely Important

3) How often do you use a character builder or a template to plan out your character's advancement at an early level?

- ○ Never
- ○ Seldom
- ○ Sometimes
- ○ Often
- ○ Always

4) Would you rather be grouped or soloing?

- ○ Much Rather Solo
- ○ Rather Solo
- ○ In-Between
- ○ Rather Group
- ○ Much Rather Group

5) How important is it to you that your character can solo well?

- ○ Not Important At All
- ○ Slightly Important
- ○ Somewhat Important
- ○ Very Important
- ○ Extremely Important

6) How much do you enjoy working with others in a group?

- ○ Not At All
- ○ A Little
- ○ Some
- ○ A Lot
- ○ A Great Deal

7) How important is it to you to be well-known in the game?

- ○ Not Important At All
- ○ Slightly Important
- ○ Somewhat Important
- ○ Very Important
- ○ Extremely Important

8) How much time do you spend customizing your character during character creation?

- ○ Not At All
- ○ A Little
- ○ Some
- ○ A Lot
- ○ A Great Deal

9) How important is it to you that your character's armor / outfit matches in color and style?

- ○ Not Important At All
- ○ Slightly Important
- ○ Somewhat Important
- ○ Very Important
- ○ Extremely Important

10) How important is it to you that your character looks different from other characters?

- ○ Not Important At All
- ○ Slightly Important
- ○ Somewhat Important
- ○ Very Important
- ○ Extremely Important

11) How much do you enjoy exploring the world just for the sake of exploring it?

- ○ Not At All
- ○ A Little
- ○ Some
- ○ A Lot
- ○ A Great Deal

12) How much do you enjoy finding quests, NPCs or locations that most people do not know about?

- ○ Not At All
- ○ A Little
- ○ Some
- ○ A Lot
- ○ A Great Deal

13) How much do you enjoy collecting distinctive objects or clothing that have no functional value in the game?

- ○ Not At All
- ○ A Little
- ○ Some
- ○ A Lot
- ○ A Great Deal

How important are the following things to you in online games?

14) Leveling up your character as fast as possible.

○ Not Important At All
○ Slightly Important
○ Somewhat Important
○ Very Important
○ Extremely Important

15) Acquiring rare items that most players will never have.

○ Not Important At All
○ Slightly Important
○ Somewhat Important
○ Very Important
○ Extremely Important

16) Becoming powerful.

○ Not Important At All
○ Slightly Important
○ Somewhat Important
○ Very Important
○ Extremely Important

17) Accumulating resources, items or money.

○ Not Important At All
○ Slightly Important
○ Somewhat Important
○ Very Important
○ Extremely Important

18) Knowing as much about the game mechanics and rules as possible.

○ Not Important At All
○ Slightly Important
○ Somewhat Important
○ Very Important
○ Extremely Important

19) Having a self-sufficient character.

○ Not Important At All
○ Slightly Important
○ Somewhat Important
○ Very Important
○ Extremely Important

20) Being immersed in a fantasy world.

○ Not Important At All
○ Slightly Important
○ Somewhat Important
○ Very Important
○ Extremely Important

21) Escaping from the real world.

○ Not Important At All
○ Slightly Important
○ Somewhat Important
○ Very Important
○ Extremely Important

How much do you enjoy doing the following things in online games?

22) Helping other players.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

23) Getting to know other players.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

24) Chatting with other players.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

25) Competing with other players.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

26) Dominating/killing other players.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

27) Exploring every map or zone in the world.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

28) Being part of a friendly, casual guild.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

29) Being part of a serious, raid/loot-oriented guild.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

30) Trying out new roles and personalities with your characters.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

31) Doing things that annoy other players.

◯ Not Enjoyable At All
◯ Slightly Enjoyable
◯ Moderately Enjoyable
◯ Very Enjoyable
◯ Tremendously Enjoyable

How often do you do the following things in online games?

32) How often do you find yourself having meaningful conversations with other players?

- ○ Never
- ○ Seldom
- ○ Sometimes
- ○ Often
- ○ Always

33) How often do you talk to your online friends about your personal issues?

- ○ Never
- ○ Seldom
- ○ Sometimes
- ○ Often
- ○ Always

34) How often have your online friends offered you support when you had a real life problem?

- ○ Never
- ○ Seldom
- ○ Sometimes
- ○ Often
- ○ Always

35) How often do you make up stories and histories for your characters?

- ○ Never
- ○ Seldom
- ○ Sometimes
- ○ Often
- ○ Always

36) How often do you role-play your character?

- ○ Never
- ○ Seldom
- ○ Sometimes
- ○ Often
- ○ Always

37) How often do you play so you can avoid thinking about some of your real-life problems or worries?

- ○ Never
- ○ Seldom
- ○ Sometimes
- ○ Often
- ○ Always

38) How often do you play to relax from the day's work?

- ○ Never
- ○ Seldom
- ○ Sometimes
- ○ Often
- ○ Always

39) How often do you purposefully try to provoke or irritate other players?

- ○ Never
- ○ Seldom
- ○ Sometimes
- ○ Often
- ○ Always

Scoring Instructions

For all the response options:

- Not At All Important / Never / Not Enjoyable At All / Not At All / Much Rather Solo = 1
- Extremely Important / Always / Extremely Enjoyable / A Great Deal / Much Rather Group = 5

Reverse code the following items (i.e., score = 6 – raw score):

- Q5 (solo well), Q19 (self-sufficient)

<u>Simple Method:</u> Create the factor scores by averaging the following items for each factor:

- Achievement: Q14, Q15, Q16, Q17, Q7, Q 29
- Mechanics: Q1, Q2, Q3, Q18
- Competition: Q25, Q39, Q26, Q31
- Socializing: Q23, Q22, Q24, Q28
- Relationship: Q32, Q33, Q34
- Teamwork: Q4, Q5, Q6, Q19
- Discovery: Q11, Q12, Q13, Q27
- Role-Playing: Q30, Q20, Q35, Q36
- Customization: Q8, Q9, Q10
- Escapism: Q37, Q38, Q21

<u>More Precise Method:</u> Weigh each item by its factor loading, add them up, and then calculate the z-score (i.e., [score - mean]/standard deviation) for each aggregate for each participant.

- Achievement: $Q14*0.68 + Q15*0.77 + Q16*0.81 + Q17*0.69 + Q7*0.53 + Q29*0.60$
- Mechanics: $Q1*0.78 + Q2*0.65 + Q3*0.67 + Q18*0.69$
- Competition: $Q25*0.64 + Q39*0.81 + Q26*0.72 + Q31*0.82$
- Socializing: $Q23*0.82 + Q22*0.65 + Q24*0.77 + Q28*0.63$
- Relationship: $Q32*0.71 + Q33*0.88 + Q34*0.86$
- Teamwork: $Q4*0.79 + Q5*0.77 + Q6*0.60 + Q19*0.63$
- Discovery: $Q11*0.82 + Q12*0.77 + Q13*0.55 + Q27*0.80$
- Role-Playing: $Q30*0.66 + Q20*0.62 + Q35*0.83 + Q36*0.85$
- Customization: $Q8*0.73 + Q9*0.81 + Q10*0.80$
- Escapism: $Q37*0.81 + Q38*0.62 + Q21*0.83$

<u>Reference:</u> Yee, N. (2006). Motivations for Play in Online Games. *CyberPsychology and Behavior*, 9, 772-775.