Game Play Motivations (12-item version)

Please rate how important each of the following game play elements is to you when play online games (like World of Warcraft, EVE Online, etc.).

1. Becoming powerful	Not At All Important ○ ○ ○ ○ ○ Extremely Important
2. Acquiring rare items	Not At All Important ○ ○ ○ ○ ○ Extremely Important
3. Optimizing your character as much as possible	Not At All Important ○ ○ ○ ○ ○ Extremely Important
4. Competing with other players	Not At All Important ○ ○ ○ ○ ○ Extremely Important
5. Chatting with other players	Not At All Important ○ ○ ○ ○ ○ Extremely Important
6. Being part of a guild	Not At All Important ○ ○ ○ ○ ○ Extremely Important
7. Grouping with other players	Not At All Important ○ ○ ○ ○ ○ Extremely Important
8. Keeping in touch with your friends	Not At All Important ○ ○ ○ ○ ○ Extremely Important
9. Learning about stories and lore of the world	Not At All Important ○ ○ ○ ○ ○ Extremely Important
10. Feeling immersed in the world	Not At All Important ○ ○ ○ ○ ○ Extremely Important
11. Exploring the world just for the sake of exploring it	Not At All Important ○ ○ ○ ○ ○ Extremely Important
12. Creating a background story and history for your character	Not At All Important ○ ○ ○ ○ ○ Extremely Important

Note: I don't believe in full randomization of scales. We are not at war with participants. Random ordering is like being interviewed by someone who constantly changes topics. It only serves to increase cognitive load, frustration, disengagement, and satisficing. And thus, it lowers your scale reliability for no good reason. On the other hand, I believe that randomization of items within their own respective sections (or randomizing the sections themselves) is fine.

Scoring Instructions

For all the response options:

- Not At All Important = 1
- Extremely Important = 5

Simple Method: Create the factor scores by averaging the following items for each factor:

- Achievement: Q1, Q2, Q3, Q4
- Social: Q5, Q6, Q7, Q8
- Immersion: Q9, Q10, Q11, Q12

More Precise Method: Weigh each item by its factor loading, add them up, and then calculate the z-score for each aggregate for each participant.

- Achievement Aggregate = (Q1 * 0.73) + (Q2 * 0.68) + (Q3 * 0.67) + (Q4 * 0.55)
- Social Aggregate = (Q5 * 0.73) + (Q6 * 0.70) + (Q7 * 0.67) + (Q8 * 0.60)
- Immersion Aggregate = (Q9 * 0.78) + (Q10 * 0.73) + (Q11 * 0.60) + (Q12 * 0.54)

Reference: Yee., N., Ducheneaut, N., & Nelson, L. (2012). Online Gaming Motivations Scale: Development and Validation. *Proceedings of CHI 2012*, 2803-2806