

# 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)

Simple Method: 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

More Precise Method: 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:  $Q37*0.81 + Q38*0.62 + Q21*0.83$

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