

Your Experience of the Game: Please answer the following questions by circling the relevant number (1-7). In particular, remember that these questions are asking you about how you felt at the end of the game.

1. To what extent did the game hold your attention?
Not at all 1 2 3 4 5 6 7 *A lot*
2. To what extent did you feel you were focused on the game?
Not at all 1 2 3 4 5 6 7 *A lot*
3. How much effort did you put into playing the game?
Very little 1 2 3 4 5 6 7 *A lot*
4. Did you feel that you were trying you best?
Not at all 1 2 3 4 5 6 7 *Very much so*
5. To what extent did you lose track of time, e.g. did the game absorb your attention so that you were not bored?
Not at all 1 2 3 4 5 6 7 *A lot*
6. To what extent did you feel consciously aware of being in the real world whilst playing?
Not at all 1 2 3 4 5 6 7 *Very much so*
7. To what extent did you forget about your everyday concerns?
Not at all 1 2 3 4 5 6 7 *A lot*
8. To what extent were you aware of yourself in your surroundings?
Not at all 1 2 3 4 5 6 7 *Very aware*
9. To what extent did you notice events taking place around you?
Not at all 1 2 3 4 5 6 7 *A lot*
10. Did you feel the urge at any point to stop playing and see what was happening around you?
Not at all 1 2 3 4 5 6 7 *Very much so*
11. To what extent did you feel that you were interacting with the game environment?
Not at all 1 2 3 4 5 6 7 *Very much so*
12. To what extent did you feel as though you were separated from your real-world environment?
Not at all 1 2 3 4 5 6 7 *Very much so*
13. To what extent did you feel that the game was something fun you were experiencing, rather than a task you were just doing?
Not at all 1 2 3 4 5 6 7 *Very much so*
14. 14. To what extent was your sense of being in the game environment stronger than your sense of being in the real world?

Not at all 1 2 3 4 5 6 7 *Very much so*

15. At any point did you find yourself become so involved that you were unaware you were even using controls, e.g. it was effortless?

Not at all 1 2 3 4 5 6 7 *Very much so*

16. To what extent did you feel as though you were moving through the game according to your own will?

Not at all 1 2 3 4 5 6 7 *Very much so*

17. To what extent did you find the game challenging?

Not at all 1 2 3 4 5 6 7 *Very difficult*

18. Were there any times during the game in which you just wanted to give up?

Not at all 1 2 3 4 5 6 7 *A lot*

19. To what extent did you feel motivated while playing?

Not at all 1 2 3 4 5 6 7 *A lot*

20. To what extent did you find the game easy?

Not at all 1 2 3 4 5 6 7 *Very much so*

21. To what extent did you feel like you were making progress towards the end of the game?

Not at all 1 2 3 4 5 6 7 *A lot*

22. How well do you think you performed in the game?

Very poor 1 2 3 4 5 6 7 *Very well*

23. To what extent did you feel emotionally attached to the game?

Not at all 1 2 3 4 5 6 7 *Very much so*

24. To what extent were you interested in seeing how the game's events would progress?

Not at all 1 2 3 4 5 6 7 *A lot*

25. How much did you want to “win” the game?

Not at all 1 2 3 4 5 6 7 *Very much so*

26. Were you in suspense about whether or not you would do well in the game?

Not at all 1 2 3 4 5 6 7 *Very much so*

27. At any point did you find yourself become so involved that you wanted to speak to the game directly?

Not at all 1 2 3 4 5 6 7 *Very much so*

28. To what extent did you enjoy the graphics and the imagery?

Not at all 1 2 3 4 5 6 7 *A lot*

29. How much would you say you enjoyed playing the game?

Not at all 1 2 3 4 5 6 7 *A lot*

30. When it ended, were you disappointed that the game was over?

Not at all 1 2 3 4 5 6 7 *Very much so*

31. Would you like to play the game again?

Definitely no 1 2 3 4 5 6 7 *Definitely yes*

How immersed did you feel? (10 = very immersed; 1 = not at all immersed)

1 2 3 4 5 6 7 8 9 10

Scoring the Immersive Experience Questionnaire (IEQ)

IEQ Immersion Score: Add up the responses to all 31 questionnaire items; responses to Q6, Q8, Q9, Q10, Q18 and Q20 are reversed (e.g. 1 becomes 7, 2 becomes 6, 3 becomes 5).

Single Question Measure of Immersion: The last question “How immersed did you feel?” gives the researcher an additional measure to check whether the IEQ is reliably reflecting the participant’s immersive experience.

IEQ Immersion Factors: Scores for five immersion factors can be computed, see Excel sheet “IEQ Scoring v2”. The five factors are: cognitive involvement, emotional involvement, real world dissociation, control, challenge.

If the item has +1 then you include that item’s response in the factor score (e.g. rating of 1).

If the item has -1 this means you include the item, but reverse the rating scale (e.g. rating of 1 becomes 7, etc.)

Reference: Jennett, C., Cox, A. L., Cairns, P., Dhoparee, S., Epps, A., Tijs, T. & Walton, A. (2008). Measuring and defining the experience of immersion in games. *International Journal of Human-Computer Studies*, 66, 641-661.