

## Pokémon GO Gaming Motivation Scale

Below are several motives for playing Pokémon GO. Using the 1 - 7 scale below, indicate whether each of these motives is unimportant or important to you.

- 1 – Not important at all
- 2 – Unimportant
- 3 – Rather unimportant
- 4 – Neither unimportant nor important
- 5 – Rather important
- 6 – Important
- 7 – Extremely important

1. Chatting with other players.	1	2	3	4	5	6	7
2. Learning about stories and lore of the Pokémon GO world.	1	2	3	4	5	6	7
3. Becoming powerful.	1	2	3	4	5	6	7
4. Staying outdoors during the gameplay.	1	2	3	4	5	6	7
5. Being part of a team.	1	2	3	4	5	6	7
6. Feeling immersed in the Pokémon GO world.	1	2	3	4	5	6	7
7. Catching rare Pokémon and Acquiring rare items.	1	2	3	4	5	6	7
8. Initiating physical activity while playing.	1	2	3	4	5	6	7
9. Grouping with other players.	1	2	3	4	5	6	7
10. Exploring the Pokémon GO world just for the sake of exploring it.	1	2	3	4	5	6	7
11. Optimizing your character as much as possible.	1	2	3	4	5	6	7
12. Potential health benefits of this game use.	1	2	3	4	5	6	7
13. Keeping in touch with your friends.	1	2	3	4	5	6	7
14. Creating a background story and history for your character.	1	2	3	4	5	6	7
15. Competing with other players.	1	2	3	4	5	6	7

### Scoring

Scales are computed as follows (with no reversals of coding):

Socializing: 1, 5, 9, 13

Immersion: 2, 6, 10, 14

Achievements: 3, 7, 11, 15

Health: 4, 8, 12

This scale is reliable with Cronbach's Alphas ranging from .77 to .85. It has been validated as predictive of Pokémon GO gaming time, Pokémon GO related physical activity and outdoor time.

Reference for this scale is:

Kaczmarek, L. D., Misiak, M., Behnke, M., Dziekan, M., Guzik, P. (2017). [The Pikachu Effect: Social and Health Gaming Motivations Lead to Greater Benefits of Pokémon GO Use](#). *Computers in Human Behavior*, 75, 356-363.

This scale is an extension and modification of Online Gaming Motivation Scale (Yee, N., Ducheneaut, N., & Nelson, L. (2012). Online gaming motivations scale: development and validation. In: *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems* (pp. 2803-2806).