Survey Plan

Flowchart (Left side)

Survey Info (on Mturk list)
- Mention there'll be screening at the beginning of the survey

Consent Form — 1
- Must consent to continue

Screening Section

Played Enough Games? — 1
- Have you played more than 5 games listed here?
- Must be YES to continue

Select Played Games — 5
- 3 survey groups, choose 8-9 from 25 original + 15 new each

Filter Questions — 5
- Must be all CORRECT to continue

Main Section

Triplet Comparisons (Section I) — 10
- 20 questions / 2 sections, randomly drawn from 30 combinations

In-game Personality — 10

Triplet Comparisons (Section II) — 10

Preference (Section I) — 15
- 3 items * 10 familiar games / 2 sections
  How much do you like?
  How much does it fit your taste?
  How frequently did you play it?
- 7 likert for the first two; frequency options for the third

SDT Satisfaction — 24

Select Familiar Games — 10
- In addition to the 5, any other games you are familiar with? (not necessarily have played)
- The full 40 game list is provided for selection.

Preference (Section II) — 15
- Section I ask about the 5 played games; Section II asked about the 5 additional familiar games

Real Personality — 10

Demographic Info — 6
- All time favorite
- Age, sex, race, education, income

Survey Code

End

Survey Plan (Right side)

Sample Size (~200 respondents)
- o 200 observations of player trait
- o 10 * 200 = 2,000 preference on game
- o 20 * 200 = 4,000 triplet comparison from 29,640 triplet combination

Note
- o Personality (10 items * (in-game + real)) + SDT satisfaction (24 items)
- o Triplet comparisons and Preference are each divided into 2 sections to avoid fatique
- o There'd be screening section and main section of the survey
  - For completing only screening section: 12 questions * 5 secs ~= 1 min -> 0.1 USD + platform charge = 0.125 USD per response
  - For completing both 2 sections: 122 questions * 5 secs ~= 10 mins -> 0.8 – 1 USD + platform charge = 1 – 1.25 USD per response

Issue
- o Forget the prediction model and its validation: observation number?
- o Screening test pass rate ~= 30%
- o Payment implementation:
  - Base 1 + reject fails while bonus them 0.1 -> bad for Turkers
  - Base 0.1 + bonus 0.9 for completion -> difficult to recruit and execute
  - Base 1.5 + no completion and no pay for fails
- o Survey walkthrough
- o As for the Consent Form, are their format required by your IRB submission?
- o When asking familiar games, should we cap the number of answer at, for example, 10 games, as too many questions would create a super long and dull question series that harm the validity of the answers?