



Survey Plan

Sample Size (~200 respondents)

- 200 observations of player trait
- $10 * 200 = 2,000$ preference on game
- $20 * 200 = 4,000$ triplet comparison from 19,600 triplet combination

Note

- Personality (10 items * (in-game + real)) + SDT satisfaction (24 items)
- Triplet comparisons and Preference are each divided into 2 sections to avoid fatigue
- There'd be screening section and main section of the survey
 - For completing only screening section: 12 questions * 5 secs \approx 1 min \rightarrow no payment (must well-inform the respondents)
 - For completing both 2 sections: 122 questions * 5 secs \approx 10 mins \rightarrow 1.5 USD + platform charge = 2.1 USD per response