**QUESTIONNAIRE**

The purpose of this questionnaire is to gather insights into users’ demographics, social preferences, and attitudes toward AR-based social play. By analyzing quantitative data, the study aims to better understand the real needs and potential pain points of young people in digital social interactions. The findings will provide valuable guidance for designing AR experiences that strike a balance between entertainment and social value, fostering an innovative form of interaction that is both engaging and secure.

This questionnaire is for academic research purposes only. All responses will remain strictly confidential and anonymous. Thank you for your participation and support!

Demographic Information：This section collects basic demographic details to help tailor the survey results to your profile.

Sex？

Male，Female，Other

Age？

Under 18，18-24，25-34，35-44，45 and Above

City tier？

Tier 1 Cities，Tier 2 Cities，Tier 3 & Below

Instructions: Rate your agreement/disagreement on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree).（1 Strongly Disagree，2 Disagree，3 Neutral，4 Agree，5 Strongly disagree）

Interest in AR Treasure Hunt

How interested are you in AR (augmented reality) treasure hunt games or activities—whether location-based (e.g., real-world exploration) or virtual (e.g., AR-enhanced video games)?

1: Strongly Disagree

5: Strongly Agree

Privacy & Safety Concerns in Online Socializing

How concerned are you about privacy risks (e.g., data leaks) and safety issues (e.g., scams) when interacting socially online (e.g., social media groups, gaming communities)?

1: Not Concerned

5: Extremely Concerned

Desire for Urban Exploration

How interested are you in exploring urban areas to discover hidden spots, historical sites, or unique locations (e.g., abandoned buildings, local markets)?

1: Not Interested

5: Highly Interested

Preference for Lightweight Entertainment

Do you prefer easy-to-access, quick entertainment (e.g., short videos, casual mini-games) over more immersive or time-intensive experiences?

1: Strongly Disagree

5: Strongly Agree

User Preference：This section explores your preferences for AR-based social experiences, including your comfort with online vs. offline interactions, frequency of AR app usage, and key factors influencing your choices.

What are your preferences regarding social interactions?

Prefer online，Prefer offline，Mixed，Prefer solitude

How often do you use AR or map-based apps (e.g. Pokémon Go, WeChat mini-programs, map navigation)?

Daily，Several times a week，Several times a month，Rarely，Never

How often do you participate in offline gatherings or city exploration activities?

Daily，Several times a week，Several times a month，Rarely，Never

What are your biggest concerns about AR-based social activities?（Choose all that apply）

Privacy & data security, Safety of meeting strangers, Time consumption, Device battery/data usage, Others

Which features would increase your willingness to participate?（Choose all that apply）

Privacy settings, Clear rules & safety reminders, Rewards/points system, Friend-matching, Flexible/lightweight gameplay