

Pokémon Go survey – Success factors and health benefits

This survey is a part of a Master's thesis on Pokémon Go that aims to identify the key success factors that led to this game's meteoric rise in popularity immediately following its release. It also attempts to investigate possible benefits playing the game has on the player's health, both physical and mental, and on the community as a whole.

Unfortunately, the survey is quite long, but responses give me loads of useful information that is likely to be of great help, so I really appreciate if you take the time to answer! The survey consists primarily of multiple choice questions, with some room for elaboration where the supplied options are insufficient. Questions that require you to write a verbal response are optional, but any responses to these questions give me much useful information, so if you have the time, please consider giving at least a brief answer to these questions.

If you are no longer playing, treat any questions that ask about what you do in the game (e.g. what features you use or how much time you spend playing) as asking about the time you actually did play.

The questions are split into the following eight categories: Introduction/demographic, initial and continued interest, play style and amount, activity and physical health, socializing and mental health, exploration and culture, negative behavior, and finally previous gaming experience. At the very end you can put any additional comments.

* Required

Introduction: Who are you?

The following questions aim to map who actually plays Pokémon Go, and whether different types of people approach the game differently or are affected by it in different ways.

1. How old are you? *

2. What is your gender? *

Mark only one oval.

☐ Male

☐ Female

3. In what country do you primarily play Pokémon Go? *

4. What is your (primary) occupation? *

Mark only one oval.

☐ Student in higher education (university, college etc)

☐ Student in other types of education (e.g. high school)

☐ Unemployed

☐ Employed

5. If you are currently employed or are a student in higher education, what is your industry/field?

Mark only one oval.

- ☐ Technology
- ☐ Retail
- ☐ Finance
- ☐ Health
- ☐ Entertainment
- ☐ Production
- ☐ Politics or social sciences
- ☐ Other:

Initial and continued interest

This section aims to identify what originally caused you to start playing Pokémon Go, and whether the game has managed to keep you interested.

6. Which of the following factors influenced your decision to start playing Pokémon Go? *

If neither of the listed options influenced you, please supply a short description of what made you start playing.

Check all that apply.

- ☐ The opportunity to get discounts or benefits because of Pokémon Go-related promotions
- ☐ Recommendations from friends/family
- ☐ Social media or internet forums
- ☐ Nostalgia or previous experience
- ☐ Official trailers/promotion
- ☐ Media coverage
- ☐ Other:

7. When did you start playing Pokémon Go?

If you are unsure, the date you started can be found by pressing the picture of your avatar in the lower left corner of the game.

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Example: December 15

8. Are you still playing? *

Mark only one oval.

- ☐ Yes
- ☐ Yes, but less frequently than during my peak
- ☐ No

9. **If you are no longer playing, when and why did you stop? If you are still playing, but have greatly reduced the amount you play, when and why did this happen?**

Approximate dates or simply the length of the period for which you played are adequate. If possible, please also describe what made you stop playing (e.g. no time to play, didn't enjoy the game, not suited for your area etc).

10. **On an average day, how much did you play per day during the period you played the most? ***

Mark only one oval.

- ☐ Less than an hour
- ☐ Between 1 and 2 hours
- ☐ Between 2 and 4 hours
- ☐ Between 4 and 8 hours
- ☐ Between 8 and 15 hours
- ☐ More than 15 hours

11. **If you are still playing and live in a climate with significant seasonal differences (e.g. warm summers but cold winters), will you continue playing as the weather gets colder? ***

Mark only one oval.

- ☐ Yes
- ☐ Yes, but less actively than during the summer
- ☐ No
- ☐ Not applicable

Play style and amount

12. **What level are you currently in Pokémon Go?**

13. **How many different Pokémon have you caught?**

14. Which of the three teams in the game do you belong to?*Mark only one oval.*

- ☐ Instinct
- ☐ Valor
- ☐ Not affiliated with a team
- ☐ Mystic

15. What type of area do you primarily play in? **Mark only one oval.*

- ☐ Urban
- ☐ Suburban
- ☐ Rural

16. Which of the following game features do you use? **Check all that apply.*

- ☐ AR mode while catching/battling Pokémon
- ☐ Gym battles
- ☐ Lures
- ☐ Incense
- ☐ Incubators/hatching eggs
- ☐ Purchasing items in the shop
- ☐ None of the above

17. Which of the following qualities do you value or look for in the Pokémon you own/catch /search for? **Check all that apply.*

- ☐ Appearance
- ☐ Rarity / Scarcity
- ☐ Effort put into catching/hatching the Pokémon (e.g. 10 km egg, escaping many balls, going some special place to find it)
- ☐ High combat power
- ☐ High health (HP)
- ☐ Good moves/attacks
- ☐ Individual Values / Good result from the "Appraise" feature
- ☐ That you don't already have it
- ☐ Other:

Activity and physical health

18. How many kilometers do you have on your "Jogger" medal in the game?

The medal can be found by pressing the picture of your avatar in the lower left corner and scrolling down.

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19. How do you move around while playing? *

If you utilize none of the listed options when playing, please choose "Other" and specify.

Check all that apply.

- ☐ Walking
- ☐ Running
- ☐ Bicycle or similar
- ☐ Car
- ☐ Tram
- ☐ Bus
- ☐ Train
- ☐ Wheelchair
- ☐ Other:

20. In an average week, how much time did you spend on physical activities (e.g. walking, running or biking) before you started playing Pokémon Go? *

Please choose the smallest alternative that fits

Mark only one oval.

- ☐ 30 minutes or less
- ☐ An hour or less
- ☐ 2 hours or less
- ☐ 4 hours or less
- ☐ 8 hours or less
- ☐ 12 hours or less
- ☐ 20 hours or less
- ☐ More than 20 hours

21. In an average week, how much time do you spend on physical activities since you started playing Pokémon Go? *

Please choose the smallest alternative that fits

Mark only one oval.

- ☐ 30 minutes or less
- ☐ An hour or less
- ☐ 2 hours or less
- ☐ 4 hours or less
- ☐ 8 hours or less
- ☐ 12 hours or less
- ☐ 20 hours or less
- ☐ More than 20 hours

22. If you spend more time on physical activities after you started playing Pokémon Go than before, what are the sources of this activity? *

If you have not increased your amount of physical activity, please select "Not applicable". If none of the options describe your situation, please choose "Other" and specify the sources for the added activity (e.g. whether the increased activity is unrelated to Pokémon Go).

Check all that apply.

- ☐ Not applicable
- ☐ Taking detours or longer routes during other regular movement (e.g. walking to/from work)
- ☐ Walking/running/biking when doing errands (e.g. going to the store) rather than driving
- ☐ Going out with the sole purpose of catching/playing Pokémon
- ☐ Other:

23. Have you lost weight or in other ways feel more healthy than before you started playing Pokémon Go?

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24. Have you skipped out on less healthy activities (e.g. going out to drink) that you otherwise would have engaged in due to playing Pokémon Go instead? If so, please specify.

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Socializing and mental health

25. In an average week, during your spare time, how much time did you spend socializing with other people (in person, outside your home) before you started playing Pokémon Go? *

Please choose the smallest alternative that fits
Mark only one oval.

- ☐ 30 minutes or less
- ☐ An hour or less
- ☐ 2 hours or less
- ☐ 4 hours or less
- ☐ 8 hours or less
- ☐ 12 hours or less
- ☐ 20 hours or less
- ☐ More than 20 hours

26. **In an average week, during your spare time, how much time do you spend socializing with other people (in person, outside your home) since you started playing Pokémon Go? ***

Please choose the smallest alternative that fits
Mark only one oval.

- ☐ 30 minutes or less
☐ An hour or less
☐ 2 hours or less
☐ 4 hours or less
☐ 8 hours or less
☐ 12 hours or less
☐ 20 hours or less
☐ More than 20 hours

27. **If you have increased the amount of time you spend socializing with people since you started playing Pokémon Go than before, what are the causes of this increase? ***

If you have not increased the amount of socializing you do in a week, please select "Not applicable". If none of the options describe your situation, please choose "Other" and specify the sources for the increased socializing.

Check all that apply.

- ☐ Not applicable
☐ Playing with friends
☐ Playing with family
☐ Talking to people you meet while playing
☐ Other:

28. **Have you talked to someone in person because of Pokémon Go that you otherwise would not have talked to? ***

Mark only one oval.

- ☐ Yes
☐ No

29. **Have you made new friends through playing the game? ***

Friends in this context is someone you would make an effort to meet again in person and who you believe might want to meet you again. It could be someone you met for the first time while playing, or a previous acquaintance with whom you were not already friends.

Mark only one oval.

- ☐ Many
☐ A few
☐ One
☐ None

30. Has playing Pokémon Go improved any of your existing relationships? **Check all that apply.*

- ☐ Yes, with your family
- ☐ Yes, with your significant other
- ☐ Yes, with your friends
- ☐ No

31. Do you suffer from any mental illnesses? *

If you suffer from other illnesses than the ones listed, or you don't feel completely mentally healthy but are undiagnosed thus far, please specify with the "Other" option.

Check all that apply.

- ☐ No, or do not wish to disclose
- ☐ Social anxiety
- ☐ Depression
- ☐ Autism
- ☐ Other:

32. If you suffer from a mental illness, do you feel that playing Pokémon Go has had a positive effect on your mental health? If yes, feel free to elaborate on how it has helped you

Exploration and culture

33. Have you explored any new areas or cities because you were playing Pokémon Go? **Check all that apply.*

- ☐ Yes, in your own town/city
- ☐ Yes, in another city that you were already travelling to
- ☐ Yes, a neighboring town/city
- ☐ Yes, a more distant town/city (that you would otherwise not have travelled to)
- ☐ No

Negative behavior

The popularity of the game may not be all positive. There is an abundance of media articles reporting negative behavior from players of Pokémon Go. This section aims to investigate what portion of the player base engage in that negative behavior.

34. **Have you trespassed or otherwise gone into areas you shouldn't be because you were playing Pokémon Go? ***

Check all that apply.

- ☐ Yes, knowingly
☐ Yes, by accident
☐ No

35. **Have you put yourself or others in dangerous situations because you were playing Pokémon Go? ***

Check all that apply.

- ☐ Yes, yourself
☐ Yes, others
☐ No

36. **Have you gotten into any accidents because either you or another involved party was playing Pokémon Go? ***

Check all that apply.

- ☐ Yes, minor accidents (only superficial or no injuries)
☐ Yes, serious accidents (serious injuries or property damage)
☐ No

37. **If you have put yourself or others in dangerous situations, or gotten into accidents, because of Pokémon Go, could you elaborate?**

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38. **Have you neglected other areas of your life because you were playing Pokémon Go? ***

Check all that apply.

- ☐ No
☐ Yes, work or school
☐ Yes, forgot/neglected to eat/drink/sleep
☐ Other:

39. **Have you harassed other players of Pokémon Go for any reason? ***

Check all that apply.

- ☐ No
☐ Only jokingly or online
☐ Yes, in person (verbally)
☐ Yes, in person (physically)

40. If you have harassed other players for any reason, what was the reason?

Previous gaming experience

In an effort to determine what made Pokémon Go so popular, we also want to compare it to other similar games. If you have some experience with similar games (either other Pokémon games, location-based or AR games, or other mobile games), please let us know which ones.

The questions that require you to write an answer are optional, but any insight at all that you can provide to these questions is likely to be of great help! You don't have to write a lot, but just some keywords on what you liked or didn't like and how you feel Pokémon Go handles these aspects (better or worse?) goes a long way. This is especially true for the other location-based/augmented reality games.

41. Have you previously played any of the following families of Pokémon games? *

Check all that apply.

- ☐ Pokémon RPG for handheld consoles (e.g. Red/Blue, Gold/Silver, X/Y etc)
- ☐ Pokémon fighting games (e.g. Pokémon Stadium, Colosseum, Battle Revolution or Pokkén Tournament etc)
- ☐ Pokémon puzzle games for consoles (e.g. Pokémon Puzzle Challenge, Pokémon Shuffle etc)
- ☐ Pokémon Trading Card Game (either on paper or digital)
- ☐ Pokémon games for mobile phones
- ☐ None of the above
- ☐ Other:

42. Have you played any of the following location-based / augmented reality games/activities? *

Check all that apply.

- ☐ Geocaching
- ☐ Ingress
- ☐ Life is Crime
- ☐ Parallel Kingdom
- ☐ Real Strike for iOS
- ☐ Zombies, Run!
- ☐ The Walk
- ☐ Zombies Everywhere
- ☐ Clandestine Anomaly
- ☐ None of the above
- ☐ Other:

43. **Do you play casual mobile games such as Candy Crush, Angry Birds, Wordfeud / Words With Friends, Fun Run etc? ***

Mark only one oval.

- ☐ Every day
- ☐ Every week
- ☐ Every month
- ☐ Less frequently
- ☐ Never

44. **If you have previously played any location-based or augmented reality games, what did you like about them and what did you not like about them? How does Pokémon Go compare on these points?**

45. **If you have previously played any other Pokémon games, what did you like about them and what did you not like about them? How does Pokémon Go compare on these points?**

46. **If you have previously played any other casual mobile games, what did you like about them and what did you not like about them? How does Pokémon Go compare on these points?**

Closing comments

If you have any comments or more insight you would like to supply, feel free to write them below. This is completely optional. If you wish to be contacted with further questions (should they arise), you can leave contact information here. This will not be shared with anyone else!

47. Any additional comments?

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