**Homescapes Focus Group Moderator Guide**

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| **Introduction**  **(5 min)** | **Introduce Facilitator:**  **Hello everyone! I am Bandie Ouch. I am a graduate student at USC’s Masters of Applied Psychology graduate program, studying organizational and consumer psychology., and I am going to be facilitating our conversation today.**  **Topic Overview:**  **Today, we will be exploring the topic of mobile video game advertisements. I am curious to hear your thoughts, feelings, and experiences with these types of advertisements. Through your presence today, you will all help me gain a full picture on how mobile video games affects our every day life.**  **Ground Rules:**   1. **We will be recording our focus group today.** 2. **This will all remain confidential and only be referred to for purposes of research by my team.** 3. **There is no “right” answers. Feel free to share anything relevant.** 4. **Be respectful of one another.**   **Ice Breaker:**  **Now, let’s get to know each other before we start. Please introduce yourself and share your favorite game!** |
| **Topic 1: Big picture of mobile video game apps**  **(10 min)** | 1. **What’s your relationship with mobile app games?**  * **What do you play now?** * **How often do you play?**  1. **Have you ever downloaded a mobile app game because of an advertisement?**  * **What game?** * **How did the ad make you feel?** * **What were you doing when you came across the advertisement?** * **What words would you use to describe with it?** * **Were you satisfied with the game you downloaded?**  1. **Any trends you noticed?**  * **For mobile app games?** * **Their ads?** |
| **Topic 2: Homescapes Advertisement**  **(15 min)** | **These sets of questions will be on this video I will play for you all. To introduce the content, it is a collection of advertisements from the mobile app game called Homescapes.**  **https://www.youtube.com/watch?v=7q4NHzdJHLs**   1. **Have you heard or played Homescapes before?** 2. **Have you seen these advertisements before?** 3. **How do they make you feel?** 4. **After seeing these advertisements, what do you think the goal of it was to make you feel?** 5. **Did it achieve it?** 6. **Who do you think these types of ads are targeted for?** |
| **Topic 3: Homescapes After Ad Opinions**  **(10 min)** | **Now, I will show you pictures of what the real game is like… these next set of questions will be surrounding your thoughts and opinions.**  No description available.  No description available.   1. **Does this ad look like the game?**  * **What elements represents the game?** * **What elements do not?**  1. **In a scenario you downloaded that game, and found out that it is nothing like how it was advertised, how would that make you feel?** 2. **Would you still keep the game?**  * **If yes, why?** * **If no, why?**  1. **Why do you think that the company decided to make these ads like this?** 2. **Do you think this strategy works?** 3. **What advertisements do you find works well on you?**  * **Why?** |
| **Conclusion**  **(5 min)** | **This concludes the end of our last set of questions I wanted to ask you all. Is there anything anyone would like to conclude or add about anything related to our conversations today?**  **Great! Thank you so much for your participation today! I appreciate your time to give me your thoughts and opinions on mobile video game apps. If you have any future thoughts or concerns, please feel free to reach out to me.** |