

Engagement Questionnaire (Final items are highlighted in blue & items used in the last study are starred *)

Attribute	Statement	
Cognitive Involvement	During viewing, I reflected on the content of the video	
	During viewing, I got the impression that the video might be important for my own life	
	During viewing, I considered solutions for the problems described in the video	
	During viewing, I hardly thought about the video's content	
	I vividly remember some parts of the video	
	I was able to anticipate what would happen next in response to the facts being presented	
	I learned something new	
	I found the video stimulating	
	I think I have a good understanding of the facts presented	
	At points, I had a hard time making sense of what was going on in the video	
	I found the content easy to understand	*
	My understanding of the facts is unclear	
	I had a hard time recognizing the thread of the video	
Affective Involvement	The video touched me emotionally	
	The video didn't affect me at all	
	The video triggered my emotions	*
	I felt sad that the viewing was over	
	I responded emotionally	
Enjoyment	This video was fun to watch	*
	I enjoyed viewing the video	
	The video was entertaining	
	I found the video boring	
	It is good that the video wasn't even longer	
	The video was typical for ones you generally find online	
	I would have liked the viewing to continue	
	I'd recommend the viewing of this video to my friends	*
	I felt tired	
	The content appealed to me	
Presence, transportation, and focused attention	I felt myself being 'drawn in'	
	I felt involved	
	I lost track of time	
	I paid more attention to the video being played than I did to my own thoughts (eg, daydreams, etc)	
	While viewing, I forgot myself and was fully absorbed	
	% of time attention drifted	
	I found my mind wandering while the video was being played	*

Attribute	Statement
Presence, transportation, and focused attention	While the video was on I found myself thinking about other things I had a hard time keeping my mind on the video I forgot about my immediate surroundings while watching the video. I was so involved in watching the video that I ignored everything around me. I lost myself in this vieweing experience.
Experience	I feel that I could construct a story about the facts presented in the video I had an emotional reaction while viewing the video I thought that the facts presented in the video were interesting I was mentally involved in the video while viewing
Aesthetics	This video was aesthetically appealing I liked the graphics in this video This video appealed to my visual senses The video was visually pleasing I found the graphics in the video distracting

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