

## Player-Avatar Interaction (PAX) Scale

**Banks, J., & Bowman, N. D. (in press). Emotion, anthropomorphism, realism, control: Validation of a merged metric for player-avatar interaction (PAX). *Computers in Human Behavior*.**

The following are the scale items and Likert-style formatting for the PAX scale, as well as suggested instruction language. Although the items are ordered here by factor (for analysis purposes), it is recommended that the item order be randomized.

Responses were given according to a 7-point scale with the following options: strongly disagree, moderately disagree, somewhat disagree, neither disagree nor agree, somewhat agree, moderately agree, strongly agree.

As developed, participants were instructed to identify a single avatar, and respond to the scale items for that avatar only.

*Please think only about the avatar named [piped name from previous question], and indicate for each of the following statements how much you disagree or agree with each statement.*

### **Factor 1: Emotional Investment**

This avatar is very special to me.

I don't really care about this avatar.\*

I have no emotional connection to this avatar.\*

I would be heartbroken if I lost this avatar.

I appreciate this avatar.

I love this avatar.

### **Factor 2: Anthropomorphic Autonomy**

This avatar has its own thoughts and ideas.

This avatar has its own feelings.

This avatar is autonomous and acts on its own.

When I log out of the game, this avatar has its own life.

### **Factor 3: Suspension of Disbelief<sup>‡</sup>**

I pay attention to errors or contradictions in this avatar's world.

It is important to check for inconsistencies in this avatar's game.

I concentrate on inconsistencies in this avatar's story and the game story.

### **Factor 4: Sense of Control**

This avatar does what I want.

I control this avatar.

\*These items are reverse coded.

‡Note that, for this factor, a higher score indicates a *lower* suspension of disbelief.