Internal Gamification Questionnaire (IGQ)

The presented questionnaire has been created to evaluate "soft factors" of gamification applications and make their results comparable. The targeted context are internal business gamification applications, i.e. gamification applications with employees as the major target group.

The questionnaire consists of three major scales with in total 9 subscales. It is possible to build individual sum scores for each subscale. It is recommended to choose the subscales of interest in each individual case instead of evaluating all of them.

All items should be measured on a 6 point rating scale (Likert type) from "not correct at all" (value 1) to "fully correct" (value 6). You should also randomize the items within one subscale. The term "this Gamification application", used in various items, can be seen as a placeholder and replaced by the name of the evaluated application.

Behavior

Subscale Social Interaction

Item No.	Item
1	Using this Gamification application helps me to stay in contact with my colleagues.
2	Using this Gamification application helps to create a team feeling.
3	Using this Gamification application gives me the opportunity to support my colleagues in case they need help.
4	It is easier to seek help from my colleagues when I use this Gamification application than without it.
5	This Gamification application encourages a steady flow of communication.
6	After I used this Gamification application, I found it easier to talk openly to my colleagues about work related problems.
7	This Gamification application makes it easier to support each other.
8	By providing a communication basis this Gamification application helps to solve a work related problem.
9	This Gamification application helps to improve the working atmosphere.

Binding

Subscale Loyalty

Item No.	Item
1	I preferred staying in this company, even if another company would provide better working conditions for me.
2	Currently, I think it is the best for me to work for this company.
3	It makes me proud to be part of this company.
4	If I had to decide again, I would really like to work at this company again at any time.

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Subscale Commitment

Item No.	Item
1	All in all, I can identify myself with the company.
2	I support internal company decisions, because I think they are right.
3	I do not feel a conflict between my own moral principles and the company's ones.
4	When I have to face a difficult moral decision, the company's moral principles give orientation for my professional but also for my private life.
5	I have realized that the company's moral values influenced my ones over time.
6	If someone criticized the company's policy, I would feel myself being criticized as well.

Subscale Compliance

Item No.	Item
1	I have no problems to follow the recommendations of the company's ethic codex.
2	Even if nobody is watching me, I behave according to the company's ethic codex.
3	I would tell my company when I made a mistake to avoid serious consequences (for example when I feel I treated a client or business partner badly).

Experience

Subscale Flow Experience

Item No.	Item
1	When I use this Gamification application, I always forget to look at the clock.
2	It happens, that I forget to interrupt this Gamification application for lunch breaks.
3	I have no difficulties spending several hours using this Gamification application without thinking of other things.
4	When I use this Gamification application, I forget my environment completely.

Subscale Job Satisfaction

Item No.	Item
1	I can hardly imagine anything negative about my job.
2	When I think of my job, I do not have any fears or concerns.
3	All in all, I am satisfied with my job.
4	My desires to learn new working skills that help me are supported by the company.
5	I am satisfied with how I am integrated into the company structure.

Subscale Engagement

Item No.	Item
1	After using this Gamification application, I want to see what I achieved regarding my work.
2	I try to fulfil the expectations of my job performing in this Gamification application as good as I can.
3	I would like to put my time and energy in using this Gamification application for work tasks.
4	For me it is very important to see the results of my usage of this Gamification application.
5	Using this Gamification application helps me to make an important contribution to the company's success.

Subscale User Experience

Item No.	Item
1	By using this Gamification application, I can complete my work more successfully.
2	By using this Gamification application, I can work more efficiently.
3	The usage of this Gamification application is a good tool to improve the quality my work.
4	The usage of this Gamification application increases my speed of working.
5	The usage of this Gamification application helps me to complete my work tasks faster.
6	This Gamification application emotionalized me.

Subscale Gameful Experience

Item No.	Item
1	I liked the graphics and sounds in this Gamification application.
2	I did not have the feeling to waste my time, when I play this Gamification application.
3	I could easily develop empathy with the tasks and goals of this Gamification application.
4	When I was playing this Gamification application, I forgot time completely.
5	I liked the embedded plot/story of this Gamification application very much.
6	I liked the implementation behind the idea of this Gamification application.
7	I would love to continue playing this Gamification application.