

# Player Identification Scale (PI)

This Player Identification scale measures identification in MMORPGs. The PI Scale contains three dimensions, (1) Avatar (Character) Identification, (2) Group (Guild) Identification, and (3) Game (community) Identification. Avatar Identification consists of three subscales (1a) Perceived Similarity, (1b) Wishful Identification, and (1c) Embodied Presence. Evidence suggests that Avatar Identification positively predicts Empathy, the Proteus effect and the motivation to role-play, customization, and escapism. Group Identification predicts socializing and relationship. Game Identification predicts advancement, mechanics, and escapism.

**Directions:** Please read each of the following statements carefully. Then, indicate the extent to which you agree or disagree with each statement. There are no right or wrong answers, your honest response is important. Use the following scale to answer each item:

Strongly Disagree = 1; Disagree = 2; Neither agree nor disagree = 3; Agree = 4; Strongly Agree = 5

## Group Identification

1. I feel connected with the members of my guild.
2. The members of my guild are important to me.
3. I regularly go online to meet with others from my guild
4. My guild can count on me.
5. I have a lot in common with the members of my guild.
6. I find it important how the members of my guild see me.

## Game Identification

1. **(Game)** means a lot to me.
2. **(Game)** is more than a game.
3. **(Game)** is more than a hobby to me.
4. **(Game)** is a way of life.
5. **(Game)** is a part of who I am.

## **Avatar Identification: Perceived Similarity**

1. My character is like me in many ways.
2. My character resembles me.
3. I identify with my character.
4. My character is an extension of myself.
5. My character is similar to me.
6. I resemble my character.

## **Avatar Identification: Embodied Presence**

1. When I am playing, it feels as if I am my character.
2. I feel like I am inside my character when playing.
3. In the game, it is as if I become one with my character.
4. When I am playing I am transported into my character.
5. When playing, it feels as if my character's body becomes my own.
6. In the game, it is as if I act directly through my character.

## **Avatar Identification: Wishful Identification**

1. If I could become like my character, I would.
2. I would like to be more like my character.
3. My character is an example to me.
4. My character is a better me.
5. My character has characteristics that I would like to have.

### **Scoring:**

Calculate means for each scale & produce z-scores.

### **Source:**

Van Looy, J., Courtois, C., & De Vocht, M. (2010, September). Player identification in online games: Validation of a scale for measuring identification in MMORPGs. In Proceedings of the 3rd International Conference on Fun and Games (pp. 126-134).