

# Player-Avatar Identification Scale (PAI)

The Player–Avatar Identification Scale (PAIS) is a 15-item instrument designed to assess the extent to which players identify with their video game avatars. The scale captures four key dimensions:

- Feelings during play – the emotional alignment a player experiences with their avatar's successes or failures.
- Absorption during play – the degree of immersion and loss of self-awareness while gaming.
- Positive attitudes toward avatar – evaluative feelings of pride and social acceptance linked to the avatar.
- Importance to identity – the perceived integration of the avatar into the player's self-concept.

Developed through exploratory and confirmatory factor analyses with adolescent gamers, PAIS demonstrates strong reliability and validity. It PAIS has been shown to correlate with identity styles.

**Directions:** Please consider your character/avatar from **(Game Name)**. Following is a series of statements about your relationship with your game character/avatar. For each statement, please indicate how much you agree or disagree with the statement by selecting one of the following:

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

1. When my character is facing danger in the game, I feel nervous.
2. I feel the same disappointment when my character experiences a failure in the game.
3. When my character achieves his/her goals, I feel happy.
4. I feel the same joy my character experiences when a task is accomplished
5. I have forgotten my surroundings during the game.
6. I have forgotten myself during the game.
7. I feel as if I am physically in the game world during the game.
8. I never regret that I play my game character
9. I am proud to play the character I am playing now.
10. Other gamers are happy to be friends with my game character.
11. My co-gamers have high respect for my character.
12. The characters I play reflect who I am.
13. My character and I are one and the same.
14. The characters I play influence the way I feel about myself.

15. The characters I play are important to my sense of what kind of person I am.

**Scoring:**

Feelings During Play Score: Add responses to items 1, 2, 3, & 4.

Absorption During Play Score: Add responses to items 5, 6, & 7.

Positive Attitudes Toward Avatar Score: Add responses to items 8, 9, 10, & 11.

Importance to Identity Score: Add responses to items 12, 13, 14, & 15.

**Source:**

Li, D. D., Liao, A. K., & Khoo, A. (2013). Player–Avatar Identification in video gaming: Concept and measurement. *Computers in human behavior*, 29(1), 257-263.