

Case study Promise Me - 1st survey (pre-game)

Dear player,

Thank you for joining our game sessions with the art game *Promise Me!*
They are part of a research project that aims to study the audience reception of art games and to improve the effects of serious games.

Please answer this survey before playing *Promise Me*.

1st survey - instructions

Please do not think about your answers too much. There are no right or wrong answers; we are only interested in your personal views. You may get the feeling that questions are duplicated; indeed some of the questions are similar, so we can conduct proper analyses.
The survey takes about 5 - 8 minutes to complete.

After the game session, we invite you to fill in a second survey about your experience with the game.

Questions or remarks? Please do not hesitate to ask us in person or by e-mail.

With kind regards,

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Q00

Research conditions

- participation is voluntary
- you are 18 years or older
- you can stop your participation at any time, without a reason
- only the researchers involved have access to the collected research data
- the research data will be stored anonymously on a secure drive at TU Delft
- at the end of the study, the research data will be archived anonymously on the 4TU repository

- Yes, I agree with these conditions.
- No, I do not agree with these conditions and will leave this survey.

Q1

First, we have some questions about your view on art as a tool for social change.

Art has a material/tangible side (artworks are objects in the world, and for example, they can be collected) and art also has an ideal/spiritual side (artworks contain ideas about the world).

Where would you position 'art' on a continuous line between 'object' and 'idea'?

Use the slider below to indicate your answer.



Q2

Please indicate for each of the following statements to what extent you either agree or disagree.

I believe art ...

	strongly disagree (1)	disagree (2)	neither disagree nor agree (3)	agree (4)	strongly agree (5)
... can produce knowledge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can be socially engaging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can be ethically engaging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can empower its audience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can bring a valuable contribution to society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... can contribute to make the world a better place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3

I appreciate artists that add an activistic element to their work.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q4

It is important to me that art generates dialogue about sustainable issues.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q35

What is your current diet?

I am a ...

- meat and fish eater
- flexitarian (I do not eat meat or fish at least once a week)
- vegetarian
- vegan
- other: _____

Q5

The next following statements are about your thoughts about veganism.

I (may) experience vegan products to be tasty.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q10

In my opinion, animal products contain important nutrients for the human body that lack in a vegan diet.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q7

I (would) enjoy eating vegan meat and dairy alternatives.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q13

I believe a vegan diet contributes to a good environment.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q8

Plant-based alternatives to meat and dairy products seem often tasteless to me.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q11

I think you are less likely to get sick with a vegan diet, compared to other diets.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q6

Eating vegan products seems not enjoyable to me.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q9

I believe a vegan diet benefits my health.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q12

I believe the human body needs animal proteins to be healthy.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q14

By eating vegan products I (could) aim to lower my carbon footprint.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q17

I don't think there are ethical objections to eating animal products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q22

I feel uncomfortable when I see people eating animal products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q16

Like meat and dairy products, I think vegan products also negatively impact the environment.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q23

I (would) experience no shame about consuming meat and dairy products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q21

I (would) feel good when I buy vegan products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q19

I find eating meat and dairy products to be morally defensible.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q15

I think the production of meat and dairy products is not necessarily harmful for the environment.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q18

I disapprove the locking up and killing of animals for consumption.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q20

I find consuming meat and dairy products morally unacceptable.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q24

I feel comfortable about the idea of consuming meat or dairy products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q25

When I think of veganism, certain emotions come to mind.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q27

The motto "think first then act" relates to me.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q28

When I buy meat or dairy products, I do not think about the possible consequences for the environment and/or animal welfare.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q26

The topic of veganism does not evoke specific feelings in me.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q31

I don't care that I contribute to the existence of factory farming, when I buy meat or dairy products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q33

I am motivated to read information about vegan products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q32

The consequences are only for me when I consume meat or dairy products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q29

When I consume meat or dairy products, I take responsibility for the negative outcomes for the environment and/or animal welfare.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q34

I find it interesting to learn more about plant based alternatives to meat or dairy products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q30

I accept the possible consequences for the environment and/or animal welfare, when I consume meat or dairy products.

- strongly disagree (1)
- disagree (2)
- somewhat disagree (3)
- neither disagree nor agree (4)
- somewhat agree (5)
- agree (6)
- strongly agree (7)

Q36

We would like to know how often you play games.

On average, how often do you play digital games*?

* we don't just mean big games like Call of Duty, but also simpler (online) games like Wordfeud or Candycrush

- never
- a few times a year
- a few times a month
- a few times a week
- everyday

Q37

On average, how often do you play non-digital games*?

* we don't mean sports here, but card games, board games etc.

- never
- a few times a year
- a few times a month
- a few times a week
- everyday

Q38

Finally, we have some general questions for you.

What is your age?

Q39

What is your gender?

- man
- woman
- other

Q40

What is your e-mail address?

NB: we only ask this so that we can later link your answers to those of the second survey after the game session; your data will be anonymised before analysing it.

This is the end of this first survey.

Thank you very much for your answers!

We will soon meet to play Promise Me.

Please let us know in case you have any questions.

With kind regards,

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