

The User Types Hexad Scale - English (validated)

User Types	Items
Philanthropist	P1 It makes me happy if I am able to help others. P2 I like helping others to orient themselves in new situations. P3 I like sharing my knowledge. P4 The wellbeing of others is important to me.
Socialiser	S1 Interacting with others is important to me. S2 I like being part of a team. S3 It is important to me to feel like I am part of a community. S4 I enjoy group activities.
Free Spirit	F1 It is important to me to follow my own path. F2 I often let my curiosity guide me. F3 Being independent is important to me. F4 Opportunities for self-expression are important to me.
Achiever	A1 I like defeating obstacles. A2 I like mastering difficult tasks. A3 It is important to me to continuously improve my skills. A4 I enjoy emerging victorious out of difficult circumstances.
Disruptor	D1 I like to provoke. D2 I like to question the status quo. D3 I see myself as a rebel. D4 I dislike following rules.
Player	R1 I like competitions where a prize can be won. R2 Rewards are a great way to motivate me. R3 Return of investment is important to me. R4 If the reward is sufficient I will put in the effort.

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How to use the scale:

1. Ask users to rate how well each item describes them in a 7-point Likert scale.
 - a. Items must be presented without identifying the corresponding type and in random order.
2. Separately add (or average) the scores of the items corresponding to each type.

References:

Gustavo F. Tondello, Rina R. Wehbe, Lisa Diamond, Marc Busch, Andrzej Marczewski, and Lennart E. Nacke. 2016. The Gamification User Types Hexad Scale. In Proceedings of the 2016 Annual Symposium on Computer-Human Interaction in Play - CHI PLAY '16. Austin, TX, USA. ACM.

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Gustavo F. Tondello, Alberto Mora, Andrzej Marczewski, and Lennart E. Nacke. 2018. Empirical Validation of the Gamification User Types Hexad Scale in English and Spanish. International Journal of Human-Computer Studies.

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