

# Qualitative Monetization Research: Sample Interview Questionnaire

1. How disruptive do you find ads in [game title]?
  - a. Not very disruptive
  - b. Somewhat disruptive, but acceptable
  - c. Very disruptive
  - d. No opinion
  
2. Which of the following would you like to see improved with in-app purchase opportunities in [game title]? Select all that apply.
  - a. Items are too expensive
  - b. Not enough variety of what to purchase
  - c. Can't accumulate currency fast enough
  - d. Other (please describe)
  
3. How would you describe your experience with the following ad formats in [game title]? Select all that apply.
  - a. Rewarded Video (ads that reward you for viewing the ad)**
    - i. I find them distracting and disruptive
    - ii. I barely notice them
    - iii. They help introduce me to other games I might find interesting
    - iv. They enhance my gameplay

**b. Banners (small ads at the top or bottom of the screen)**

- i. I find them distracting and disruptive
- ii. I barely notice them
- iii. They help introduce me to other games I might find interesting
- iv. They enhance my gameplay

**c. Interstitials (full page ads with no reward)**

- i. I find them distracting and disruptive
- ii. I barely notice them
- iii. They help introduce me to other games I might find interesting
- iv. They enhance my gameplay

4. Do you ever encounter ads in [game title] which you find offensive or inappropriate?

- a. Never
- b. Sometimes
- c. Often

5. Do you have any other feedback related to ads or IAP in [game title]?