

## Survey Questions

1. How old are you?
2. What gender do you identify as? (Woman, Man, Non-Binary, Prefer not to say)
3. To what extent do you agree with the following statements? (Strongly agree, Agree, Neutral, Disagree,

Theoretical Construct		Question	
<b>Schmitt's Strategic Experiential Modules, 1999</b>	SENSE	This learning environment <b>engaged my senses</b> (e.g., visuals, sound, and aesthetics)	
<b>Schmitt's Strategic Experiential Modules, 1999</b>	THINK	This format helped me to <b>understand and cognitively process</b> new concepts	
<b>Schmitt's Strategic Experiential Modules, 1999</b>	FEEL	I felt high levels of <b>interest and enjoyment</b> when learning in this format.	
<b>Schmitt's Strategic Experiential Modules, 1999</b>	ACT	This format allowed me to <b>interact with the learning experience</b>	
<b>Schmitt's Strategic Experiential Modules, 1999</b>	ACT	This format <b>facilitates learning activities</b>	
<b>Schmitt's Strategic Experiential Modules, 1999</b>	RELATE	I felt <b>connected to my peers</b> in this environment	

<b>Self-Determination Theory</b>  Ryan, R.M. & Deci, E.L., 2000	Autonomy	I felt I had <b>the freedom to express myself</b> on this platform	
<b>Self-Determination Theory</b>  Ryan, R.M. & Deci, E.L., 2000	Relatedness	This platform facilitates <b>social connections</b>	
<b>Self-Determination Theory</b>  Ryan, R.M. & Deci, E.L., 2000	Competence	I felt <b>able to master</b> the lesson content easily in this environment	
Brodie <i>at al</i> Engagement Framework (2011)	Cognitive	This environment <b>focused my attention</b>	
Brodie <i>at al</i> Engagement Framework (2011)	Cognitive	I felt <b>absorbed</b> in the lesson delivery	
Brodie <i>at al</i> Engagement Framework (2011)	Emotional	Learning in this environment felt <b>emotionally resonant</b>	
Brodie <i>at al</i> Engagement Framework (2011)	Emotional	I <b>enjoyed</b> this method of learning delivery	
Brodie <i>at al</i> Engagement Framework (2011)	Behavioural	This environment <b>facilitates participation</b>	

Brodie <i>et al</i> Engagement Framework (2011)	Behavioural	I felt I could <b>share feedback</b> in this platform	
<b>Inclusive Practices</b>	Accessibility (digital)	I experienced <b>technical difficulties</b> (e.g., connectivity, glitches, software issues) that detracted significantly from the learning experience	
	Accessibility	I found this environment to be <b>accessible</b> for my learning needs	
	Inclusion	I felt a sense of <b>belonging</b> in this environment	
	Accessibility	I experienced <b>physical barriers</b> to access in this environment	
	Accessibility	I felt this environment <b>was mentally challenging</b>	
<b><i>Referring to the metaverse experience only:</i></b>  Gaggioli <i>et al</i> <b>Gamification</b> to Foster Student Engagement	Cognitive Engagement	The gamified environment allowed me to <b>absorb information</b> and <b>remember</b> details	

(Gaggioli, C., Gabbi, E., & Ranieri, M. (2025)			
Gaggioli et al <b>Gamification</b> to Foster Student Engagement  (Gaggioli, C., Gabbi, E., & Ranieri, M. (2025)	Emotional Engagement	I thought the gamified environment was <b>fun and enjoyable</b>	
Gaggioli et al <b>Gamification</b> to Foster Student Engagement  (Gaggioli, C., Gabbi, E., & Ranieri, M. (2025)	Behavioural Engagement	I tried to be active in participating in the gamified learning environment	
<b>Gamification</b> to Foster Student Engagement  (Gaggioli, C., Gabbi, E., & Ranieri, M. (2025)	Agentic Engagement	I felt able to <b>ask questions and express my opinions</b>	
Cognitive factor – Interest		I am interested in learning in a gamified metaverse learning environment	

<p><b>Answer only after completing both forms of delivery:</b></p> <p>Which learning environment did you <b>prefer</b>?</p> <p>In 1 sentence, please <b>explain why</b> you preferred it:</p>		<p>Microsoft Team / Spatial Metaverse</p>	

## References

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), 252-271. <https://doi.org/10.1177/1094670511411703> (Original work published 2011)

Gaggioli, C., Gabbi, E., & Ranieri, M. (2025). Gamification to foster student engagement: a mixed methods study in higher education. *Qwerty. Open and Interdisciplinary Journal of Technology, Culture and Education*, 20(1). <https://doi.org/10.30557/qw000076>

Ryan, R.M. & Deci, E.L., 2000. 'Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being', *American Psychologist*, 55(1), pp. 68-78

Schmitt, B.H., 1999. *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. New York: Free Press.