

**Engagement Scale**  
**Electronic Questionnaire Version**

**Formal Definition of Engagement**

*A transitory condition of heightened attention, emotion, and motivation characterized by (a) extraordinarily high focus of attention on an unfolding narrative or story told in words, actions, and/or music, (b) heightened emotions, and (c) agentic inclinations.*

**Examples of activity types for which this scale is appropriate**

*Any participatory activity involving a developing story (“narrative”) is appropriate to this scale. Examples are reading, conversing, and being a spectator in sport events and performing arts events. Note that performance activities are not included. The experience of participating in performance activities is more appropriately measured with our **immersion** scale.*

**Seminal Reference Citation**

*Gary D. Ellis, Patti A. Freeman, Tazim Jamal & Jingxian Jiang (2017) A theory of structured experience, *Annals of Leisure Research*, DOI: 10.1080/11745398.2017.1312468*

**Scale**

*A depiction of the electronic version of our engagement questionnaire follows. Note that the questionnaire includes eleven items and is printed on two consecutive pages.*

**Scoring**

*The engagement scale is a summative scale. Obtain scores by summing the responses to all of the items. Divide that sum by eleven to obtain an estimate of the prevalence of engagement during the structured experience.*

**1. Approximately what percent of the time during your experience did you feel . . .**



**2. Approximately what percent of the time during your experience did you have . . .**

