Appendix A: Survey Questionnaire

Hello! I am an 11th-grade high school student conducting research on the use of artificial intelligence in video game artwork. This study explores how effectively AI can generate game art and examines how difficult it is for individuals to distinguish between AI-generated and human-created visuals.
Additionally, this research investigates whether disclosing an artwork's method of creation influences viewers' perceptions, evaluations, and overall judgments of the piece.
This survey is for academic research purposes only. All responses are anonymous, and your data will remain confidential and securely handled.

Thank you for your time and participation—I truly appreciate your contribution to this study.

* Indicates required question

1. I voluntarily agree to participate in this anonymous research study and understand I may stop at any time. *

Mark only one oval.

- ◯ Yes
- ◯ No

2. How old are you? *

Mark only one oval.

- ◯ 13–18
- ◯ 18–25
- ◯ 25-35
- ◯ 35-45
- ◯ 45 and above

3. How often do you play video games? *

Mark only one oval.

- Daily
- Weekly
- Monthly
- Rarely
- Never

4. I am familiar with AI image generation tools. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. I have experience with visual art or game development. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

AI-generated vs. Human-developed Image Experiment

You will be shown a series of digital images one at a time. Some images were created by human artists, while others were generated using artificial intelligence (AI).

For each image, please:

- Carefully observe the image before answering
- Rate its visual appeal and quality
- Indicate whether you believe the image was created by AI or by a human artist

Image 1



6. This art is visually appealing and high quality. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. Do you think this image was created by AI or by a human artist? *

Mark only one oval.

- Created by AI
- Created by a human artist
- Not sure

Image Origin Reveal

This image was actually created by Walter Torezan Junior, a human artist, and was procured from ArtStation

8. After knowing the source, my perception of the overall quality and appeal of this game art has changed. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Next image

Image 2



9. This art is visually appealing and high quality. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. Do you think this image was created by AI or by a human artist? *

Mark only one oval.

- Created by AI
- Created by a human artist
- Not sure

Image Origin Reveal

This image was actually created by ChatGPT

11. After knowing the source, my perception of the overall quality and appeal of this game art has changed. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Next Image

Image 3



12. This game art is visually appealing and high quality. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. Do you think this image was created by AI or by a human artist? *

Mark only one oval.

- ◯ Created by AI
- ◯ Created by a human artist
- ◯ Not sure

Image Origin Reveal

This image was actually created by **e.gg,** using an AI text-to-image prompt. It is displayed on midjourney.com.

14. After knowing the source, my perception of the overall quality and appeal of this game art has changed. *

Mark only one oval.

- ◯ Strongly Agree
- ◯ Agree
- ◯ Neutral
- ◯ Disagree
- ◯ Strongly Disagree

Final Image

Image 4



15. This game art is visually appealing and high quality. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. Do you think this image was created by AI or by a human artist? *

Mark only one oval.

- Created by AI
- Created by a human artist
- Not sure

Image Origin Reveal

This image was actually created by Joao David Fernandes, a human artist and was procured from ArtStation

17. After knowing the source, my perception of the overall quality and appeal of this game art has changed. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Diagnostic

Thank you for your participation! The survey is almost complete. Some final questions will be asked for your opinion after having seen each image.

18. After seeing both AI and human-created art, which statement best describes your view? *

Mark only one oval.

- AI-generated art was generally lower quality than human-created
- AI-generated art was generally equal quality to human-created
- AI-generated art was generally higher quality than human-created
- I couldn't tell a consistent difference
- It varied too much to generalize

19. I found it easy to distinguish between AI-generated and human-created game art *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

20. If a game I wanted to buy is found to have used significant AI-generated art, I would not purchase the game. *

Mark only one oval.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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