Games = Happiness!
↳ improves life!
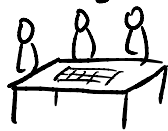
How do friendships / relationships impact friendship?

small # + **deep**

= greater happiness at life

= large numbers of shallow, status-based relationships

↑ in depression

Schachter + Fessinger
↳ The Laws of Friendship Formation

1 Proximity
2 Similarity
3 Reciprocity
4 Disclosure
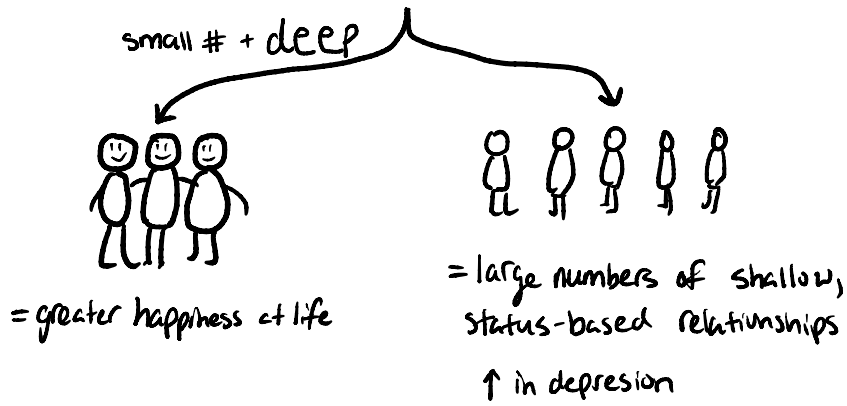
What can games do to build meaningful relationships!
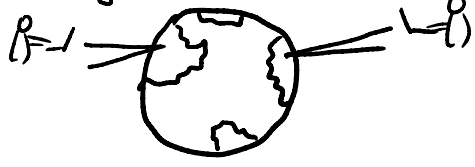
1) Social

Fantasy   Reality

↳ game around table   – Strangers

2) Match-based systems
↳ throwaway relationships
  – rude to eachother / toxic gamers

3) Friendship systems
↳ numbers motivated/based
↳ dehumanizing!

4) Chat
↳ unrestricted/unsafe chat systems

---

1) PROXIMITY

↳ Social distance
– Want repeat, serendipitous (natural) interactions
  – Need to balance the density of players

Concurrency Ratio   (# Monthly users, # online)

"Friendship rarely transfers to new contexts due to logistics"
↳ so we need to build up new friends out of strangers

Basic Tools {
  Persistent Identity + repeat encounters
  Events + density
  Daily incentives + repeat encounters
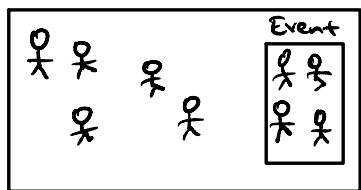 Offline Communities + repeat encounters
}

Basic Anti Patterns {
  Anonymous players (– repeat encounters)
  Huge, empty areas
  Many gameplay modes (– density)
  Separating players by skill (– density)
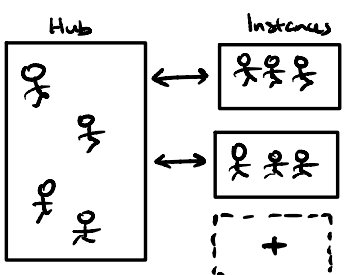}

Matches are effective for mega hits
↳ Alternative = rooms

Join (in progress) → [room] → Leave in progress

N slots in room
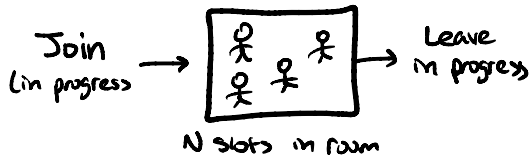
– Waiting room → event

– Hub + instances

$$\# \text{ rooms} = \frac{\text{Concurrent players}}{\text{Ideal players per room}}$$

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2) SIMILARITY

1) ppl make friends like them
2) Similarity is strong

How to use similarity?
  – Factions
  – Positive shared experiences/goals

Shared social norms
↳ positive norms
(need to separate real world cultures

---

3) RECIPROCITY

↳ make friendly offer / get positive response
↑ Trust!
  ↳ Shared social norms
  – Hard to build, easy to ruin
  – increases stakes of interaction
    ↳ Deep friendships ($$$)

Anti Patterns {
  Trade/scamming
  Lack of predictability
  Power differential
}

Tools {
  Chat (social reciprocation)
  Friends list, Shared Goals,
  Guilds, Gifting, Trade
}

Introduce tools based on levels of trust

4) DISCLOSURE

Vulnerability needed to reach max levels of trust

Opt-in vs premature disclosure
Premature disclosure = loss of trust/ killing relationship leveling

Anti-Patterns {
  Don't start with...
  – Real name
  – Voice chat
  – Real location
  – Purchases w/ real money
}
If users want to share, make it opt-in and provide resources!

Solitary play   (identity)
Parallel play   (expressive actions
Ambient coop   (emotes)
Soft coop   (chat + blocking
Hard coop   (group chat)
Friends!   (private spaces)

	Proximity	Similarity	Reciprocity	Disclosure
Solitary play	X			
Parallel play				
Ambient coop				
Soft coop				
Hard coop				
Friends!				