


GAMES ARE TOOLS ⇒ to make people HAPPY!

→ A small # of close friendships makes people HAPPY



↓

# The LAWS of FRIENDSHIP FORMATION

- Proximity
- Similarity
- Reciprocity
- Disclosure

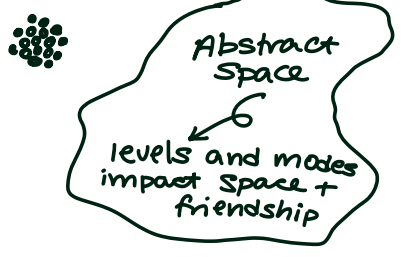


1. Proximity

↗ Repeat interaction ↗ density

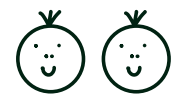
↪ repeat, serendipitous interactions

- TOOLS ↗ : persistent identity, events
- MAX (social goals) in design!




2. Similarity

- people MAKE FRIENDS with people like them
- ↳ create positive shared identities ⇒ DON'T reference the REAL WORLD



3. Reciprocity

- tit for tat ↗
- build TRUST ⇒ AKA Shared social norms ↗ predictable behavior
- naive tools → high engagement but LOW intention ↓ 
- ↳ better: automate initial intro/ice breaker eg: Discord



4. Disclosure

- for DEEP  friendship, you need risky disclosure
- ↳ but it's the ONLY WAY ↗ Try: cone of Silence!

