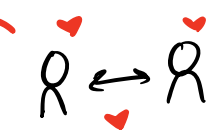
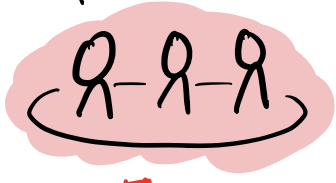


Game Design for Friendships

♥ games should bring happiness
friendships bring happiness



games build friendship!



HOW DO GAMES BUILD FRIENDSHIP?

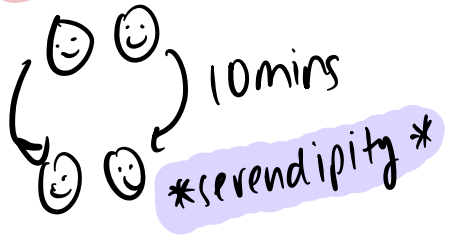
density

- Too dense or empty doesn't build friendships



Proximity

Frequency of Interaction



Logistics

Online Friendships

• avatars, identities, daily returns build friendships

~~stick figure~~ → an anonymity makes it hard to build friendships

ROOMS

• join and leave games freely regardless of progress → .io games

• waiting rooms

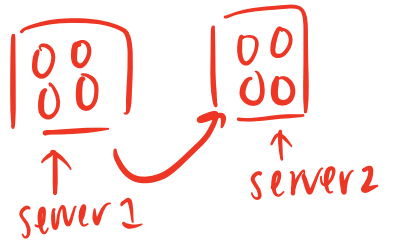
• offline communities

HOW TO MAXIMIZE

- ♥ cohorts
- ♥ game-to-game, keep population of players together

♥ **similarity**
- instinctually make relationships with people like you

REPEAT INTERACTION



Anti-pattern:
- Nationalism
↳ factions/shared identity brings external tensions into the game

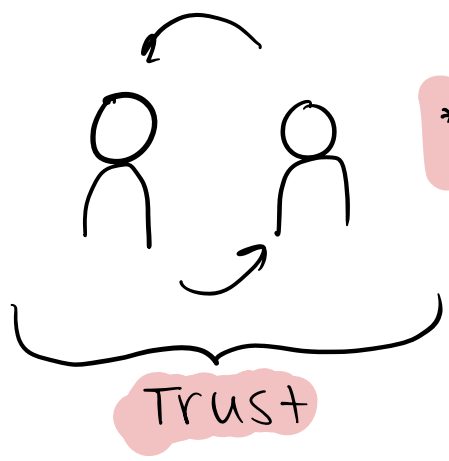
Instead!

Positive Fictional Identities

- o separate strong real world identity
- o pro social player roles

* deep vs. shallow friendships

* trust quickly deteriorates if betrayed



* reciprocity builds trust

Anti-Patterns
- deceit
- lack of predictability
- power imbalances

DISCLOSURE

- being vulnerable at the right time in the game

disclosure is **RISKY!!**

Balance:

