

2000 a small number of DEEP friendships = ↑ **DEEPNESS**

GAME DESIGNS for FRIENDSHIPS

WHAT GOES WRONG?

matched systems? viral systems? harmful chats?

AMS OF FRIENDSHIP

1 PROXIMITY

repeat, serendipitous interactions + good density

ROOMS NEED A HIT

MATCHES

PERISTENT IDENTITY

OFFLINE COMMUNITIES

2 SIMILARITY

LIKE BE FRIENDS

ACTS AS A FILTER

ANTI-PATTERN

PRO-SOCIAL ROLES

POSITIVE FICTIONAL IDENTITIES

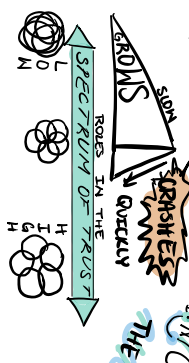
INSTAAD...

3 RECIPROCALITY

BUILDS SHARED NORMS

TRUST =

ROLES IN THE SPECTRUM OF TRUST



4 DISCLOSURE

reveals truth for STRONGEST

KEY TO DEEP TRUST

ABILITY TO DISCLOSE RISKY INFO WITHOUT REJECTION

FRIENDSHIP

