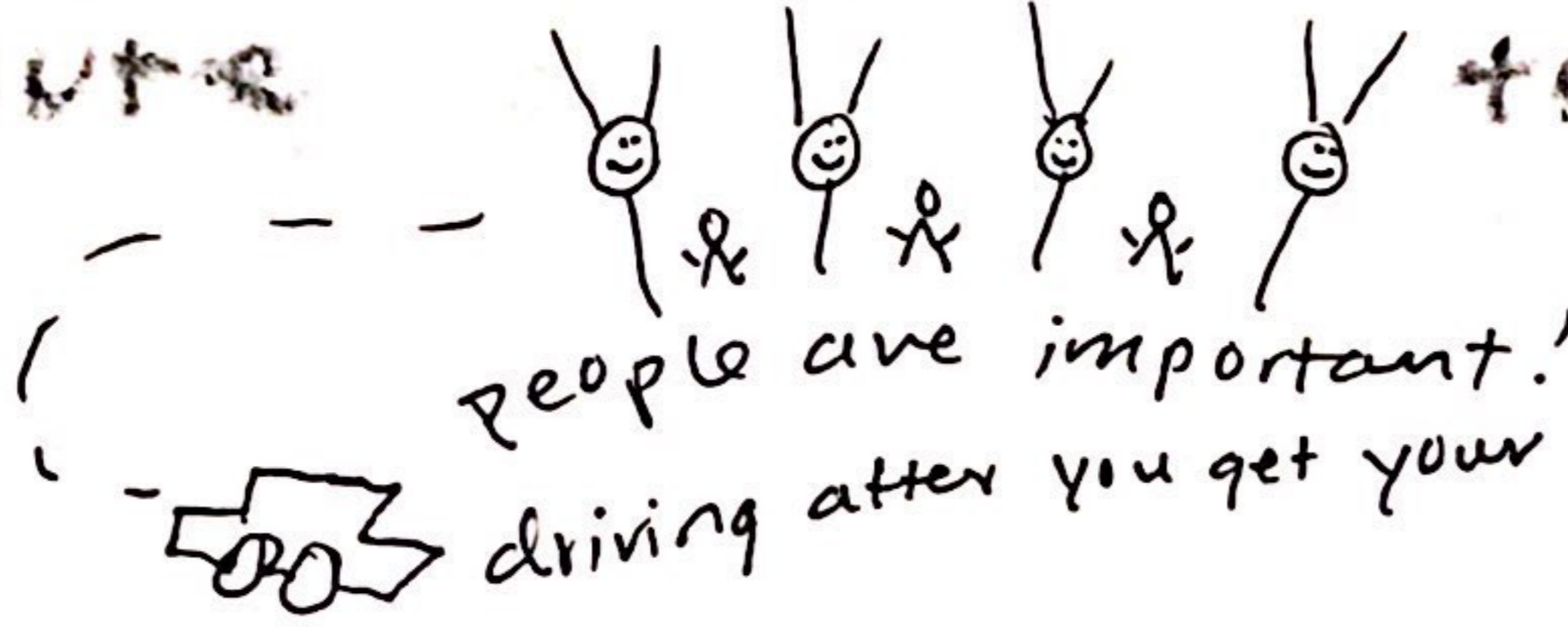


# BUILDING FRIENDSHIPS

CONTRIBUTE

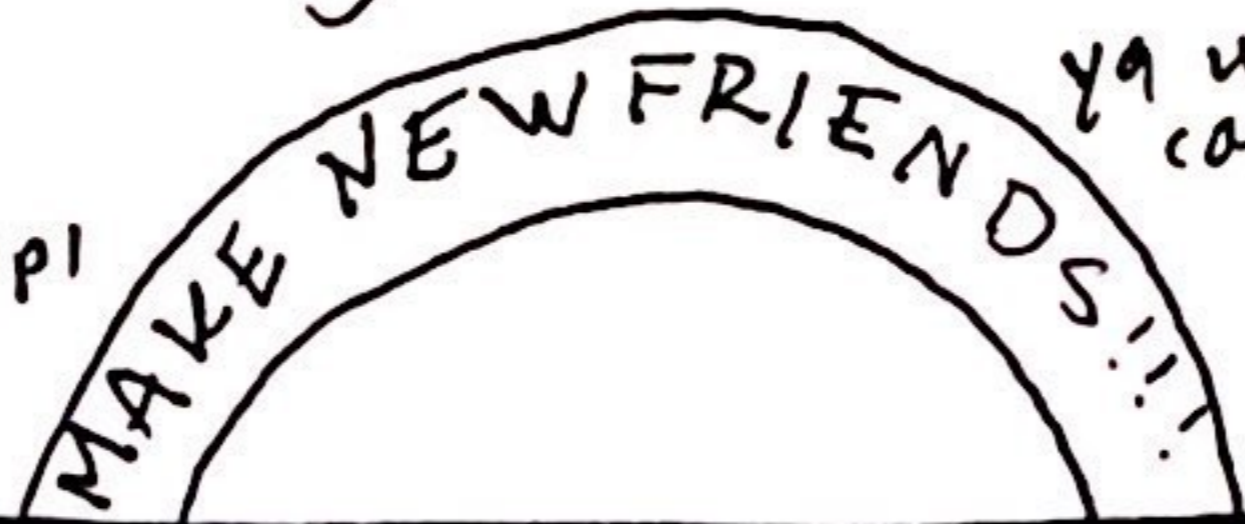
to humanity



## HAPPINESS

- ♥ - meaningful friendships
- ♥ - smaller of deep ones
- 🧠 - shallow, status based
- 🧠 - internet strips us from interacting like normal ppl
- 🧠 - people = numbers

CAN WE BE BETTER?



Schachter's LAWS

- ♥ Proximity
- ♥ Similarity
- ♥ Reciprocity
- ♥ Disclosure

### PROXIMITY

closeness, repeat serendipitous interactions  
density on, hello!  
no friends, a couple good ones, too many?  
balance

### SIMILARITY

Perception of shared norms  
can be BAD!!!  
- can import bad elements of society into our game  
put people in factions, give people shared goals  
fictional identities

### RECIPROCITY

hits for tats for + relationship  
BUILD TRUST aka shared norms  
grows slow  
- can increase stakes

### DISCLOSURE

Reveal weaknesses for strongest bonds  
RISKY!  
only way to grow!

### TOOLS:

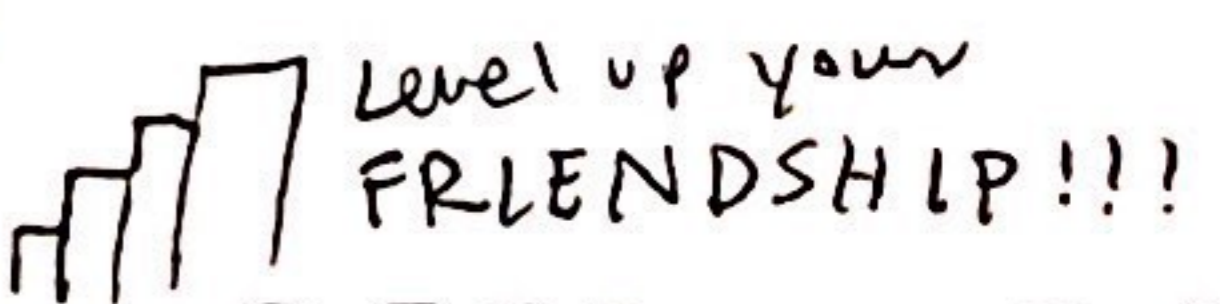
- Persistent density, events, daily incentives, communities
- Active waiting rooms!
- Perserve cohorts!
- Idle detection!

DO NOT reference the real world directly

- DONT →
- deict/scaming
  - power differentials
  - high initial interaction costs
- POS
- chat, friendlist
  - guilds, crews
  - gitting/trade

DO NOT DISCLOSE PREMATURELY

- no real names, location, voice chat
- make it OPT-IN!



## MAKE A friendly OFFER... GIVE A positive RESPONSE!

design friendship leveling from the start. Make it a pillar.

