


GAMES for

1950s → Shaker, Hissinger

Theory: For friendships to form

Game = Tool → Tool for happiness


Small # of Deep friendships
lead to most happiness in life

Games = Deeper Friendship
= Deeper happiness


1 Proximity


2 Similarity

3 Reciprocity

4 Disclosure 

I Proximity

 Great Ideas: Working teams with slight challenge
(+ serendipity while enough people join)

- Need ⇒ Serendipity
- Repeat interaction
- Density 
 - Not desert
 - Not packed subway

Concurrency Ratios
25:1 means
- 33% of deep friends online

Friendships rarely transfer to new contexts

→ Just logistical prob.


Best Practices:

- Persistent identity
- Daily routine
- Events + Density
- Online community

Worst Practices:

- Anonymous players
- Huge empty space
- Many models
- Separating by skill

2 Similarity

People make friends with people like them 

Agar.io - led to lots of nationalism

Best Practices

- Player in faction (hoard) vs alliance
- Shared experience
- Shared interests or goal

Worst Practices

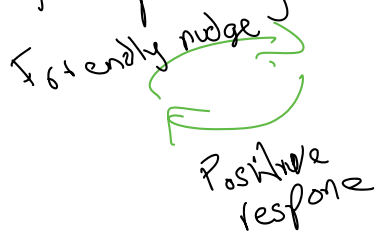
- Didn't specify

Key Ideas/Solutions

- > Positive fictional identities
- Bearlopia
- Don't reference real world identity



Can be poisonous Careful

3 Reciprocity



Build support and increasing stakes


Best Practices

- Chat 
- Friend lists 
- Shared goals
- Guilds/Buffs

Worst Practice

- Trade system/decree
- Lack of predictability
- Large power differentials

Key Ideas/Solutions

- Design systems that level up friendship intentionally over time
- Automated initial interaction
- Non zero-sum guild rewards (super bowl ring philosophy) 
- Puzzle Pledge

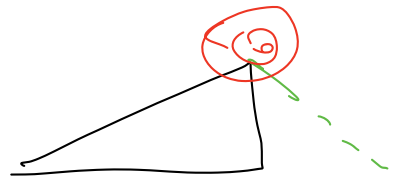
Each interaction Builds trust



- spectrum of trust

4 Disclosure

Disclosure requires vulnerability; however can be risky



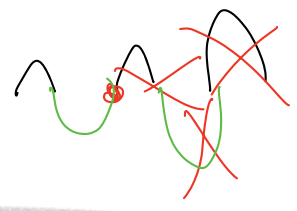
Best Practices

- Chat in soft coop
- Core of silence

Word Practices

- Overwatch (Women w voicechat get marriage proposal)

- Premature disclosure



Key Ideas/Solutions

Retrofitting a social architecture is hard

	Proximity	Similarity	Reciprocity	Disclosure
Solitary Play	X			
Parallel Play	Red	Red		
Ambient Loop	Red	Red	Red	
Coop	Red	Red	Red	Red
Loop	Red	Red	Red	Red
Friends	Red	Red	Red	Red

