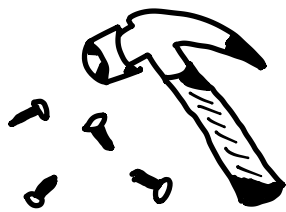
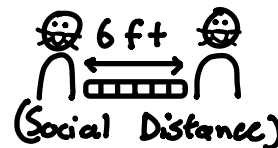


Game Design Patterns for Building Friendships

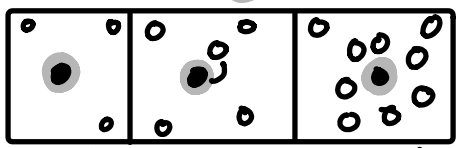


Games are tools to improve happiness

Proximity



B. Density



friendships rarely transfer to new contexts, so...

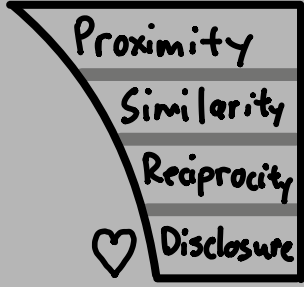


You need to build up **NEW FRIENDS** from strangers using...



- Persistent Encounters (A)
- Events (B)
- Daily Incentives (A)
- Offline Community (A)

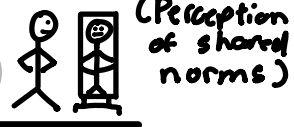
Laws of Friendship Formation



Anti-Patterns



Similarity



People make friends w/ (perceived) similar people (less social negotiation)

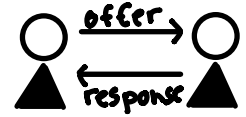
RISKS:

- unhealthy trust, bigotry, Nationalism
- pro-social player roles
- positive fictional cultures
- avoid real-world references directly
- Make a better world & assign player to that culture

Disclosure

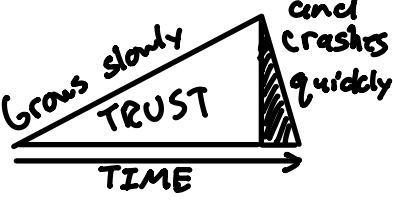
more vulnerability = stronger bonds... but personal info (& too soon) triggers nasty reactions

Reciprocity



Each interaction builds **TRUST**

TRUST allows us to raise stakes each interaction but...



You want to prohibit...

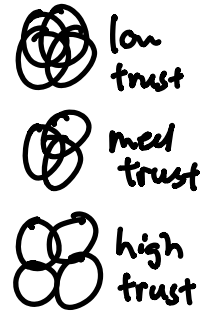
- Scamming/Deceit
- lack of predictability
- freeloaders
- high initial interaction costs
- power differentials

Friendship Levels

- Solitary (alone)
- Parallel (next to but not with)
- Ambient (see/help others w/o meaning to)
- Soft loop (intentionally help)
- Hard loop (Must collaborate)
- + Friends (intrinsic reward)

Patterns:

- automate initial interaction
- non-zero sum rewards
- Roles



Premature Disclosure **KILLS** relationship leveling

Systems should be Opt-in (cone of silence)



Design for friendship at the START