

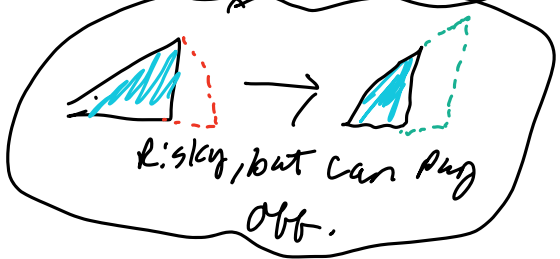
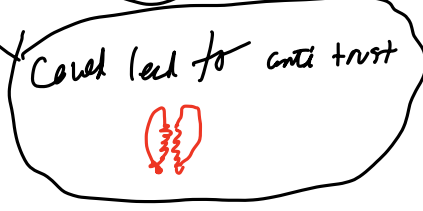
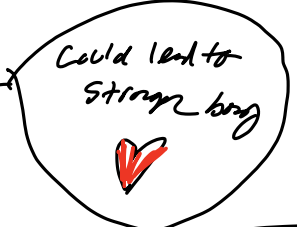
Similarity



Need to talk



Disclosure



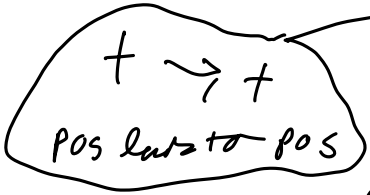
Building friendship in Game design

Proximity (social distee.)



Friend =  $\frac{\text{Content play}}{\text{Ideal play duration}}$

Reciprocity



Trust = Shared Social Norm

