

BUILDING FRIENDSHIPS

Through Games

Goal of Games



- Games should improve lives
- Lives improved by deep friendships
- Lots of shallow friendships = 19
- Common design mistakes
 - ↳ Match based systems, viral systems, innate chats



Can We Do Better?

- What are better frameworks for building friendships?
- Look to cognitive psych



Proximity
Similarity
Reciprocity
Disclosure

Proximity



- Proximity / Social distance
- Repeated by chance interactions
- Density: # of ppl around matters
 - ↳ too many = overwhelming
 - ↳ too few = lonely
- Friendships rarely transfer online because of concurrency ratios
- Need to build up new friendships



LOGISTICS

Basic Tools | Anti Patterns

- Persistent Identity
- Events
- Daily Incentives
- Offline Communities
- Rooms + ---
- Preserve Cohorts
- Garbage Collection

- Anonymous Players
- Huge, Empty Areas
- Many Gameplay Modes
- Separating Player by Skill
- MATCHES**

Similarity

- People make friends with people like them
- ↳ lower cost of social negotiation
- ↳ often negative + strong filter



Basic Tools

- Faction
- Shared Experience
- Shared Interests/Goals
- Positive Fictional Identities

Reciprocity



- Make a friendly offer, get a positive response
- Each interaction builds trust
- Trust grows slowly, but crashes quickly
- Trust allows us to increase stakes of each interaction, deep friendships \$\$\$
- We are wired to reciprocate
- ↳ Can be bad... Manipulation



Basic Tools | Anti Patterns

- Automated, Initial Interaction
- Non-zero Sum Guild Rewards
- Roles - fail if you don't collab.

- Trade Scamming / Deceit
- Lack of Predictability
- Extreme Power Differentials
- Overdesigning for Freeleaders
- High Interaction Costs

Disclosure

- Risky, but the only way to grow
- Premature disclosure **BAB**



Basic Tools

- Cone of Silence
- Real Friends Can Skip

Anti Patterns

- Immediately Introducing...
- Real Names
- Voice Chat
- Real Location

