

Lily Li  
 CS 274G  
 Design for Play  
 Sketch Note

**PROXIMITY**

propinquity: social distance  
 Keep cohort together!

friendship rarely transfers to new context

building friendship w/ strangers is necessary

density matters!

# Rooms =  $\frac{\text{Concurrent Players}}{\text{Ideal Players/room}}$

Join

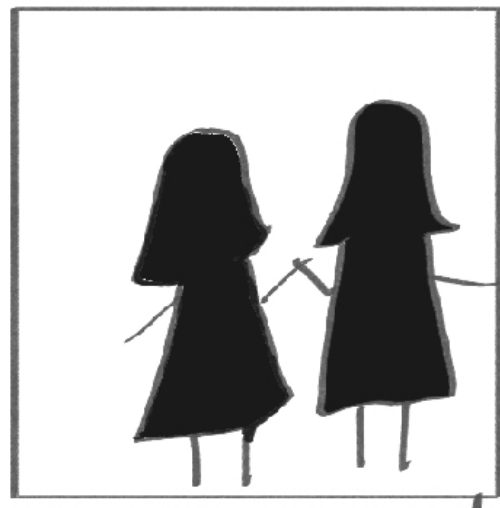
Event

Leave

Anti-Patterns

Tools

- 1 Persistent Identity
- 2 Events
- 3 Daily Incentives
- 4 Off-line Community
- 5 Anonymous players
- 6 Huge, empty areas
- 7 Too many gameplay
- 8 Separating players by skills



↑ shallow friendship = depression

↓ # deep friendship = ↑ happiness in life

1 0 1 1 0 1 1 0 1 1 0 1 0 1 1 0 1 1

Online Games

→ ← match based system throwaway relationships

Dehumanize friendship as resource

Restricted / unsafe chat

1 0 0 1 0 1 1 0 0 1 0 0 1 1 0 1 1 0 1 0 1

**STIMILARITY**

Similarity can be dangerous

Tools:

- faction
- shared experience
- shared goals

Positive fictional identities

Create:

- pro-social player roles
- positive culture
- do not reference the real world
- make a better world & assign players

Shared norms ↓ cost of negotiation

**GAME**

Design Patterns FOR

**RECIPROCALITY**

Trust = Shared Social Norm

grows slowly & crashes quickly

Native tools:

- chat
- friends list
- shared goals
- guilds
- gifting
- trade

Non-Zero Sum guild/rewards

Trust allow us to ↑ States of each interaction

Anti Pattern:

- Deict
- ↓ predictability
- power differentials
- ↑ initial interaction cost



Schachter



Jesinger

Cognitive Dissonance

**BUILDING Friendship**

**DISCLOSURE**

Premature disclosure kills relationship

Anti Patterns:

- real name
- voice chat
- real location
- if item purchased w/ real money

make people opt-in

Design friendship level from Start

Disclosure build trust but timing matters