Socialization Through Games

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Gaming in general

Gaming has always been a social activity

Socialization is player interaction with each other
Socialization in video games

Why do we (developers) care?
Socialization in video games

Why do we (developers) care?

Some answers:

● Many people think that video gaming is not social activity
● Social interaction can ease the learning process
● We want to play with our friends
● Players have reason to come back
● Players are more willing to spend money
Social video games

Not just online/multiplayer games are social

6 Degrees of socialisation:

1. I See You Play
2. See Me Play
3. I Beat Your Score
4. Let’s Collaborate
5. Go Head-to-Head
6. We Are Guild

VR game: New Retro Arcade: Neon
1st degree – “I See You Play”

When players download the game first time.

In *World Of Warcraft*:

- 34.2% say Making Friends is the most important aspect
- ~60% prefer to play Solo

Why is this?
1st degree – “I See You Play”

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In *World Of Warcraft*:

- 34.2% say Making Friends is the most important aspect
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Socialization requires effort and risk of embarrassment

Ways to encourage “I See You Play”?
2nd degree – “See Me Play”

When players become comfortable.

Online games:

The ability to be seen in a game = players spend money for cosmetic items

3rd degree – “I Beat Your Score”

Once player have become truly engaged and play regularly.

- Comparing highscores with real-life friends
- Bragging elements
- Giving players a reason to return
- Soundeffect in MMO when someone levels up
4th degree – “Let’s collaborate”

Once the player become involved with an ‘Alliance’ or ‘Faction’.

How games have implemented collaboration?
4th degree – “Let’s collaborate”

Once the player become involved with an ‘Alliance’ or ‘Faction’.

Forms of collaboration?
5th degree – “Go Head-to-Head”

Forms of competitive play?
5th degree – “Go Head-to-Head”

Forms of competitive play?
6th degree – “We Are Guild”

The social experience becomes more important than the game itself.

- Players share and schedule their experiences together
- Right in-game tools and loyal players
- Rewarding but equally efforting
6th degree – “We Are Guild”

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SHE JOINED MY GUILD THE OTHER DAY

SO I GUESS YOU CAN SAY THINGS ARE GETTING PRETTY SERIOUS
Group Task

Assemble groups 2-3 persons each!
Group Task

1. Asteroids
Group Task

3. Lemmings
Group Task

4. Tetris
Group Task

5. Space Invaders
Group Task

Design a spinoff game

Add one feature for each socialization degree:

1. I See You Play
2. See Me Play
3. I Beat Your Score
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5. Go Head-to-Head
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Each new feature should not be in the original game!

Describe your game on the blackboard!
Difficulty curve
Social difficulty curve
Final presentation dates

Pick suitable dates in January!

11, 19 and 20 January are busy!

11.01 Computer Graphics project presentations - 14:00 Liivi 2 room 111
07.12 CG Project presentations - 14:00 CGVR Lab room 102
Ludum dare is coming (This Weekend)

10 Bonus points