

Actionable Tips

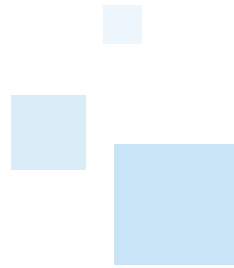
from "Player Behavior: Your Secret Growth Tool"





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Introduction

Two Hat recently joined the *"Player Behavior: Your Secret Growth Tool"* panel at GamesBeat Summit 2020. We curated five of our favorite best practices from that discussion.

Make Intentional Game Design Choices

Dr. Kimberly Voll of Stray Bombay shared three examples of how game designers should consider how their choices lead to behavior patterns:

- Friction can come from different places and it can set games off on the wrong foot, including misaligned expectations of the experiences players are anticipating;
- Is your game design and characters' behavior reinforcing the values you want to see in your game, or contradicting the behavior patterns? Are you fostering trust between players or prematurely asking them to have connections that as normal humans we wouldn't have with strangers?
- Intentional disruptive behavior is rare; nonetheless, we need to handle that as effectively as possible and take it with the same rigour we approach design in other areas, thinking with an end-to-end mentality for the player experience.

“ *The biggest thing is to step back and really look critically at what the root causes of the behavior you are seeing in the game are in the first place. There's a lot of tendency to take the behavior we see in games as a given, rather than stepping back and looking at it from the design perspective.* **”**

– Dr. Kimberly Voll, Stray Bombay

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Provide a Safe and Welcoming Environment

At Facebook Gaming, one of the biggest insights they garnered from conversations with customers is that players come to the platform because they want positive conversations and welcoming and engaging communities, says Clara Siegel, Product Manager, Facebook Gaming.

“People want to know what are the rules and norms of the community and that they are being enforced,” says Siegel.

It’s paramount to have consistency in standards and enforcement of community guidelines.

Here are tips for [writing community guidelines](#) you can stick to and guidance regarding the [5 layers of community protection](#) we stand by as an excellent way to provide a safe and welcoming environment to all your users.

“ Obviously, any gaming community is not just about the game. That might be the thing that draws people in, but then the community itself, for a lot of people, becomes the reason they come back. ”

– Panel Moderator Kate Edwards, CEO of Geogrify

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Remind Users and Players of Your Community Norms

Use nudging techniques like timely warning messages to give players a chance to reconsider their behavior.

For example, the social network Nextdoor leverages their *Kindness Reminder*, meant to encourage positivity across the platform, through an approach that's simple, elegant, and proactive:

"If a member replies to a neighbor's post with a potentially offensive or hurtful comment, Kindness Reminder is prompted before the comment goes live. The member is then given the chance to reference Nextdoor's Community Guidelines, reconsider and edit their reply, or ultimately refrain from posting".

The results? **20% fewer negative comments measured in their early US tests.** One in 5 people are changing their minds.

This is another important factor we need to consider: we can't assume users and players know what is expected of them. Companies need to take the appropriate measures to nudge users in the right direction, remind them of community guidelines, and be specific about the behaviors that are and aren't aligned with that particular community.

“It's like saying, Hey, maybe you're just having a bad day, or maybe you forgot what this rule meant, so we'll offer this reminder and hopefully it can help. This is really about communities being able to craft the kinds of spaces they want and be clear on what those norms are so that people can feel authentic being themselves.”

– Clara Siegel, Product Manager at Facebook Gaming

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Deploy Flexible Chat Settings and Customizability

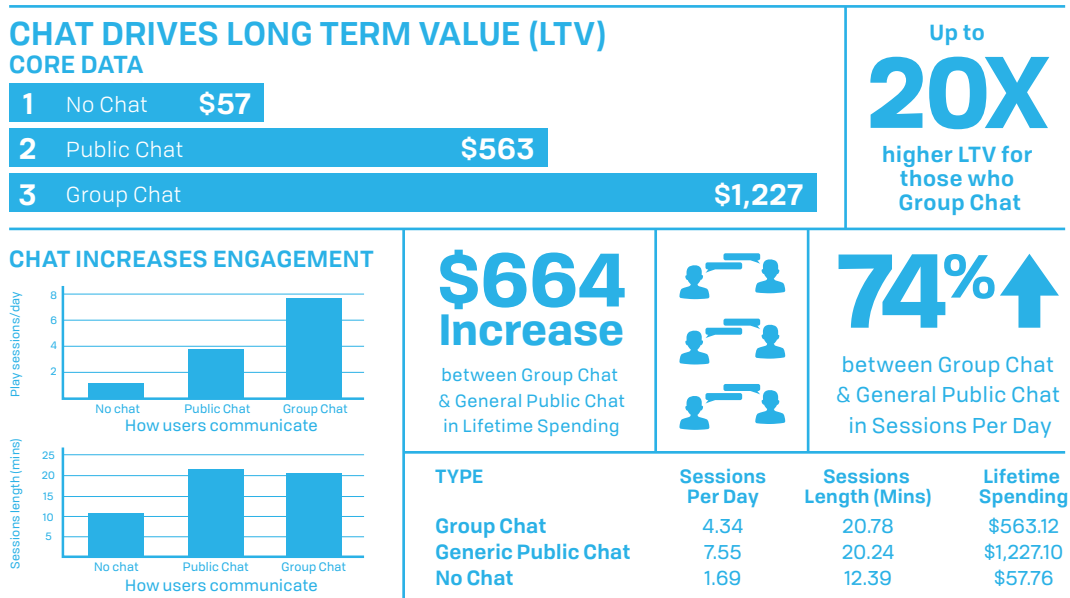
A proactive filter is table stakes: you need it to *prevent the worst type of content from ever affecting your communities*. But it needs to be flexible:

- Give the agency to your players/users to set their own community standards. *Facebook Gaming* and *Twitch* have both done this.
- Deploy *different filter settings*:
 - Treat public areas of the games like public squares, by applying stricter filter settings
 - Apply more open settings to team/group/clan chat since there's a different level of relationship between players in those scenarios
- Safeguard players/users in all the languages and cultures you support



Amplify the Social Stickiness of Social Interactions in Games

Social is sticky for games, says Carlos Figueiredo, our Director of Community Trust & Safety. He points to [Two Hat's study of a major mobile game](#) in which group chat is central to the player experience. The study found that the **LTV of players who use private group chats is 20 times that of those who don't chat, and engagement and session length is four times higher.**



The growth opportunity is also one of market expansion and reaching a more diverse player base.

Clara Siegel says that each game developer and company needs to decide how welcoming they want to be toward those people. And that means determining who is going to be interested in any specific type of game.

“When we talk about expanding the player base, we’re talking in the ballpark of 2.5 billion people.”

– Clara Siegel, Product Manager at Facebook Gaming



Conclusion

Safeguarding players and communities is a key accountability and responsibility that community developers need to own. It is also core to activating and sustaining growth in your game and platform.

“Just from a purely numbers and theoretical perspective, it makes sense for folks to realize the growth potential that comes from this. At Facebook, we have 700 million people who play games or engage in gaming groups each month. 40% of them are women. The market is definitely there. It’s just up to each company to decide how to welcome them.”

– Clara Siegel, Product Manager at Facebook Gaming



Community Consultation

If you are experiencing a rush of new users during the COVID-19 pandemic and want to find out more about how you can provide your community with a safe and welcoming environment, we can help. Two Hat Director of Community Trust & Safety Carlos Figueiredo is offering complimentary community consultations.

You choose the theme and the focus. Want to revisit your community guidelines or enforcement policies? Looking for a more high-level consultation to revisit your general moderation and policy strategies? Carlos will work with you to identify any opportunities to update and adapt your strategies in this dynamic online landscape

The key goal?

To provide you with valuable takeaways in the form of practical applications.

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