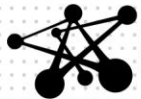


# Like Herding LOLcats: Managing the Internet's Most Unruly Gaming Communities

**Mike Drach**

Writer/Producer, Forumwarz

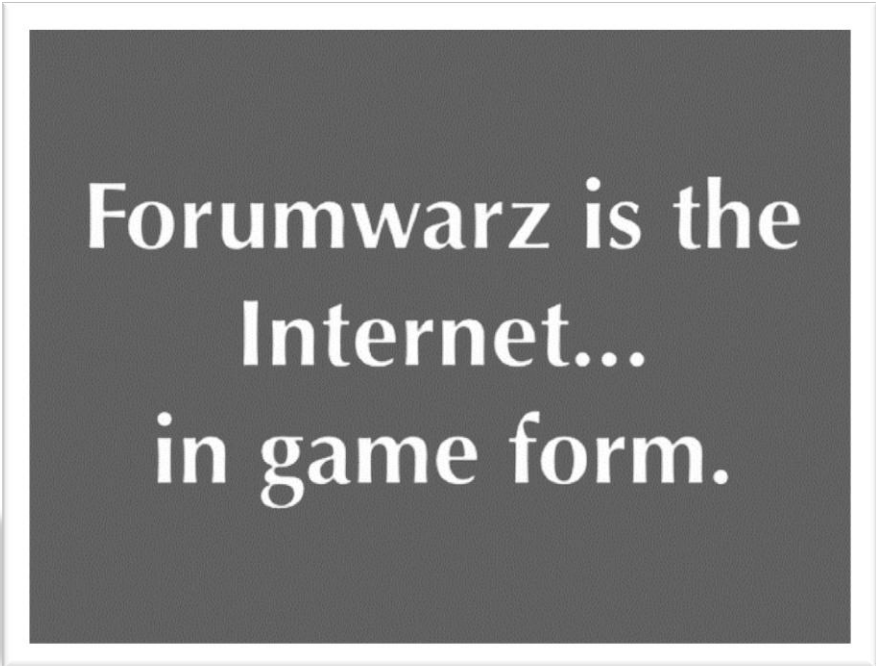


**SOCIAL & ONLINE GAMES**  
SUMMIT

**GAME DEVELOPERS CONFERENCE**  
SAN FRANCISCO, CA  
MARCH 5-9, 2012  
EXPO DATES: MARCH 7-9  
**2012**



# What is Forumwarz?





Forumwarz is the  
Internet...  
in game form.

**FORUMWARZ** Evil Trout | [Leave Battle](#) | [Report a Bug](#)

## Denture Chat

Where old people go to the chat

Ever since I've been taking marijuana I've suffered from urophobia. Help!

Together50Year- s 	Today I saw the mos beautiful Bouvier des Flandres driving a bumper car! Hten I remembered to take my mescaline! ☺
10/20/2008 10:26PM	
x_enema_lover_x 	Where am I? Is this the facebook profile for Winnipeg? I'm lost!
10/20/2008 10:26PM	

**Yo Momma**  
Attack (45 - 50)  
Douchebaggery -5  
Refresh 1

**Thread Vitals**

Pwnage	5 / 13
XSS	0 / 5
FBO	0 / 5

Ego 320 / 320  
Douchebaggery 101 / 101

Help us spread the word about Forumwarz!


If you like our game, please vote it up on [Digg](#) or [Reddit](#)!

With your help, we call finally win this war on Forumz once and for all.

48  
reddit

**Character Details**

**SluttyGirlnAS-  
eeThruSkirt**



Level 2 Camwhore

"Like a Virgin"

Ego 25  
Sexiness 15

**Character Details**

Flezz	02
Cred	68
Next Level	225
Level	2

**Secondary Attributes**

Offense	2
Defense	1
Luck	1
Frugality	1
Charisma	6
Upkeep	1
Alignment	Neutral

what do these mean?

**Home** | **Items** | **Abilities** | **Upgrades** | **Missions** | **Profile**

**News** | **Deliveries** | **Hints**

**You've got Tubmail!**

It might be something important!

[View your Inbox](#)

02/26/2008

Received tubmail from [Grave Re-Digger](#). 8:14AM

Received the Mission: [Quest for the OS!](#) 8:14AM

Shallow Esophagus needs an operating system for an Asimov supercomputer. He's working on some kind of secret project that requires it, so let's keep it on the down-low.

He told me I can find a copy at [von Neumann's](#). And why would he lie about something like that?

[von Neumann's](#) added to bookmarks. 8:14AM

At von Neumann's, you can buy the latest software for any system, including all sorts of obscure platforms and devices.

[Futanari-moe](#) added to contacts. 8:14AM

[Anonymous](#) added to contacts. 8:14AM

[StunGlasses](#) added to bookmarks. 8:11AM

StunGlasses sells all kinds of opulent eyewear, perfect for hiding that ugly face of yours!

[Female Dominance](#) added to bookmarks. 8:11AM

There's no easier way to increase your Sexiness factor than to throw on a pair of slutty shoes. Female Dominance has a great selection for you to gawk at.

★ Character's E-Peen™ has been lengthened. 8:11AM

**Sister of the Quivering Rose**

This player joined the Sisterhood of the Quivering Rose.

[What's E-Peen™?](#)

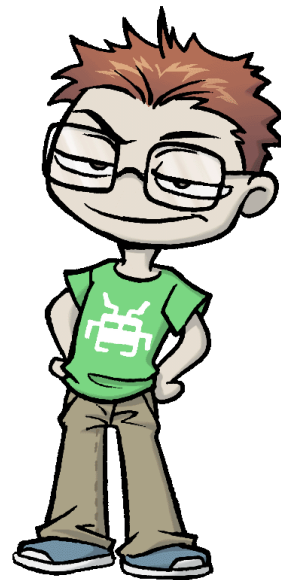
Received tubmail from [Sisterhood of the Quivering Rose](#). 7:24AM

[Shallow Esophagus](#) sent you 025 7:22AM

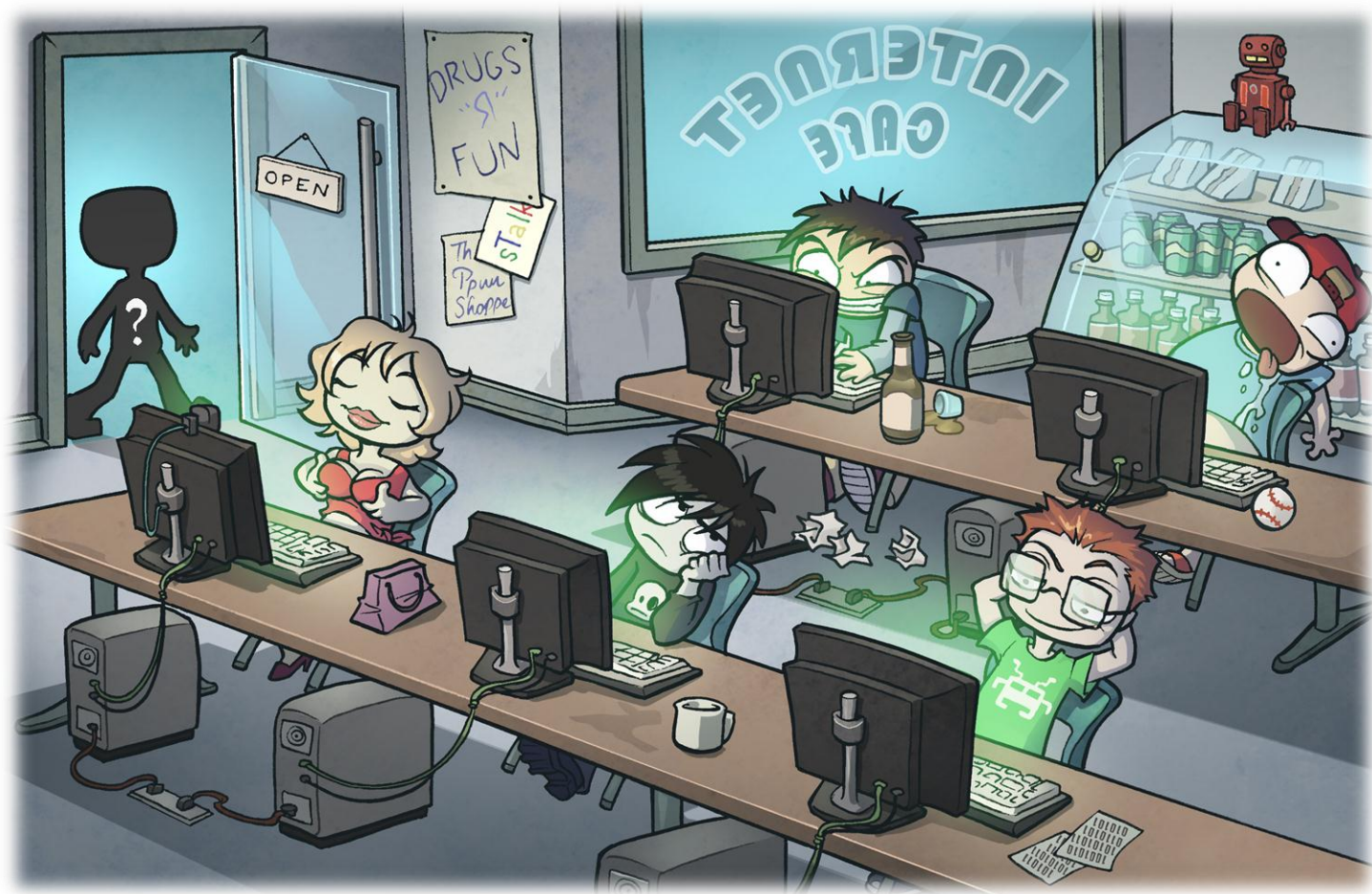
"Thanks for beating that forum!"

P PWNED the Forum: [Denture Chat](#) 7:22AM

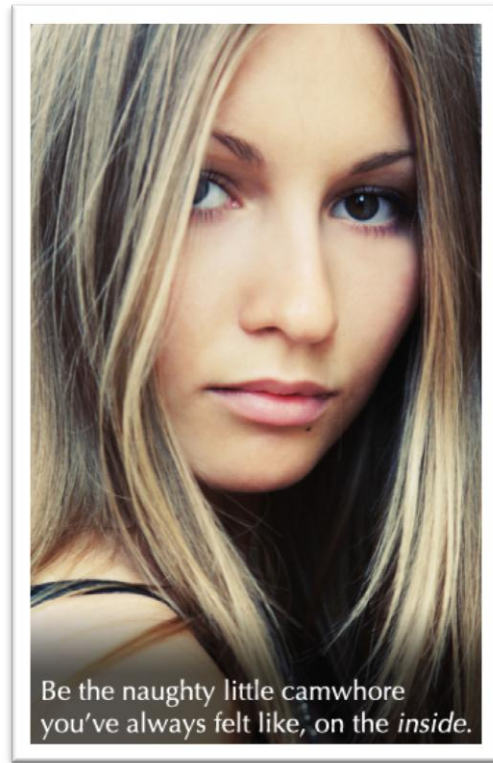
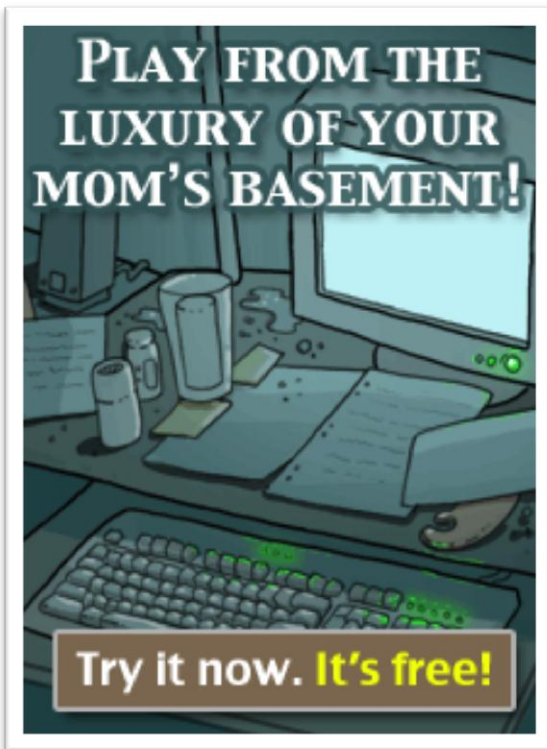
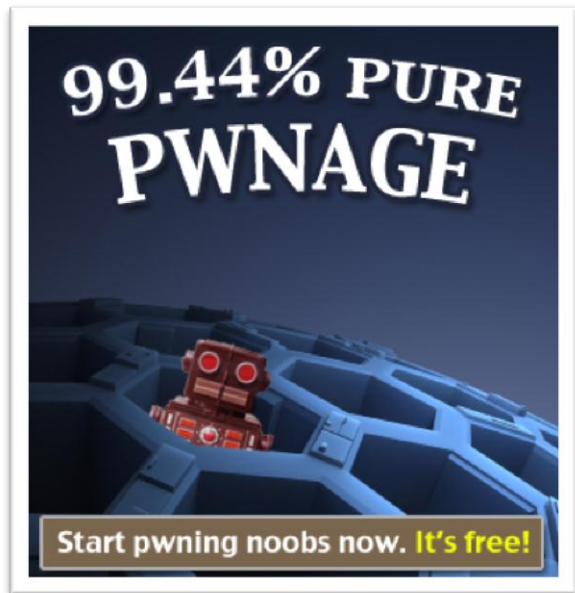
Character is now **Level 2** 7:22AM







# Finding an audience



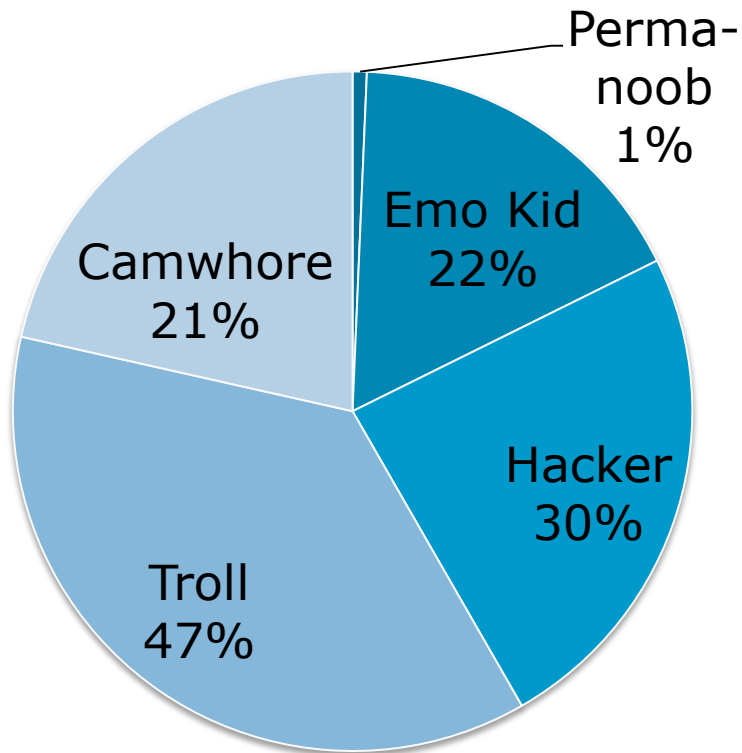
# Finding an audience








# The troll reigns supreme — shocking!

(not really though)



# Role-play spices things up

	Name	Klan Title	Player Class	Level	Cred
	<a href="#">Abvssinth</a>	Woozy Sister	Camwhore	10	249118
	<a href="#">ahiteam</a>	Teambuilding Sister	Camwhore	16	436467
	<a href="#">AiglosCelt</a>	Vaguely Celtic Sister	Camwhore	10	309398
	<a href="#">Alex-devil</a>	Alex-Angel On The Other Shoulder Sister	Camwhore	10	88068
	<a href="#">Alvis666</a>	Satanic Elvis Impersonator	Camwhore	10	153535
	<a href="#">Annie</a>	Hard Knock Life Sister	Camwhore	17	516611
	<a href="#">BAYBEETRONIC</a>	14/F/USA (Recruiter)	Camwhore	10	387599
	<a href="#">bobplik</a>	Rubber Testing Sister	Camwhore	10	215042
	<a href="#">Camille_Zeta</a>		Camwhore	10	1194925



**(These are  
all dudes.)**

Unreal Tournament 2004 lends incontrovertible proof  
to John Gabriel's Greater Internet ~~Flaw~~wad Theory.

Normal Person



Anonymity



2:3=Cats

Audience



$$\sigma_x = \sqrt{\frac{1}{n} \left( \sum x_i^2 - \frac{1}{n} (\sum x_i)^2 \right)}$$

Total ~~Flaw~~wad





# WELCOME TO THE INTERNET

We've been waiting for you.



# Lesson learned #1

Never take it  
personally

---

# Never take it personally

poop.

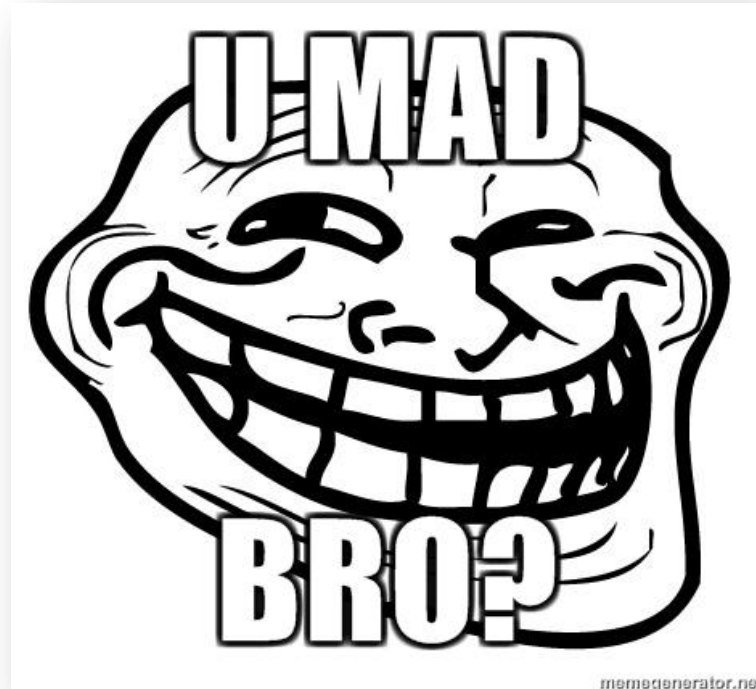


## Lesson learned #2

Show no  
weakness  
(but don't show off)

---

Show no weakness (but don't show off)





# Have you hugged a troll today?



Photo by tlcoho on Photobucket

## Lesson learned #3

Choose your  
mods wisely

---

# Choose your mods wisely



## Lesson learned #4

Have the  
right tools

---



# Have the right tools

## Moderator Home

Welcome, super-powered Moderator type person. What do you feel like doing?

Moderator Inbox	New Items
<a href="#">Reported Posts on Lighthouse</a>	23
<a href="#">Contact Us on Lighthouse</a>	63
<a href="#">Unsorted Bugs on Lighthouse</a>	0
<a href="#">Items requiring authorization</a>	0

# Have the right tools



## The Golden Banhammer

This player demonstrated a sustained record of exemplary dedication and leadership as a Forumwarz moderator.

## Lesson learned #5

Be timely, but  
not too timely

---

# Be timely, but not too timely

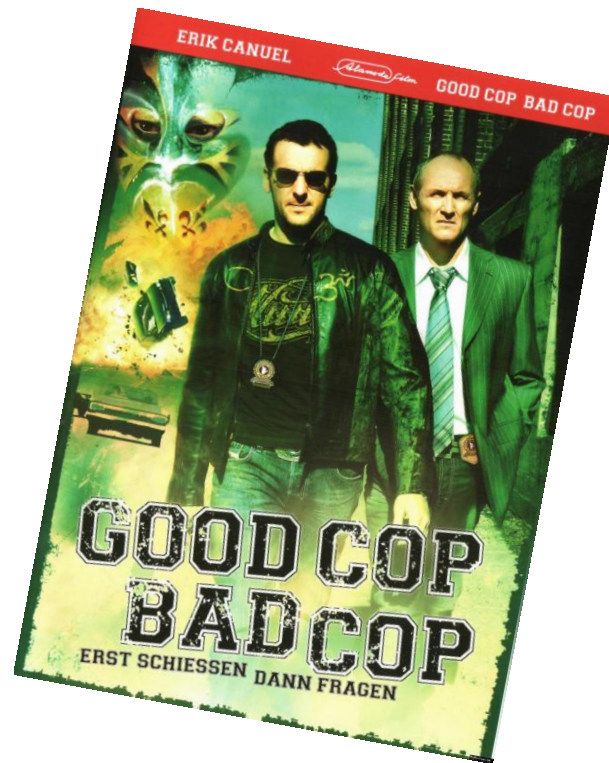


## Lesson learned #6

Be human, but  
present a unified  
front

---

# Be human, but present a unified front



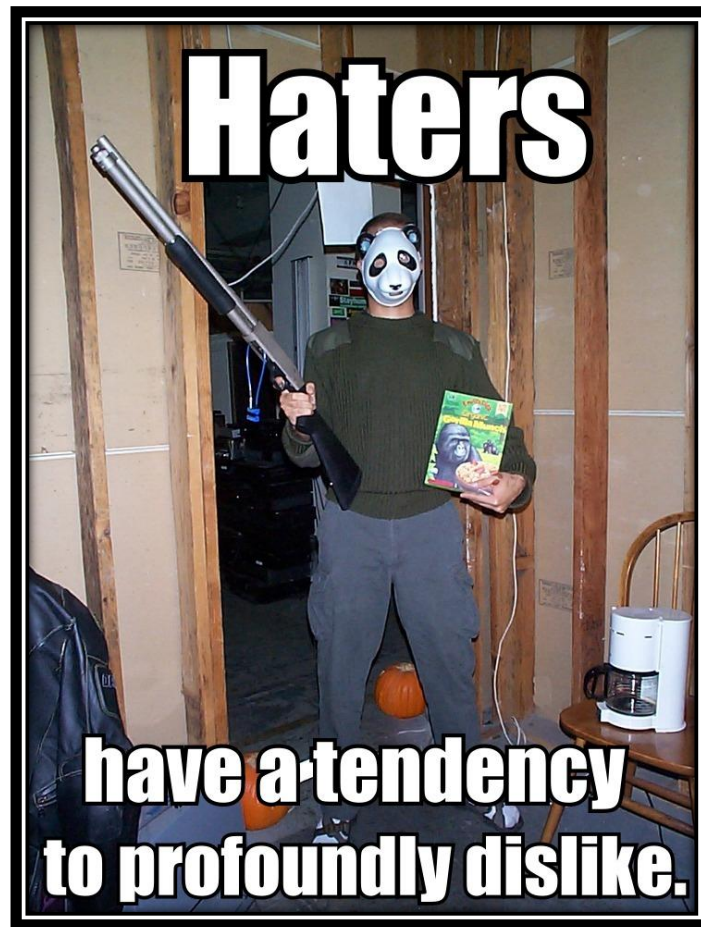


## Lesson learned #7

Let the haters  
hate

---

Let the haters hate



# Let the haters hate

## Civil Discussion

Be constructive and respectful.  
Use proper grammar.  
Think before you post!



## Role-Playing

Abuse our relaxed rules to annoy others!  
Test your patience and endurance!  
Unleash your inner monster "ironically!"



## Lesson learned #8

Throw the book  
at them

---

# Throw the book at them

**Forumwarz's  
TL;DR rules:  
1,850 words!**

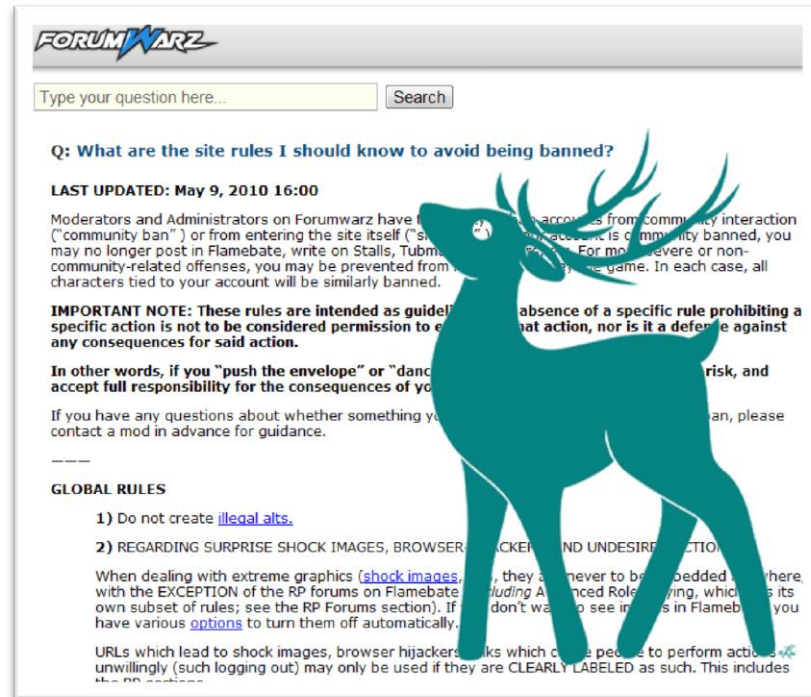


Image by Arabidopsis on DeviantART

# Throw the book at them

- Frequently add, update and append rules
- Be transparent about rulemaking
- Know your own rules!





## Lesson learned #9

Keep your  
enemies close

---

# Keep your enemies close

- Ignore/Reply/Ban? Meditate on it
  - Community/hellbans/disenvowelment can be better
  - Sometimes it pays to simply reach out
  - Permanent or long bans can lead to offsite trolling, which is harder to control
-



## Lesson learned #10

Don't  
underestimate  
your users

---

# What's the worst they can do?

- Posting shock
  - Posting illegal content
  - Orchestrating hacks or scams
  - Posting personal information ("doxing")
  - Attacking your reputation on other sites
-

# What's the worst they can do?





[Sign Up](#)**JALAPENO BOOTYHOLE IS AWESOMER THAN YOU is on Facebook**

Sign up for Facebook to connect with JALAPENO BOOTYHOLE IS AWESOMER THAN YOU.

**JALAPENO BOOTYHOLE IS AWESOMER THAN YOU** 🚩[Wall](#)[Info](#)[Photos](#)[Discussions](#)**JALAPENO BOOTYHOLE IS AWESOMER THAN YOU** Just Fans**JALAPENO BOOTYHOLE IS AWESOMER THAN YOU****June 20: Jalapeno Bootyhole Appreciation Day**

Do something nice for JB today

JB is so awesome, he deserves his own day. Today is the day to do something nice for the guy to show him how much you appreciate everything he does for us.

Host: JALAPENO BOOTYHOLE IS AWESOMER THAN YOU

Time: 9:00AM Saturday, June 20th

Location: Toronto

June 14 at 1:53am



## Topic: PERSONAL INFO FILE (Read 199 times)

### PERSONAL INFO FILE



« Thread Started on Apr 18, 2009,  
12:40pm »



quote

---

ITT: we post personal infos about other fwz players cause we  
can 😁





## Mike Drach has sex with sheep!

Posted on 05 November 2009 by admin

**Toronto** – Earlier Sunday evening, Mike Drach, a Male from Toronto was reported to have purchased one of “Loving Lambs – Inflatable Sheep”. Parents of the Male called local Mental Health Unit to report that it is very unlikely Mike Drach would have done such a thing.

The last report from the Toronto Mental Health Unit is that Mike Drach’s car was found on the side of the highway with puddles of baby oil, semen and plastic parts all over the back seat. Also found inside the car was an empty “Loving Lambs – Inflatable Sheep” box.

- (cur | prev)  17:13, 12 February 2010 Citicat (talk | contribs)   
(16,493 bytes) (*Protected Forumwarz: Excessive violations of the biographies of living persons policy: Excessive violations of the biographies of living persons policy: continued libelous vandalism involving accusing living person of a crime ([edit=autoconfir] (undo)*

**WELCOME TO THE REAL  
INTERNET**



**MAKE IT STOP**

# Balancing player energies





# Trolls can be your friends!

- Trolls are just the most visible, vocal minority
  - Try to “jiu-jitsu” their energies
  - Your community can be your most valuable resource
-

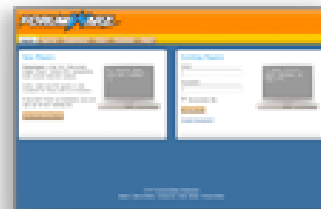


forumbuildr v2.0 BETA



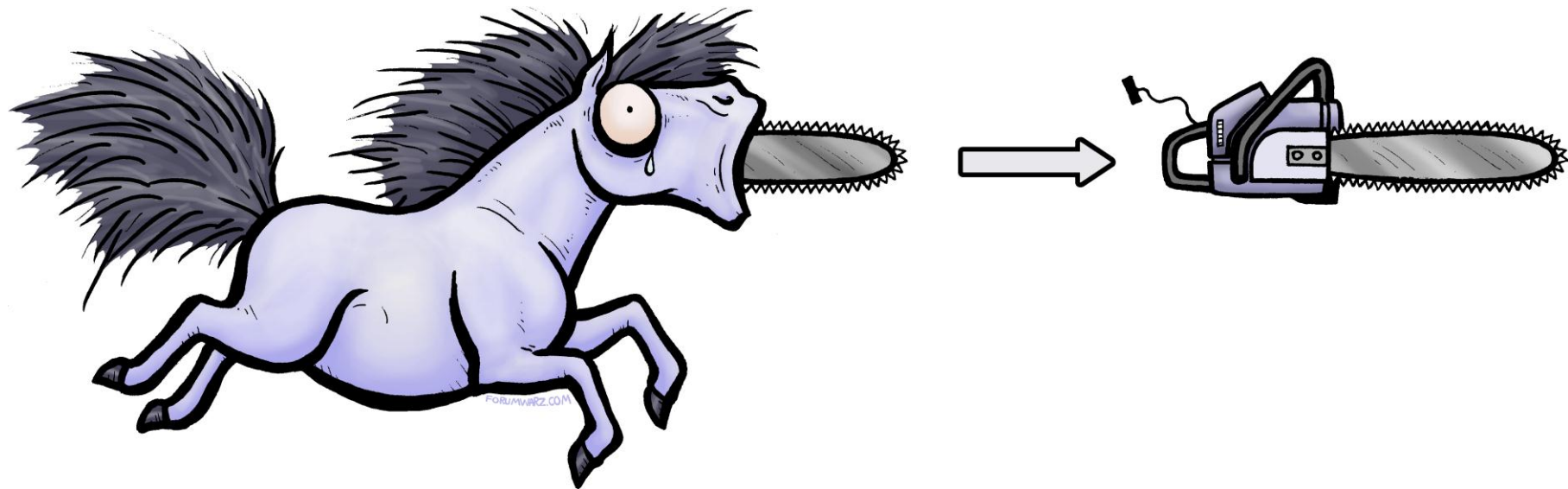
**Creative Executive**

This player was an extra-special content contributor under Forumwarz's Apprentice program.



**SPOILERPEDIA**  
*The Forumwarz Encyclopedia*

This is a pony that shoots  
chainsaws from its mouth.

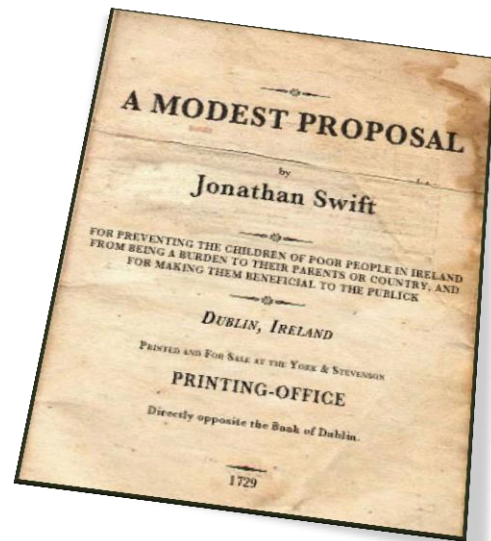


# Community management FTW!



# A mod-est proposal

- Let's wikify a game community code of conduct
- Adapt it to fit your site
- Hit up [mike@forumwarz.com](mailto:mike@forumwarz.com) for details!







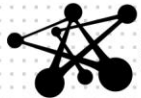
# K? Thanks! Bye!



LIEF IZ RLY GUD. ALL THX 2.....\*TEH INTARNET, YAYZ!!!!!!\*!!1!!  
KTHXBAI

Find us on the webs:  
[www.forumwarz.com](http://www.forumwarz.com)

And on the Twitters:  
[@forumwarz](https://twitter.com/forumwarz)  
[@mikedrach](https://twitter.com/mikedrach)



**SOCIAL & ONLINE GAMES**  
SUMMIT

**GAME DEVELOPERS CONFERENCE**  
SAN FRANCISCO, CA  
MARCH 5-9, 2012  
EXPO DATES: MARCH 7-9  
**2012**