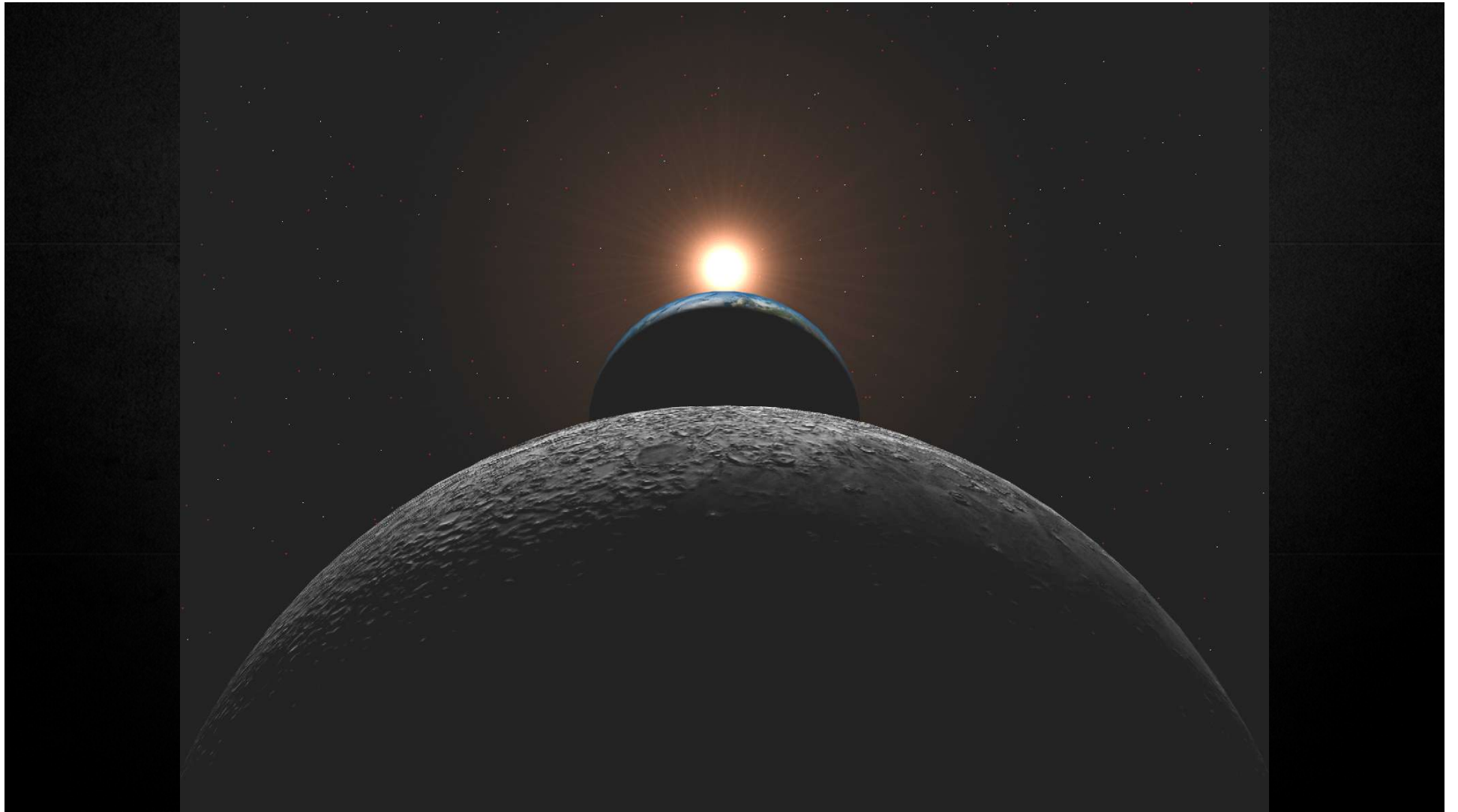


MORE SCIENCE BEHIND

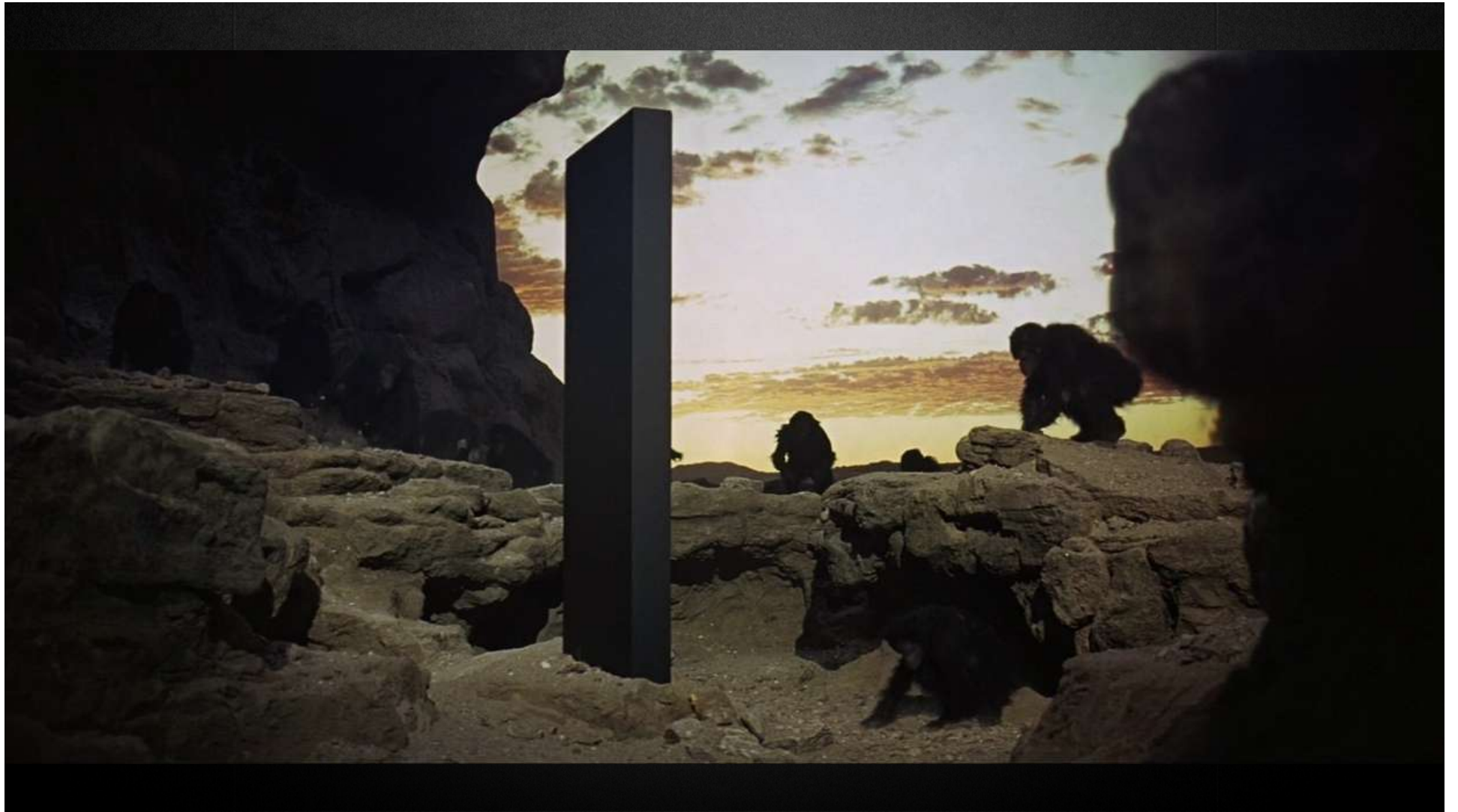
SHAPING PLAYER BEHAVIOR IN ONLINE GAMES






JEFFREY "LYTE" LIN








 This #\$\$%&* will never #@%\$#, that is #%%\$@&*...
7 hrs · Like

 Wow, you #\$\$%&* are just #@%\$&. You *\$@&%%
never #%%\$&@ learn, \$#@&.
29 mins · Like ·  1

↑  2 points 1 hour ago [-]

↓ You're just a @#\$%#! Why don't you \$&%@*, you \$%#*&!!
If @%\$ you #\$\$%*&, I'll #%%\$^&!!
[permalink](#) [report](#) [reply](#)

ALL COMMENTS (216)



Share your thoughts

Top comments ▾



Hhahaha, %\$*#@# stupid @%\$&. What \$#&%\$ bhahaha!

Reply ·   9

View all 6 replies ▾



You're a \$#%&. Go #@\$ @%&\$ and @\$#*%!

Reply ·   9



You Tube

tumblr.

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Joseph Rodriguez



Follow

That %\$&@ was \$#@&*%.
Any @\$#%*& with a \$#%@& brain can \$%#*&*%!
\$%&@\$*s are #%%\$&!!


← Reply ↻ Retweet ★ Favorite ... More



51
RETWEETS

49
FAVORITES



7:03 PM - 20 Aug 13

 This #\$\$%&* will never #@\$%#, that is #%%\$@&*...
7 hrs · Like

 Wow, you #\$\$%&* are just #@\$%&. You *\$@&%
never #%%\$&@ learn, \$#@&.
29 mins · Like ·  1

 2 points 1 hour ago [-]

↓ You're just a @#\$%#! Why don't you \$&%@*, you \$%#*&!!
If @%\$ you #\$\$%*&, I'll #%%\$^&!!

[permalink](#) [report](#) [reply](#)


ALL COMMENTS (216)



Share your thoughts

Top comments ▾



Hahaha, %\$*#@# stupid @\$%&. What \$#&%\$ bhahaha!
Reply ·   9

View all 6 replies ▾



You're a \$#%&. Go #@\$ @%&\$ and @\$#*%!
Reply ·   9

SILENCE



Larrah Ridge
@larrahridge



Follow

That %\$&@ was \$#@&*%.
Any @\$#%*& with a \$#%@& brain can \$%#*&*%!
\$%&@\$*s are #%%\$&!!

← Reply  Retweet  Favorite ... More

51
RETWEETS

49
FAVORITES



7:03 PM - 20 Aug 13






DE-INDIVIDUATION

Losing one's identity, leading to increases in anti-normative behaviors.



Researchers hid in houses and observed **1,039**
children trick-or-treating.

(Diener et al, 1976)

- 
- 1) “Identified” solo children
2) “Anonymous” solo children
3) “Identified” group of children
4) “Anonymous” group of children

(Diener et al, 1976)

A child wearing a black skeleton costume is holding a large, orange jack-o'-lantern shaped bowl filled with various candies. The background is a dark, textured wall.

14% more children stole candy when they were anonymous.

(Diener et al, 1976)

A photograph of three children in Halloween costumes sitting around a table. The child on the left is wearing a pirate costume with a black hat and a red and white striped shirt. The child in the middle is wearing a skeleton costume with a white skull mask and a black hood. The child on the right is wearing a witch costume with a black hat and a red dress. In front of them is a jack-o'-lantern bowl filled with candy. The background is dark and festive.

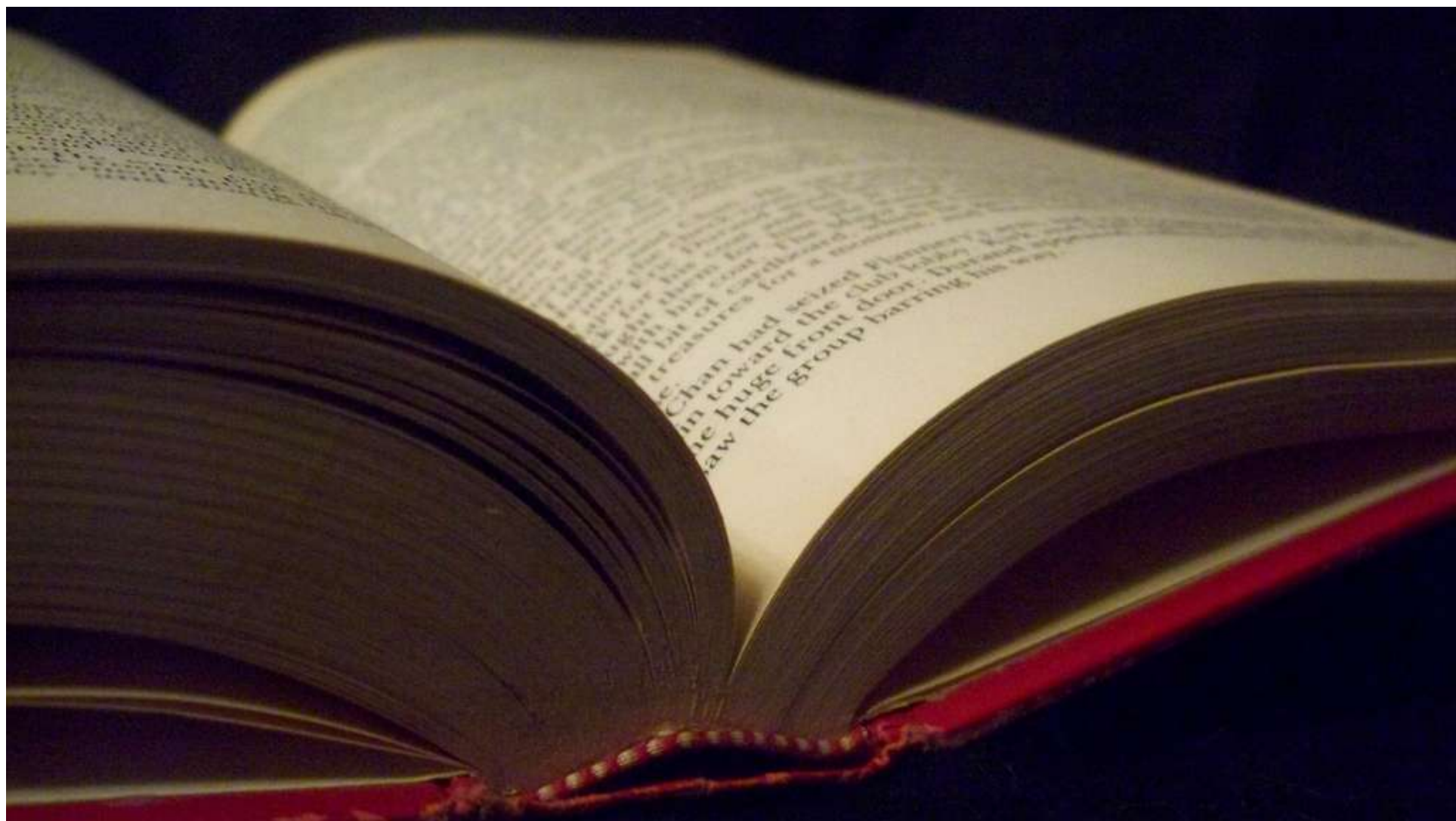
36% more children stole candy when they were in anonymous groups.

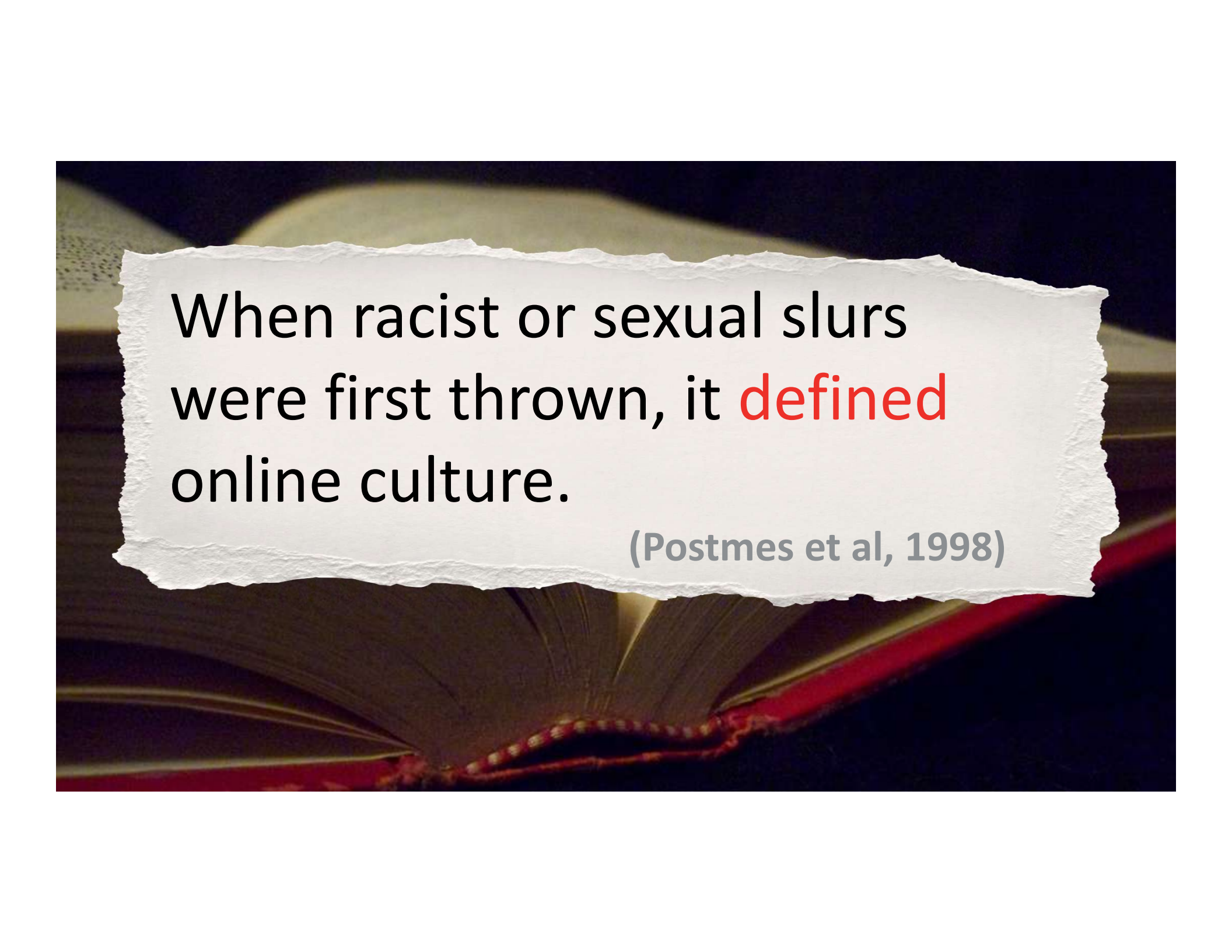
(Diener et al, 1976)

WHAT HAPPENED?

The behavior of the group was defined by the **first child's behaviors.**

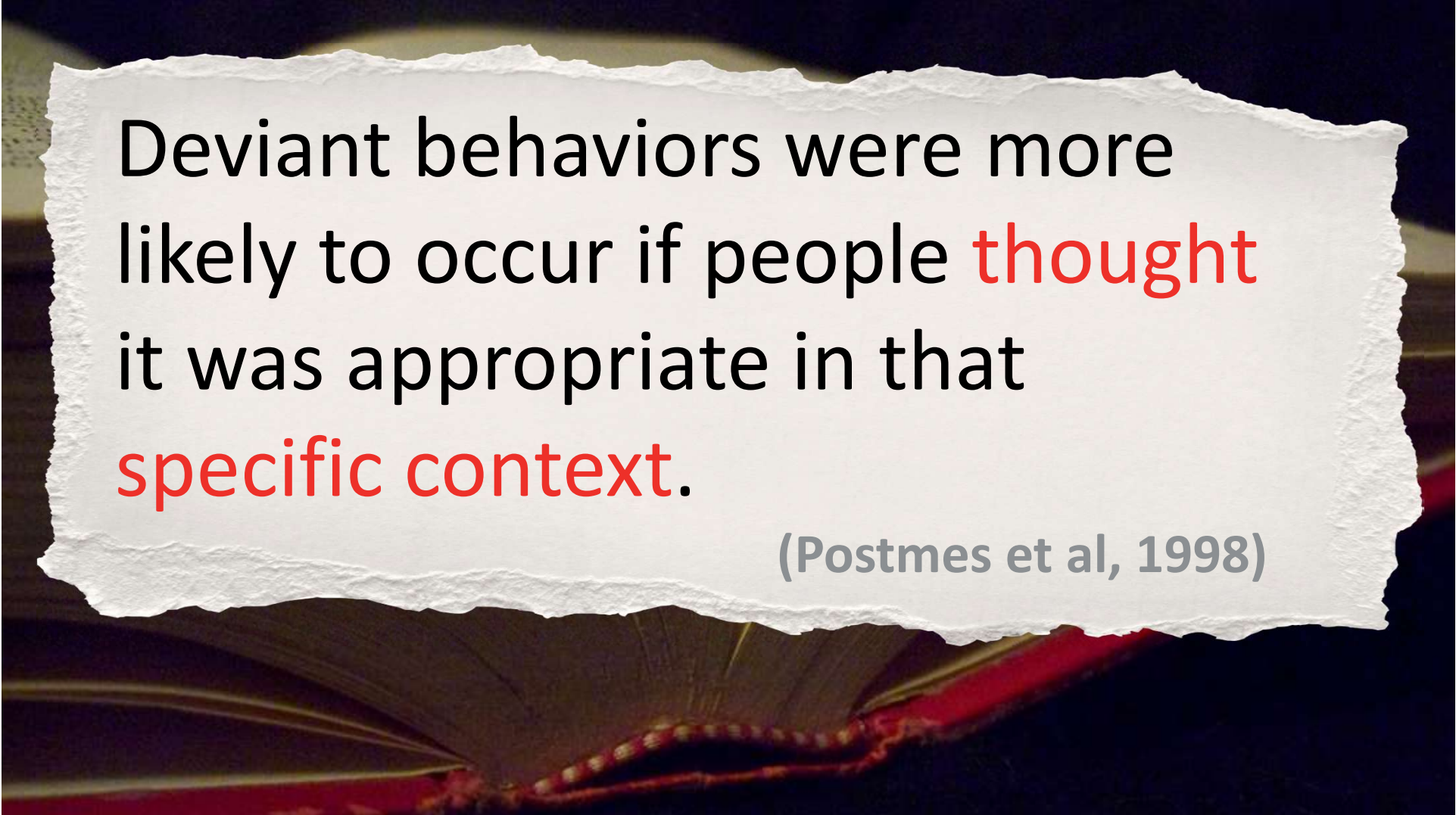






When racist or sexual slurs
were first thrown, it **defined**
online culture.

(Postmes et al, 1998)



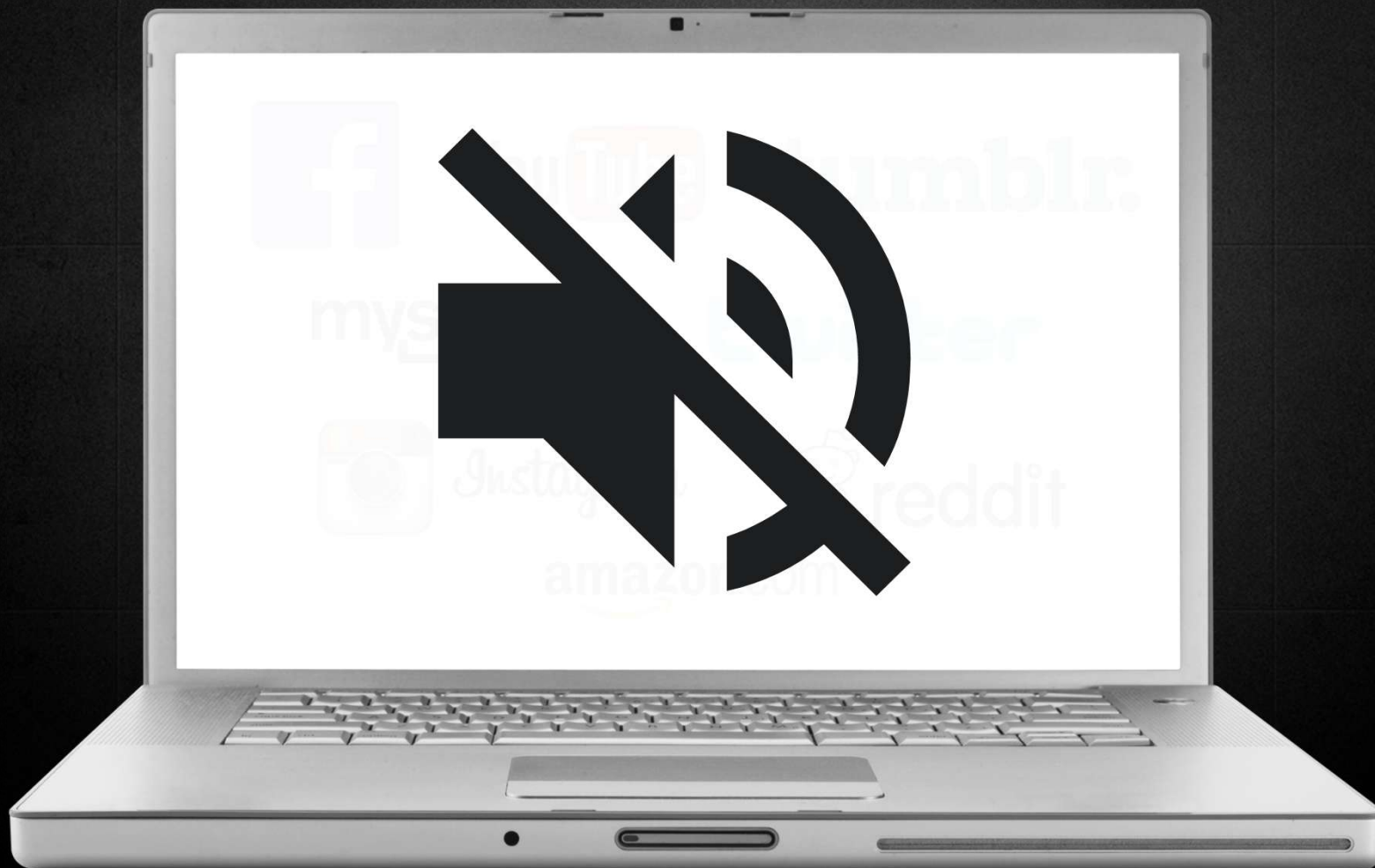
Deviant behaviors were more likely to occur if people **thought** it was appropriate in that **specific context.**

(Postmes et al, 1998)

**HOW DID WE RESPOND
AS AN INDUSTRY?**







CONTEXT EXPERIMENT

GROUP ONE

MEMORIZE
NEXT WORD

GROUP TWO

CLOSE YOUR
EYES

CONTEXT EXPERIMENT

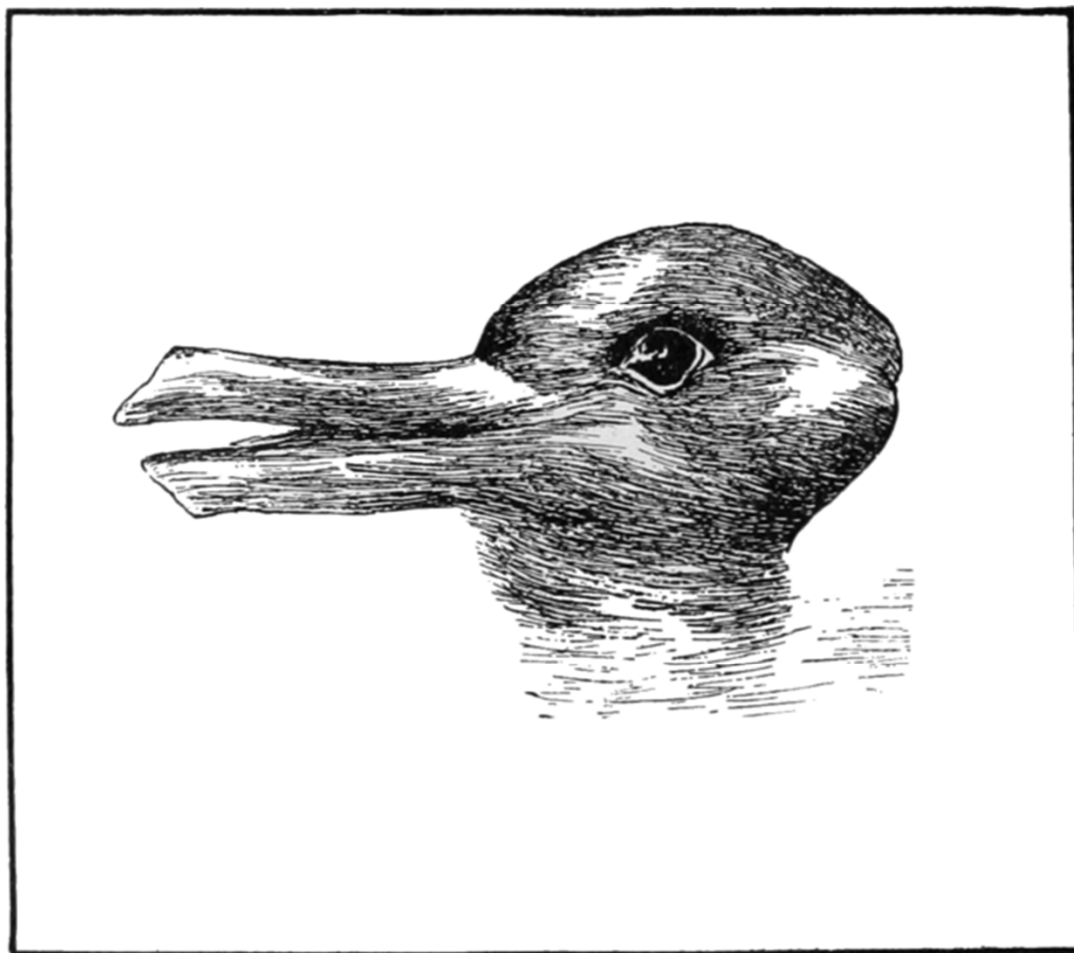
GROUP ONE

DUCK

CONTEXT EXPERIMENT

GROUP TWO

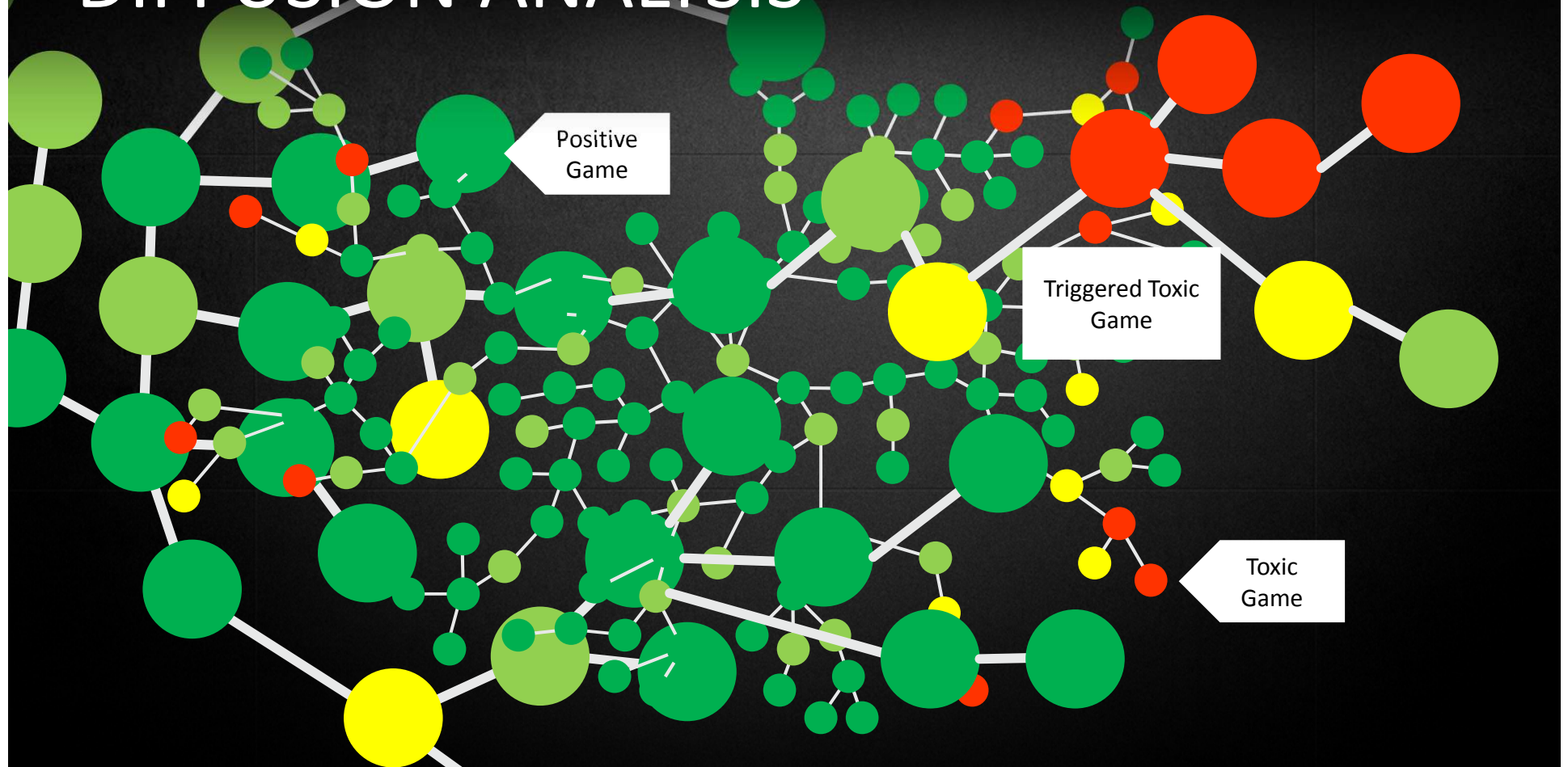
RABBIT

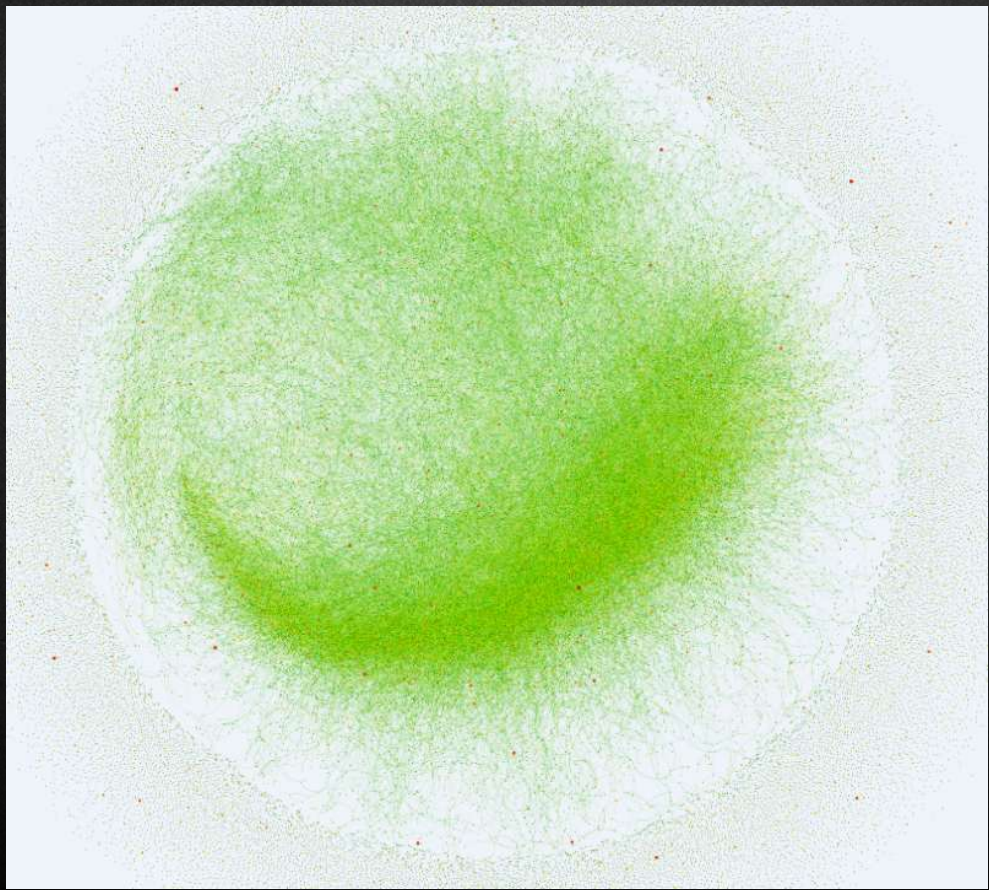


WE NEED TO...

Focus on changing the context
Re-educate that negative
behaviors are NOT OK online.

DIFFUSION ANALYSIS







99% of these experiences are neutral or positive.



WHY SHOULD YOU CARE

In competitive multiplayer games,
social interaction determines if a
player continues to play or quit.

PLAYERS ARE

320% more likely
to quit, the more toxicity
they experience

LESSONS WE LEARNED

[LESSON 1] Clear feedback is everything

[LESSON 2] Be humble when you eventually screw up

[LESSON 3] Understand how perceptions are created

[LESSON 4] Trust the community to have moral standards



CLEAR FEEDBACK
IS EVERYTHING

HISTORY OF PLAYER BEHAVIOR IN ONLINE GAMES



[TOXIC ACT 1] Hacking?



[TOXIC ACT 2] Verbal abuse and death threats?



[TOXIC ACT 3] Exploiting?



[TOXIC ACT 4] Account stealing?

Login Error

This account has been suspended until 31 December, 2286 due to banning from the Tribunal. Please visit <http://support.leagueoflegends.com> for more information.

OK



CLEAR FEEDBACK
IS EVERYTHING

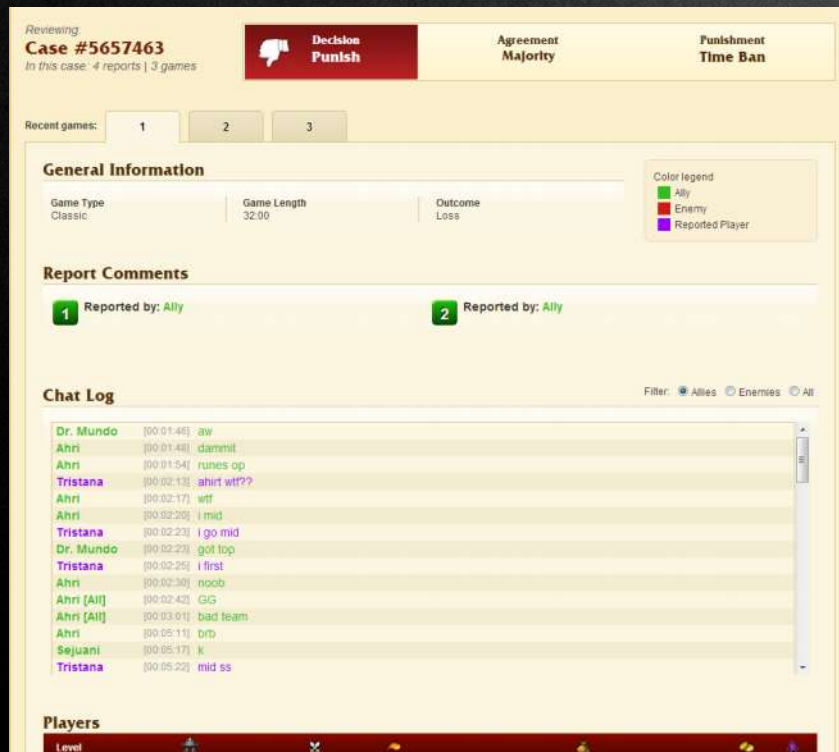
F I GB USA MEX

ONE SIZE
DOES NOT
FIT ALL



Von links bügeln/ Iron inside out/
repasser sur l'envers / 只熨反面

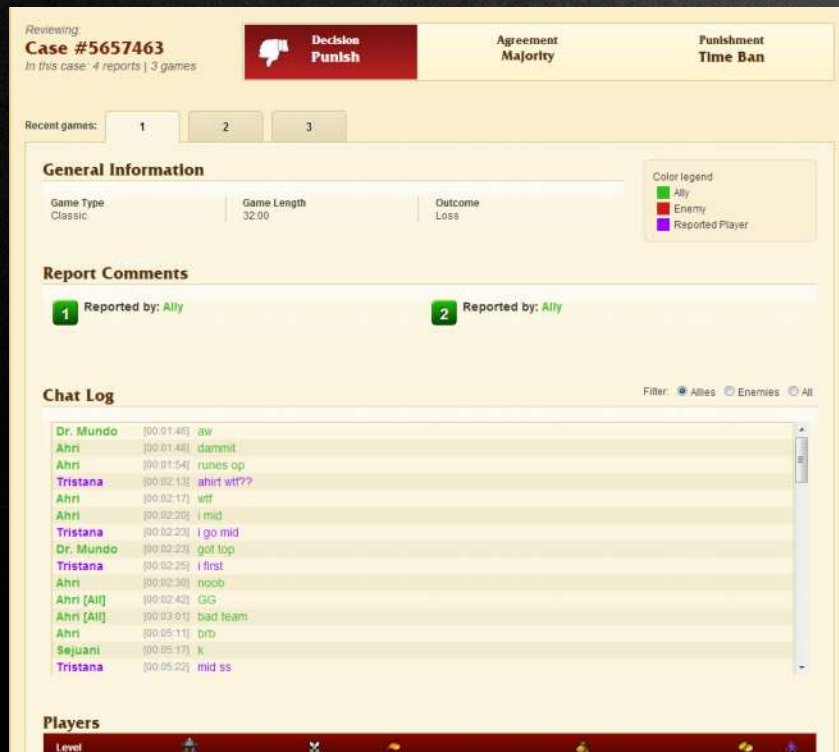
FEEDBACK IS EVERYTHING



When you tell players a **reason** for their punishment, reform rates go up to **50%**.

When you **show** players specific behaviors leading to the punishment, reform rates go up to **70%**.

FEEDBACK IS EVERYTHING



When you are **transparent** about rewards and punishments, other players can see what they have agreed is OK or not OK in League.

You establish new norms that players can **see, feel, and discuss.**

But, this system was slow.

FEEDBACK IS EVERYTHING

“To my memory, I was just negative and complaining that I was last pick in a majority of games... isn’t a lengthy ban out of hand?”



Member

Hey Lyte I was curious as to why I've been banned until the 25th. Could you post chat logs so I can see what exactly I said in my recent games that was worthy of a two week ban? To my memory I was just negative and complaining that I was last pick in a majority of my games and it normally resulted in a loss. Such a lengthy ban over something like that seems a bit out of hand considering people still tell others to go kill them self and only get a chat restriction for X amount of games. If you could post the logs so I could see exactly what I was banned for that would be great. I've been noticing you've only been strutting around on the ones who were extremely toxic and ignoring a good amount of the other posts, could explain that as well? Please and thank you, losing my good team mate crest over this is rather annoying but can easily be obtained again. Specially since a decent amount of my recent games even got the good teammate honor before the ban.:/

-17

FEEDBACK IS EVERYTHING

Feedback is most powerful
when delivered immediately
after a behavior.



**Built systems to collect player
feedback:**

REPORTS

HONORS

**Developed Machine Learning
Model**



Machine was capable of learning about:

**LANGUAGE
CONTEXT**

**GAME
SPECIFIC
TERMS**

**Machine could classify behaviors
from negative to positive—
judged by players**

ANALYZING LANGUAGES

미창년새
신새.
쓰레기새기
미병
니애미가
는련
는년들이
느그애
창년새
니애2미
실버새까
니엄마는
답아서
장애새기
그애미
에미창년
신새.
미창년새끼

Your mom

ANALYZING LANGUAGES

미창년새 니애미가
쓰레기새기 미병
신새.
니애2미 는려 는년들이
느그애 창년새 그애미 실버새까 엄마는
답아서 장애새기 신새.끼 미장년새끼

Slang:
"Silver trash"



With nearly immediate **feedback**,
toxicity in League dropped
dramatically and instantly.



DOWN TO
2%

**Games globally
where there is an
incident of racism,
homophobia,
sexism or excessive
harassment.**



40%
DROP IN

**Toxicity in
Ranked Mode**



ONLY

80%

of punished players
write to Player
Support asking
about their
punishments.



CASE# 10,847

BILLY VS THE MACHINE

So far, so good...

“All the responses I've seen from Riot so far have been pretty well justified IMO.”

“Welcome to the **real world**, time to start growing up.”

So far, so good...

“Give you a chance to change what you shouldn't be doing already? I wish the **real world** worked like that.”

“You're probably making 4-9 **other players' experiences** worse. You're the person driving away business.”



Hey GD,

I have a tendency to rage in this game. Now, don't get me wrong. I absolutely, strictly refuse to say anything that could be even remotely considered racist, sexist, homophobic, or insinuating of suicide. (You've seen toxic players tell people to kill themselves. I absolutely never, ever do this.)

It's the life of a Bronze player, and it's difficult when someone locks in Warwick mid, says they're a Diamond I smurf, then proceeds to feed the entire game while INSISTING that the jungler doesn't help him at all.

So I rage, but not in an offensive or toxic way. I rage in a negative attitude way. A "Please, I'm begging you, please stop diving 1v5" type way. A "We're 20-46 and it's been 15 minutes, please ff at 20..." way. As in, a consistently negative attitude.

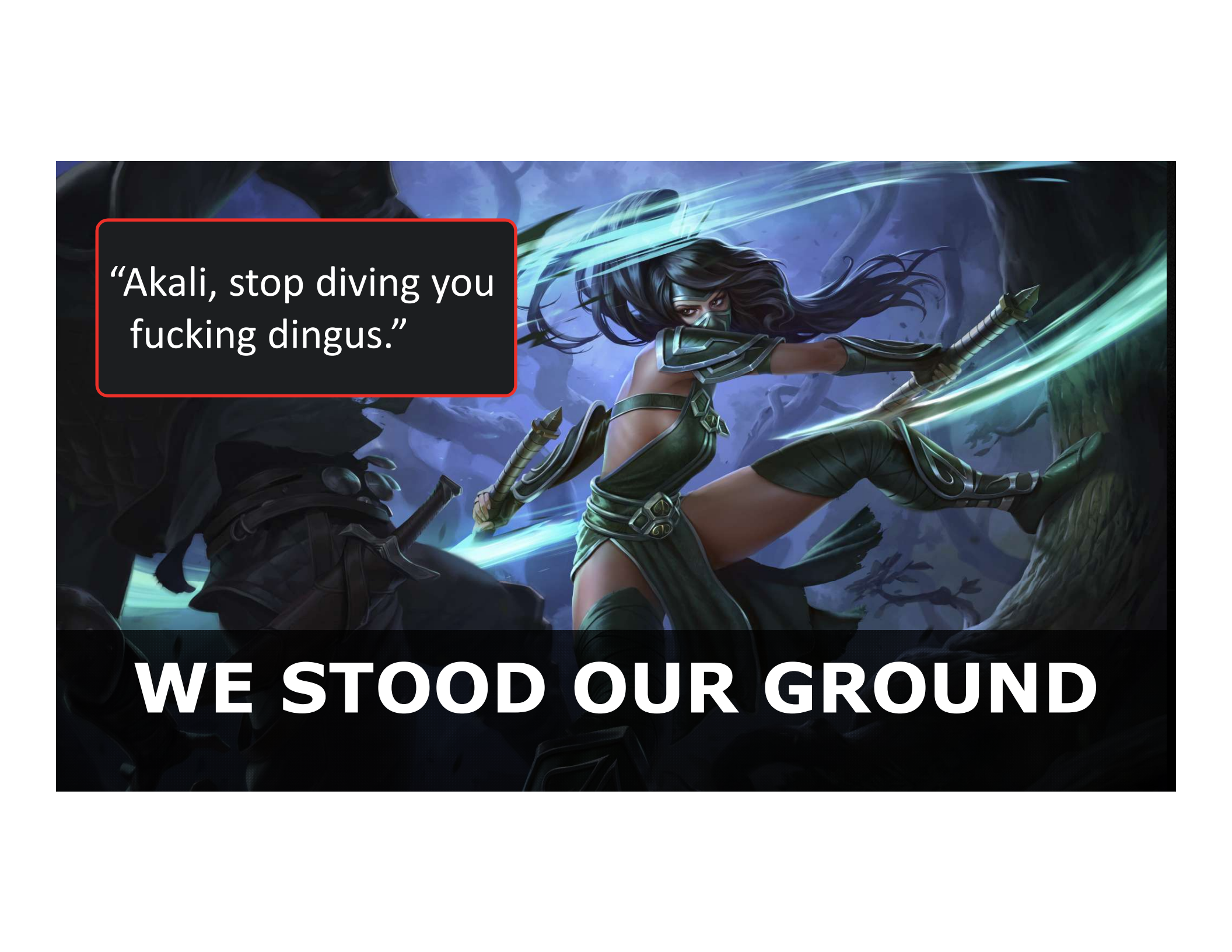
I understand that despite all the trolls, the diamond I 'smurfs', the duo-queues who harass us, etc., I'm expected to keep quiet and be friendly. So when I got banned for two weeks on my main, Jangle BoJangles, (No chat restriction?) I took it in stride and said, okay. I'll play on a smurf, work on my champion skill for the two weeks until my main is unbanned, and during that time, **I'll keep my chat muted permanently.**

So I did. I proceeded to play normally in lobby, calling the role I prefer but never stealing it; but as soon as the game started, I'd mute everybody on my team. And I'd leave the all chat off. If someone on the enemy team cheeses me and I get frustrated, I'd be tempted to rage - then remember, I had all chat off - and be thankful. And I'd quietly think, okay. That was my fault. Instead of being distracted by the chat, how can I silently improve my own skills?

“I’m genuinely convinced at this point that it’s because of troll reports.”


A lack of transparency here could undermine the system and the community itself.

We had to investigate further.

The background image features the character Akali from the game League of Legends. She is depicted in a dynamic pose, leaping or falling through a dark, misty forest. She wears her signature green and black assassin's outfit, including a mask that covers her eyes. In her hands, she holds two glowing, ethereal blades that emit a bright green light, creating long, horizontal streaks of light across the frame. The overall atmosphere is dark and mysterious, with blue and green hues dominating the scene.

“Akali, stop diving you
fucking dingus.”

WE STOOD OUR GROUND



Okay....this is a very simple misunderstanding.

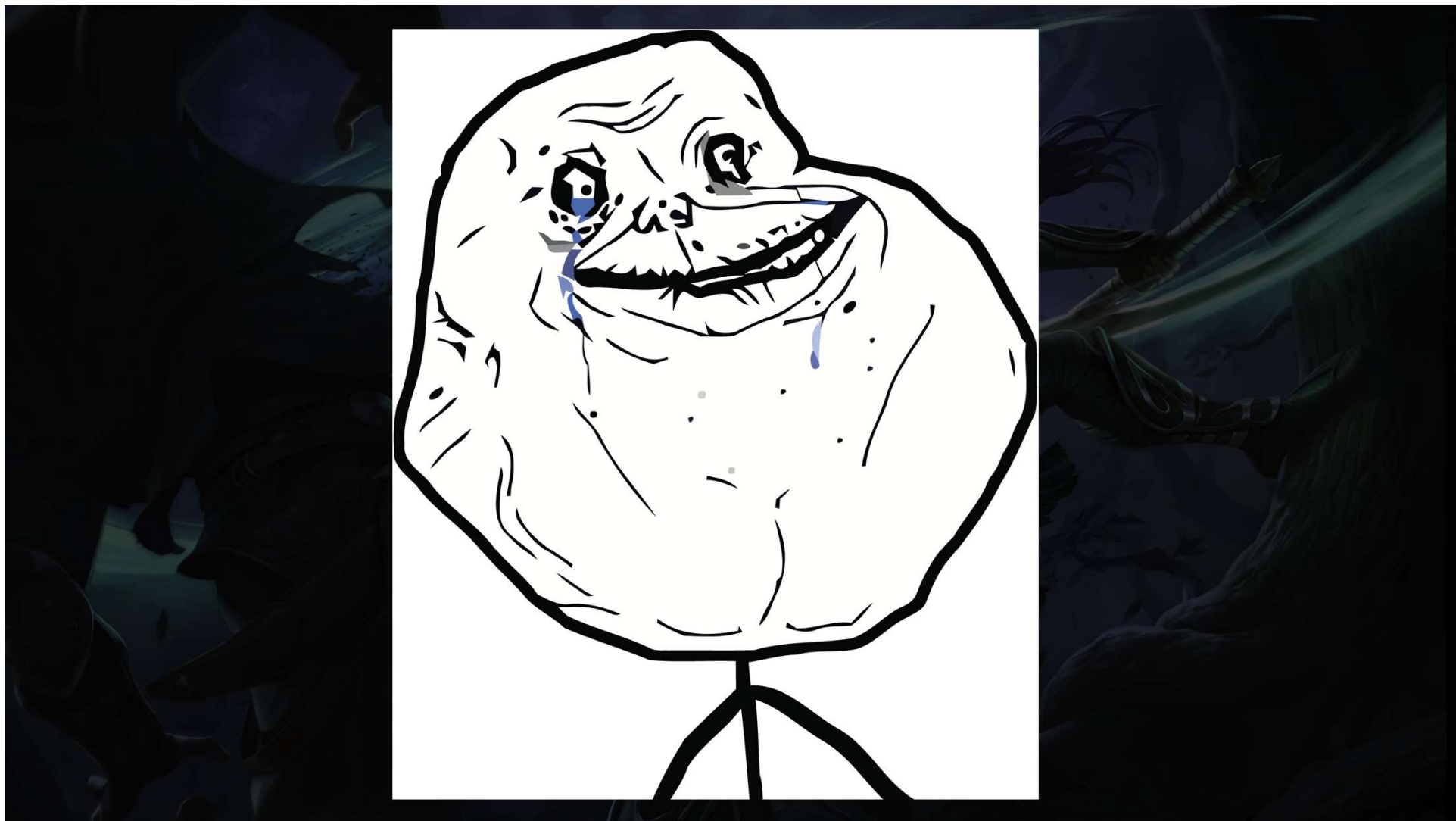
I was the Akali.

The quotation marks around what I said are vital. Can you see the score at this point, or a history of the match? Because, as I recall, I was mocking myself.

“I was the Akali.”

Again, to clarify; I was talking about myself. I was the Akali in question.

I was berating myself for making a silly mistake. Does the game history not display to you who I was playing as? It should have shown enough context to derive that 'Akali has been slain by enemy so-and-so, with assists by the entire enemy



BILLY VS THE MACHINE



WHAT
NOW?

WE APOLOGIZED

We're going to remove the ban entirely. Your account should be updated in a few minutes



We've confirmed that most of the attacks were against himself, and if we removed all of the self-attacks, the attacks on smurfs alone did not justify a punishment. It was super unclear which of OP's attacks were against himself and which were against smurfs (because the chat lines sometimes didn't mention a champion or Summoner Name), but once we dug into more detail and removed all of the OP's attacks against himself in the chat logs, the remaining attacks against smurfs weren't severe enough to warrant a penalty.

This is the first time our machine learning system has resulted in an error in the outcome, and I'd like to personally apologize to you. We'll have to figure out better ways to have the system identify self-attacks with a different severity scale.

“We’re going to remove the ban entirely.”

“I’d like to personally apologize to you”


BILLY VS THE MACHINE

1037  **League history has been made-The first false positive in the Chat ban system** (forums.na.leagueoflegends.com)
submitted 2 months ago by micspamtf2 
464 comments share save hide give gold report

all 464 comments
sorted by: best ▼

Remember:

- Be respectful, civil, and constructive.
- Don't be rude, aggressive, or hostile.
- After 1 warning, offenders will be banned.



save reddiquette formatting help

Talking shit to yourself in chat and getting banned. Now that's next level.

“Talking shit to yourself in chat and getting banned. Now that’s next level.”

BILLY VS THE MACHINE



[-]  521 points 2 months ago

I feel like people don't recognize that Riot is actively trying to solve the issue of in-game toxicity, but that it's resulting in some smaller downsides. So far we've seen plenty of accurate Lyte Smites where the system worked well. This is a case where quite simply:

1. The system failed.
2. A solution is being worked out.
3. The issue was fixed for the player in a timely manner.

There's nothing wrong with this. In my opinion I think this is one of the best ways to treat a community.

[permalink](#) [save](#) [report](#) [give gold](#) [reply](#)



[-]   267 points 2 months ago

The system failed *for the first time* after reviewing tens (hundreds?) of millions games. That's a pretty good record. That's not *smaller* downsides, that's tiny tiniest downsides.

[permalink](#) [save](#) [parent](#) [report](#) [give gold](#) [reply](#)



[-]   152 points 2 months ago

And obviously be aware that it only failed, because someone was acting in a really strange way.

[permalink](#) [save](#) [parent](#) [report](#) [give gold](#) [reply](#)

BILLY VS THE MACHINE

- [1] Mistakes are going to happen.
- [2] When you have the players' trust, you can survive these and come out stronger.
- [3] The players will rally and support you.
- [4] How you respond to a mistake will define you and your community.



UNDERSTANDING HOW **PERCEPTIONS** ARE CREATED

THE 1% RULE OF THE INTERNET

In an online,
collaborative
forum,

90%

of players consume the
content.

9%

of players edit content.

1%

of players create new
content.

Does this apply to the perception of online communities as
well?

LESSONS WE LEARNED

PLAYER TYPES

Positive Pete



Neutral-Positive Sam



Toxic Joe



POSITIVE

NEUTRAL

NEGATIVE

THE 1% RULE OF INTERNET CULTURE



Neutral-Positive Sam

7.4%

How many players on your team are
much less skilled than you?



Toxic Joe

26.0%

THE 1% RULE OF INTERNET CULTURE



Neutral-Positive Sam



Toxic Joe

7.4%

How many players on your team are
much less skilled than you?

26.0%

29.2%

How often do you “carry”
your team to victory?

48.2%



Neutral-Positive Sam

THE 1% RULE OF INTERNET CULTURE



Toxic Joe

7.4%

How many players on your team are
much less skilled than you?

26.0%

29.2%

How often do you “carry”
your team to victory?

48.2%

7.8%

How often do you think you are
reported by other players?

28.1%



Neutral-Positive Sam

THE 1% RULE OF INTERNET CULTURE



Toxic Joe

7.4%

How many players on your team are
much less skilled than you?

26.0%

29.2%

How often do you “carry”
your team to victory?

48.2%

7.8%

How often do you think you are
reported by other players?

28.1%

40%

Should players lose their ranked
season rewards if they are toxic?

33%

PERCEPTION

Toxic Joes believe there are **139%** more toxic games compared to the average player.

PERCEPTION

Toxic Joes also believe that **correcting** a player when they perform badly is the right thing to do and makes them perform better.

MY SUBREDDITS

FRONT

ALL

RANDOM

MUSIC

PHILOSOPHY

BOOKS

ASKREDDIT

FOOD

UPLIFTINGNEWS

GAMING

JOKES

TELEVISION

SPACE

ART

PERSONALFINANCE

INTERNETISBEAUTIFUL

NEWS

SPORTS

HISTORY

FITNESS

DOCUMENTARIES

GIFS

EXPLAINLIKEIMFIVE

FUNNY

WRITINGPROMPTS

NOSLEEP

SHOWERTHOUGHTS

TIFU

AWW

NOTT

MORE

League of Legends

hotnewrisingcontroversialtopgildedwiki promoted

1774

Instead of an ad, click here to check out reddit's explore page and find new content! (reddit.com)

132

Monday Megathread! Ask questions and share knowledge; newcomer questions encouraged! (self.leagueoflegends)

1

2999

LCS News: Piglet benched for week 5 - Team Liquid (teamliquidpro.com)

2

1639

Ocelote officially retires (youtube.com)

3

2025

New League of Legends Replay System by SkinSpotlights (youtu.be)

Doublelift after TSM: "Definitely the funnest LCS game I've ever played" (gamespot.com)

[Inven] SKT as seen from Bengi's perspective

Gambit look to Kuro's placement for nIQ

"Reflections" with Ocelote

10

966

How To Use Kalista ULT (youtu.be)

search

usernamepasswordremember me reset password login

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subscribe 640,017 Summoners

26,291 Summoned Champions

THE MUSIC OF LEAGUE LISTEN NOW

AMAs

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Content specific to LoL

Images in text posts only

Tweets in text posts only

Witch hunting or hateful speech

Server Status Posts

Content unrelated to League of Legends

Hover to Expand

Reactions

Recently, just 11% of players accounted for the vast majority of negative posts and as a group drove the perception of the majority.

MY SUBREDDITS FRONT ALL RANDOM MUSIC PHILOSOPHY BOOKS ASKREDDIT FOOD UPLIFTINGNEWS GAMING JOKES TELEVISION SPACE ART PERSONALFINANCE INTERNETISBEAUTIFUL NEWS SPORTS HISTORY FITNESS DOCUMENTARIES GIFS EXPLAINLIKEIMFIVE FUNNY WRITINGPROMPTS NOSLEEP SHOWERTHOUGHTS TIFU AWW NOTT MORE

League of Legends

hot new rising controversial top gilded wiki promoted

Notice [Spoilers] Weekly eSports roundup (9th-15th Feb)

1774 Instead of an ad, click here to check out reddit's explore page and find new content! (reddit.com) promoted by redditads 259 comments share sponsored link what's this?

132 Monday Megathread! Ask questions and share knowledge; newcomer questions encouraged! (self.leagueoflegends) submitted 18 hours ago by p00rleno Andy! [M] - stickied post 1365 comments share

1 2999 LCS News: Piglet benched for week 5 - Team Liquid (teamliquidpro.com) submitted 2 hours ago by goldguy09 2157 comments share

2 1639 Ocelote officially retires (youtube.com) submitted 8 hours ago by Modifry 1372 comments share

3 2025 New League of Legends Replay System by SkinSpotlights (youtu.be) submitted 9 hours ago by wonagameama [Deleted] (EU-W) 398 comments share

Doublelift after TSM: "Definitely the funnest LCS game I've ever played" (gamespot.com)

[Inven] SKT as seen

Kori a

669 Champions have been

Pro Play! List inside :)

'Reflections' with Ocelote

How To Use Kalista ULT

submitted 10 hours ago by Noda0027 150 comments share

search

username password remember me reset password login

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26,291 Summoned Champions

THE MUSIC OF LEAGUE LISTEN NOW

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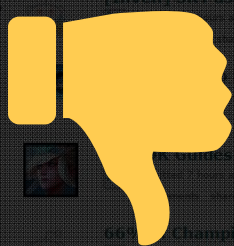
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- ✓ Content directly related to LoL.
- ✓ Images in text posts only.
- ✓ Tweets in text posts only.
- ✓ High quality or helpful content.
- ✓ Server Status Posts.
- ✗ Content unrelated to League of Legends.

Hover to Expand

Resources

Research suggests that when content creators get downvoted, they tend to downvote others and create lower quality content... creating a vicious cycle. (Cheng et al., 2014)



↑ [-] [\[redacted\]](#) 1 point 2 months ago

↓ It's weird. You say. NO REALLY IM A BITCH. Then when you act all cuntish they're surprised. It's like YO. DIPSHIT..... I told you I wasn't a nice person. Why are you baffled by my bitchiness?

[permalink](#) [parent](#)

↑ [-] [\[redacted\]](#) 4 points 2 months ago

↓ Jee you sound a bit mean over the internet.

[permalink](#) [parent](#)

↑ [-] [\[redacted\]](#) 1 point 2 months ago

↓ I am mean.

[permalink](#) [parent](#)

***SHADOW
BANS***  ***SILENCE***





79%

**CONTENT CREATORS
REFORM AFTER
JUST ONE SHADOW
BAN.**

LESSONS WE LEARNED

[LESSON 1] Clear feedback is everything

[LESSON 2] Be humble when you eventually screw up

[LESSON 3] Understand how perceptions are created

[LESSON 4] Trust the community to have moral standards

Questions?



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