# Mitigating Abuse Before it Happens

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Katherine Lo, PhD Student @lawlkat
Tara J. Brannigan, flaregames @kindofstrange
Nicole Lazzaro, XEODesign @NicoleLazzaro

GAME DEVELOPERS CONFERENCE® | MARCH 19–23, 2018 | EXPO: MARCH 21–23, 2018 #GDC18

UBM

# Welcome!

- This panel: An overview
- Who's who and what they're discussing
  - Katherine Lo @lawlkat
  - Nicole Lazzaro @NicoleLazzaro
  - Tara Brannigan @kindofstrange
  - Nova Barlow (hello!) @inkycats

- 9 years moderating subreddits, IRC channels, Facebook Groups, etc
- Crisis Management
- Trust and Safety Research
- Advising nonprofits & advocacy groups

ANY

intel

SPLC Southern Poverty Law Center

ONLINE SOS

FAIR PLAY ALLIANCE

Microsoft® Research

# “Free Speech”

- Do people feel **safe** or welcome speaking?
- Does your definition only benefit people who:
  - don’t fear retaliation,
  - aren’t affected by harassment,
  - or have a reduced sense of empathy?
- What kind of culture are you building?

# Anonymity is **not** the problem

# So then what's The Problem?

- Well
- It's complicated

imgflip.com

# Why is it important to be proactive?

# Community Design *is* Video Game Design

- **Facebook:** an ad-based platform that optimizes for showing people content that they're most likely to click on
- **Also Facebook:** A platform where it is easy to disseminate flashy misinformation and polarizing content

Discussion New to [redacted] but discouraged by harassment

Submitted 1 month ago by [redacted]

Discussion Is [redacted] worth all the toxicity? self.

Submitted 1 month ago * by [redacted]

I've been thinking a lot lately of buying it on pc but have heard so many horror stories about the

# It's *really* hard for a community or culture to come back from being toxic

127

Discussion I kind of want to try [redacted] but am scared of the toxic players?

Submitted 17 days ago by [redacted]

149

Venting I'm kinda getting sick of [redacted] self.

Submitted 22 days ago by [redacted]

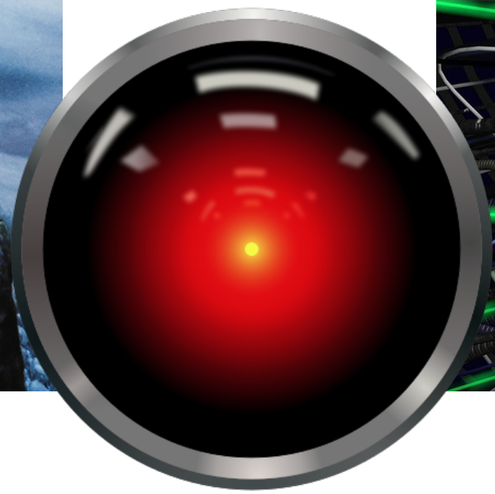
[Rant] I'm tired of playing comp because of all the toxicity with it.

# It's really hard for a *company* to come back from a toxic community

- Building reactive measures can *very* expensive and taxing on engineering resources
- It disrupts roadmaps and anticipated content
- It can give your community managers and customer support specialists PTSD (yes actually)

# okay so what are these great proactive strategies huh

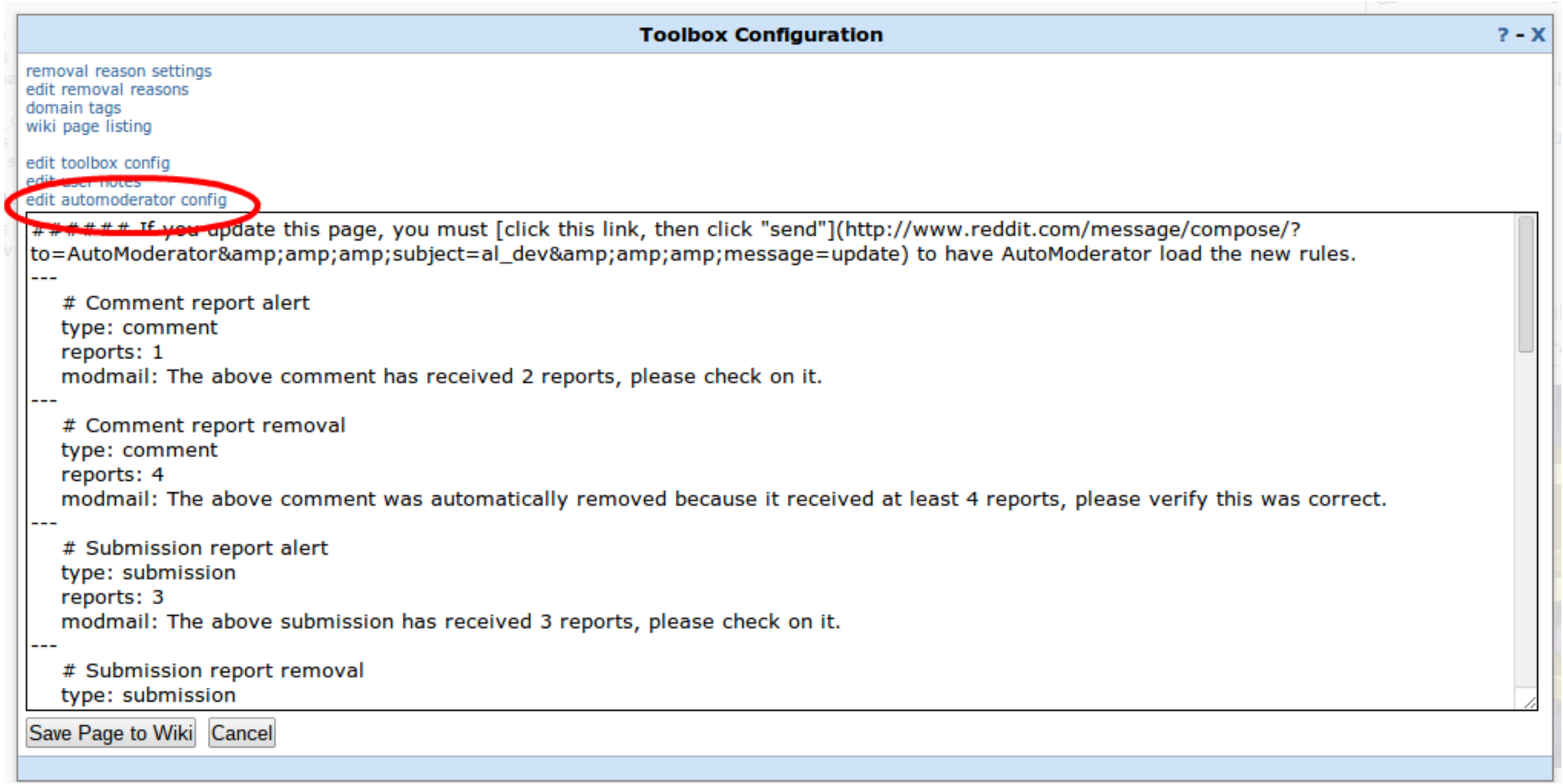
# What about AI? Robots can do it!



# How about more of a Cyborg Approach?

# How? Problem solving across teams!

- Coordination and collaboration across engineering, trust and safety, data science, and community teams.
- For example, using automation to create flagging systems that assist and scale existing community operations work.



**Toolbox Configuration** ? - X

removal reason settings
edit removal reasons
domain tags
wiki page listing

edit toolbox config
edit user notes
edit automoderator config

```
# # # # # # If you update this page, you must [click this link, then click "send"](http://www.reddit.com/message/compose/?
to=AutoModerator&amp;amp;amp;subject=al_dev&amp;amp;amp;message=update) to have AutoModerator load the new rules.
---
    # Comment report alert
    type: comment
    reports: 1
    modmail: The above comment has received 2 reports, please check on it.
---
    # Comment report removal
    type: comment
    reports: 4
    modmail: The above comment was automatically removed because it received at least 4 reports, please verify this was correct.
---
    # Submission report alert
    type: submission
    reports: 3
    modmail: The above submission has received 3 reports, please check on it.
---
    # Submission report removal
    type: submission
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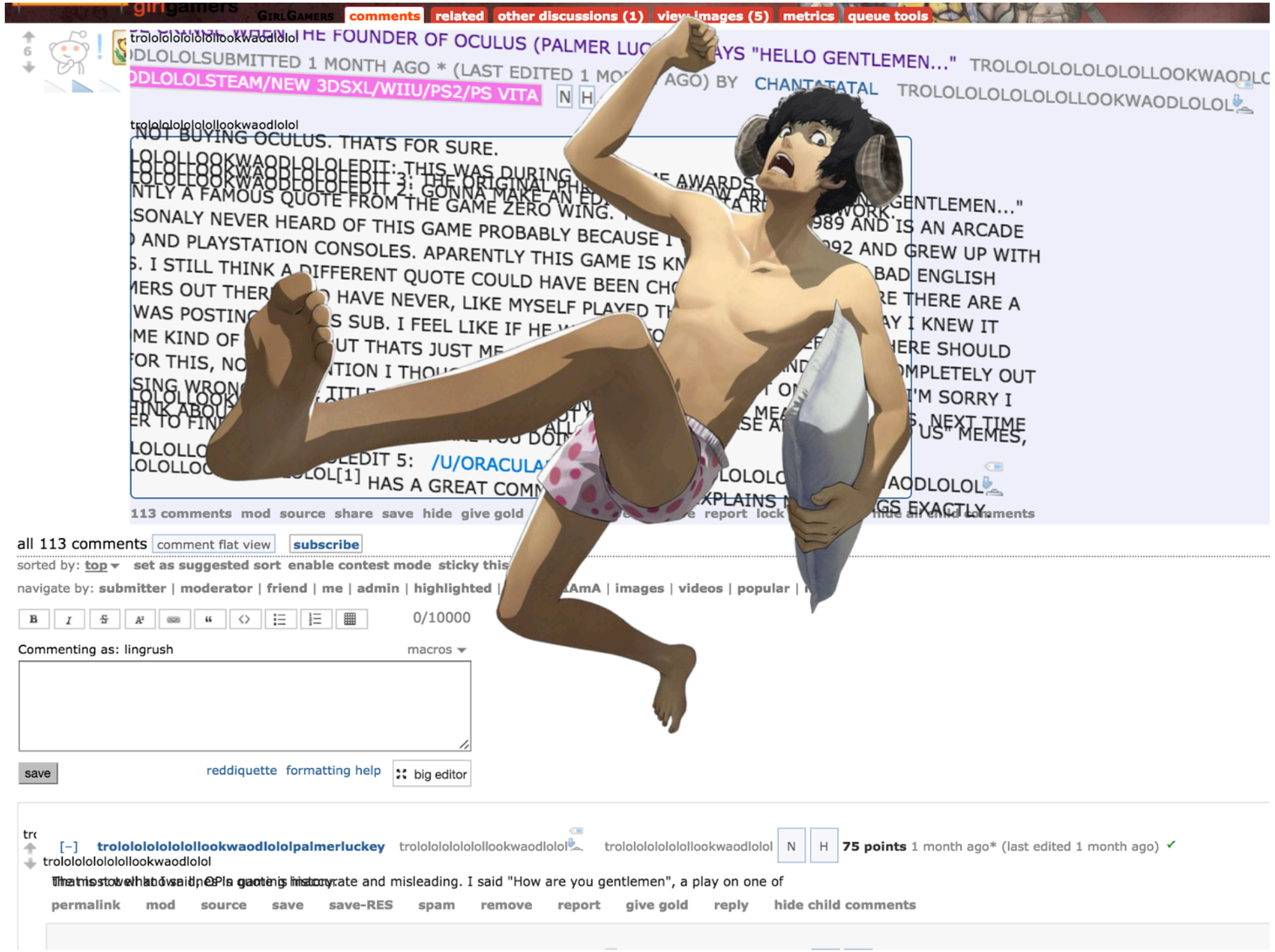
Save Page to Wiki | Cancel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NOT BUYING OCULUS. THATS FOR SURE.
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permalink mod source save save-RES spam remove report give gold reply hide child comments

XEODesign
Mitigating Abuse Before it Starts
in VR with Game Design
March 20, 2018
v3

# 1 Billion Served

## XEODesign Clients

Games offer many benefits: retention, engagement, and motivation. XEODesign helps 100,00's of leading developers and Fortune 500's improve their business results through 25 years of XEODesign.

More at xeodesign.com

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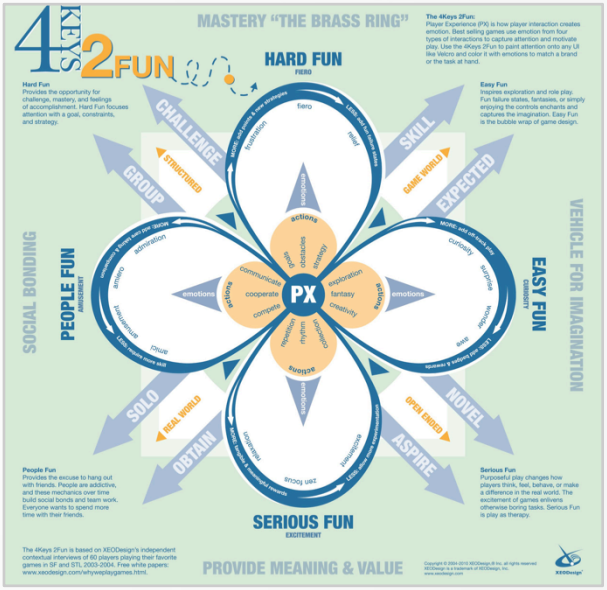
Thought Leader on
**How Emotion Drives Play**
Advanced the art of game design
@NicoleLazzaro

## The 4 Keys to Fun




Inspired Millions of Developers
1st iPhone Game Matrix Diner Dash
The White House, The State Department

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# 4 Keys Helped These Projects

## Add Life to The Sims

Emotion framework for NPC AI Sims 2 on
Sold 13M+ units 2007
Second best selling PC game
of all time (the original Sims #1)

## Wonder to Myst

**Riven, Myst Online, Myst V**
Player experience design Feedback and
localization. Riven 4.5M units 4 years.

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## Hands Free AR/VR UI to Eyefluence

Eyetracking UI
AR/VR UI design for a productivity
operating system purchased
by Google 2016

## Feel The Force Unleashed

Player experience design (+12 other titles)
1.5M first week 7M copies fastest selling

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**Erick Brethenoux**
**Director Business Analytics & Decision Making Strategy IBM**
**Presents XEODesign's 4 Keys to Fun at TED IBM**

## 4 Keys to Fun

IBM and 100,000's leading developers worldwide use The 4 Keys to Fun.

Original White Paper
http://4k2f.com

TED-IBM Emotion Analytics:
http://www.ted.com/watch/ted-institute/ted-ibm/erick-brethenoux-emotional-analytics

IBM Makes the Case for Fast Government White Paper to White House. (Page 46)
http://www-07.ibm.com/au/pdf/IBM_Center_-_Fast_Government_Report_FINAL_4-2013.pdf

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Follow the White Rabbit

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# How Reduce Abuse with Game Design?

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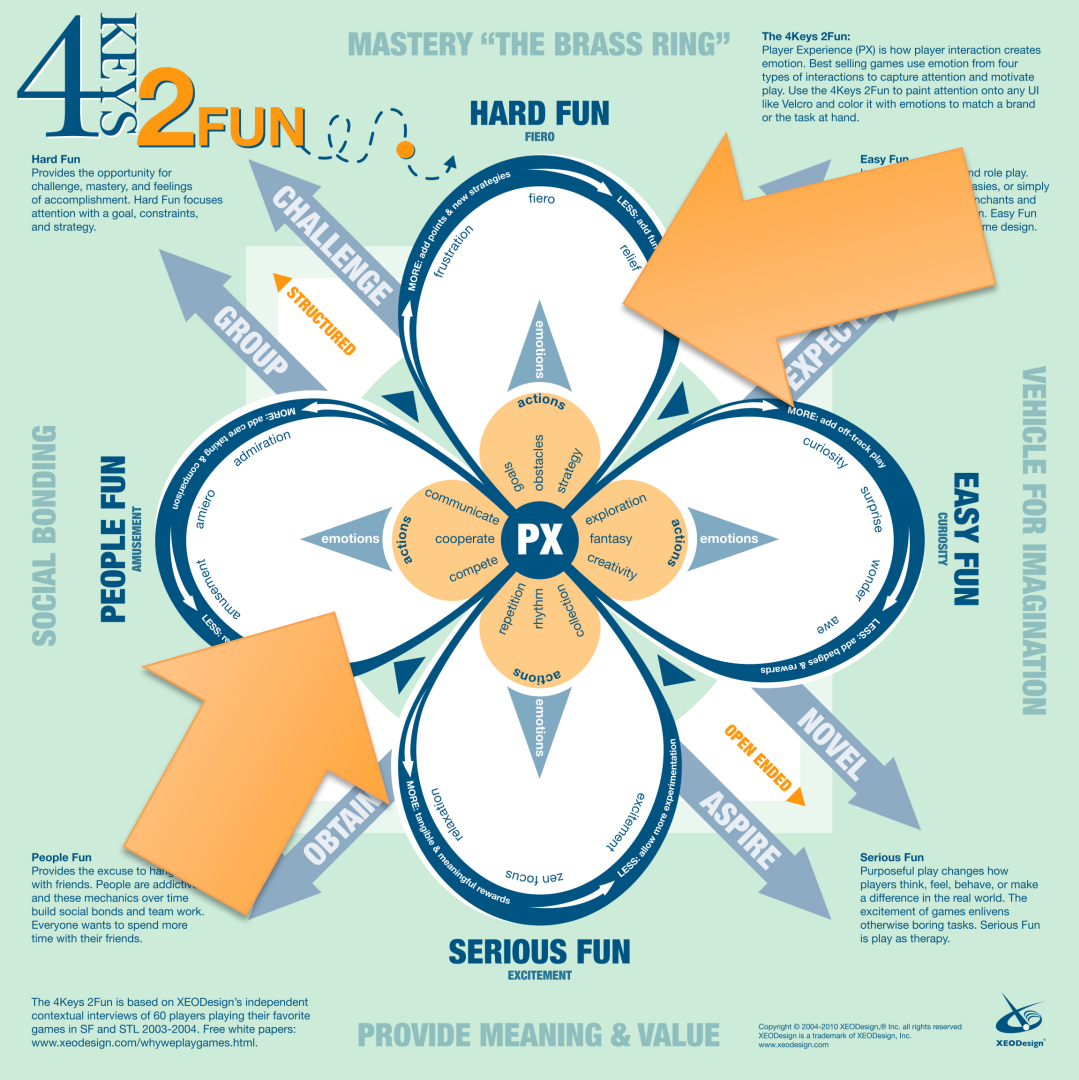
# What Do Your Mechanics Reward?




# The 4 Keys

Each emotion has a function XEODesign leverages each to create more compelling experiences

- Curiosity > explore
- Frustration > goal
- Amusement > social bond
- Satisfaction > value

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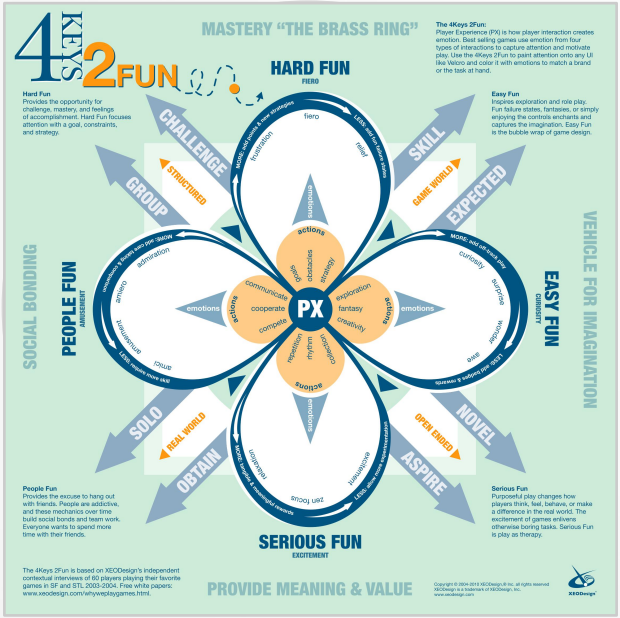
# Interactions Design Emotion

# The 4 Keys to Fun

**Use the 4 Keys to Fun:** Best selling games allow players to move between different kinds of play.



**The 4 Keys to Fun Increases Engagement**

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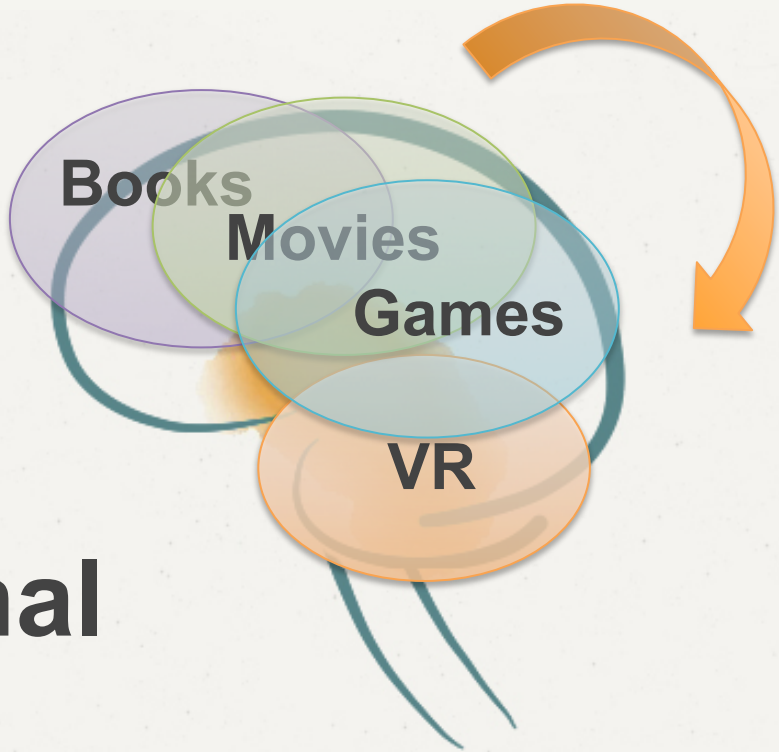
# VR Creates Strong Emotions

The Player is the protagonist

## VR Emotions

- **Deeper**
- **Stronger**
- **More Personal**

(social rejection = physical pain)

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# VR Creates Strong Emotions

Deep places in the brain and virtually no facial emotions
A challenging combo

## Virtual Same as Real

- **Physical**
- **Social**
- **Phobias**

- Because of the mask it's hard to see faces and escape
- Lizard brain already knows there's something wrong
- Innocent features in 2.5D game become weapons of harassment in VR

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# Designing Abuse Resistant VR* Games
## Game Design Strategy

* And other games

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# Designing Abuse Resistant VR* Games
## Getting Started

* And other games

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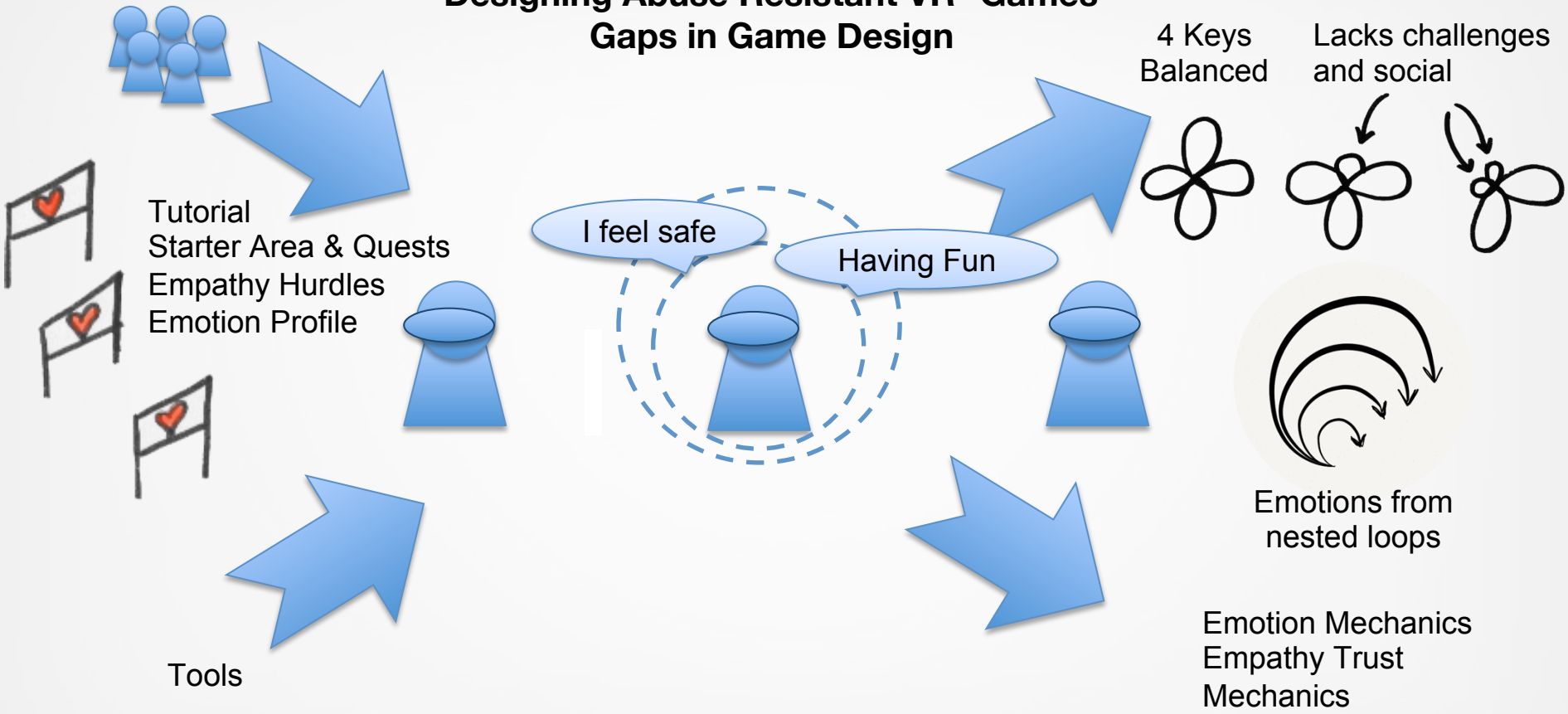
# Designing Abuse Resistant VR* Games
## Gaps in Game Design

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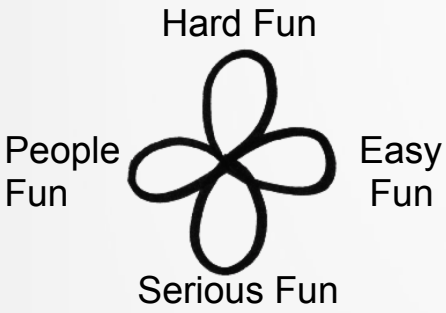
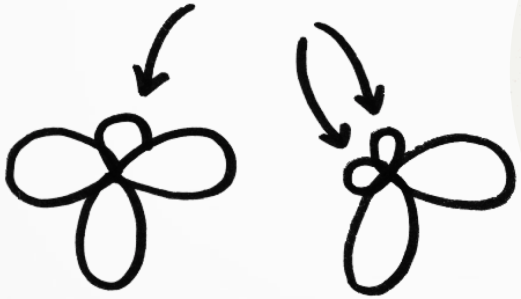
# Designing Abuse Resistant VR* Games
## Action Emotion Pairs

4 Keys
Balanced




Lacks challenges and social



Players design their own “games”

Design emotions from each nested loop
Anger or Amusement?
(it’s really hard to be angry while LOL’ng)
Schadenfreude or Naches? You decide!

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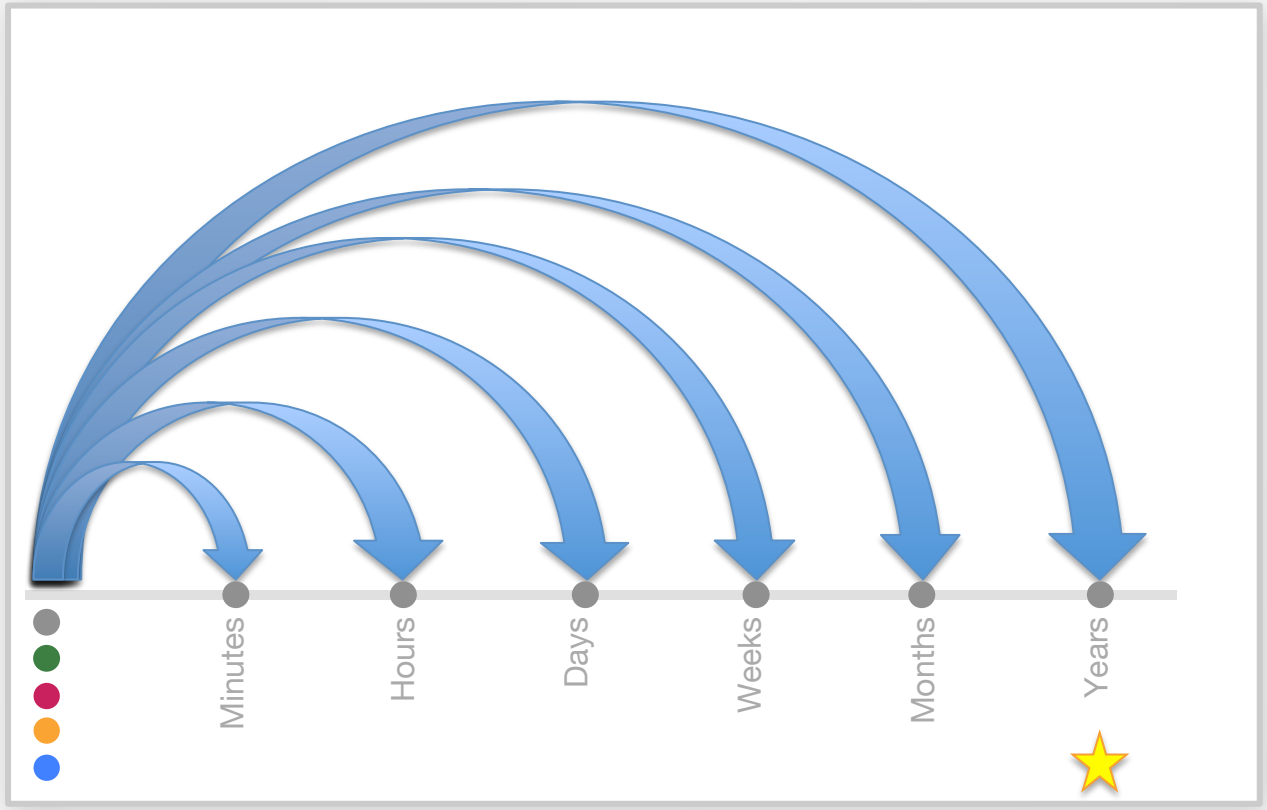


## Meta Loop Time Frames

Progress and Rewards at each timeframe.
How does coming back to the App offer new challenges other than griefing?

What kind of activities?

- Retention Mechs
- Play Style 1
- Play Style 2
- Play Style 3
- Play Style 4

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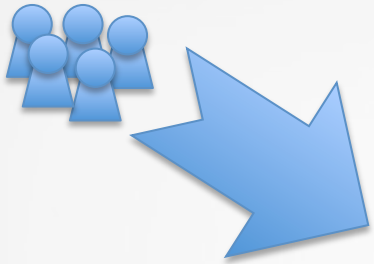
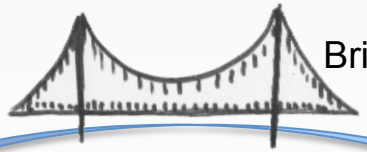
# Designing Abuse Resistant VR* Games





Bridge Mechanics

I feel safe

Having Fun

Griefers ← Game → Friendships
VR Space

Reward
Zone

I feel
empowered

VR Training
Model Behavior
Quest Rehab

Moderator Tools
Players Tools

Emotion Mechanics
Model Behavior
Create other strong emotions
Trust & Empathy mechanics

* And other games

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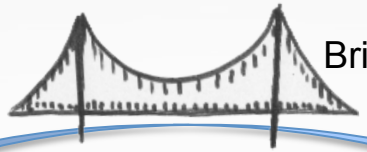
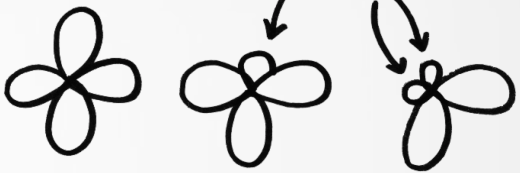
# Designing Abuse Resistant VR* Games

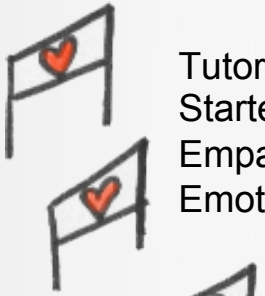


Bridge Mechanics

4 Keys Balanced

Lacks challenges and social





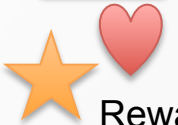
Tutorial
Starter Area & Quests
Empathy Hurdles
Emotion Profile

I feel safe

Having Fun

Emotions from nested loops

Griefers ← Game → Friendships
VR Space



Reward Zone

I feel empowered

VR Training
Model Behavior
Quest Rehab

Moderator Tools
Players Tools

Emotion Mechanics
Model Behavior
Create other strong emotions
Trust & Empathy mechanics

* And other games

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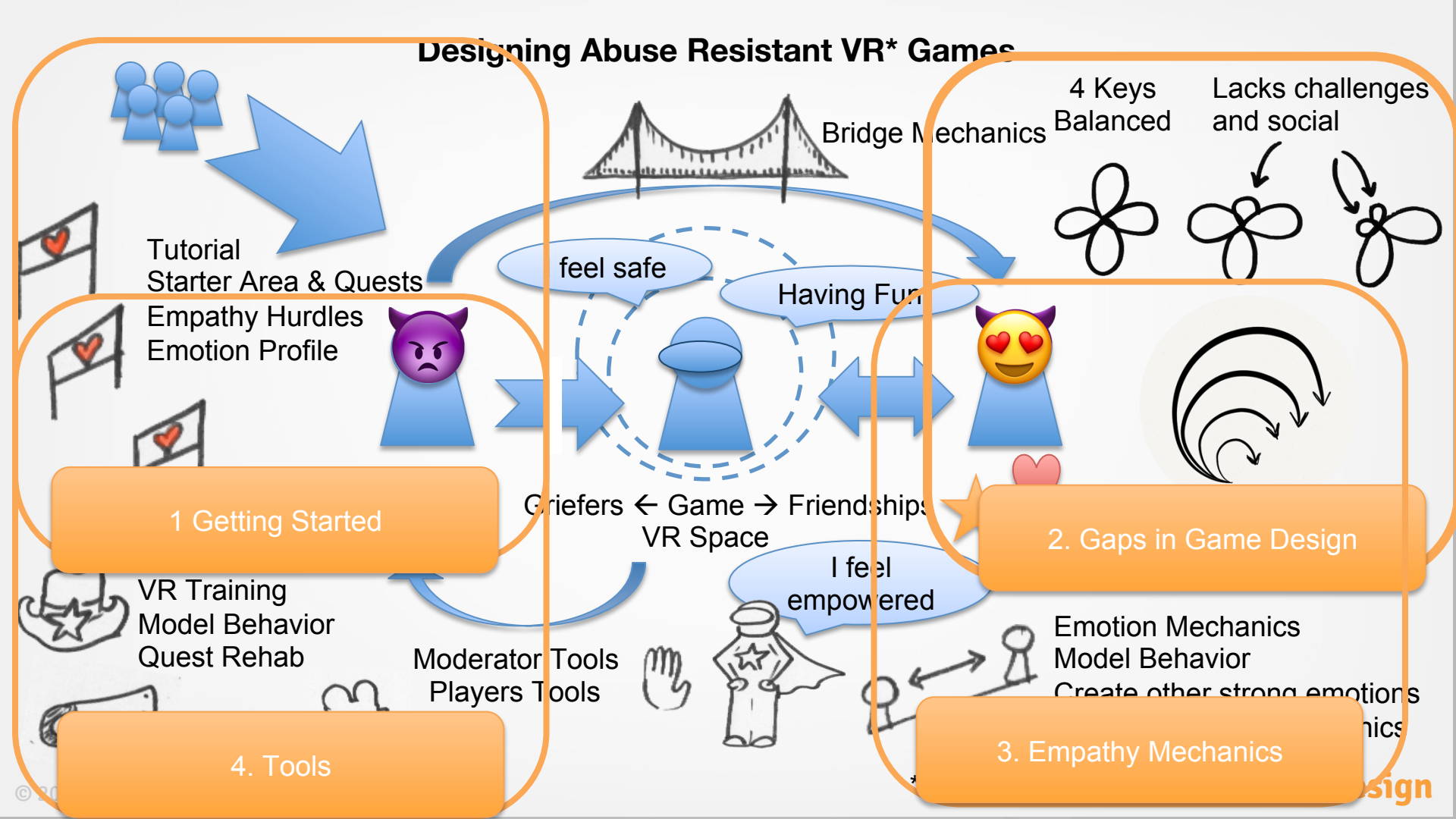
# Designing Abuse Resistant VR* Games



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# How do you know it’s working?

*"The visuals are amazing."*

*"360* puzzle solving is awesome!"*

*"The puzzle and 'myst'-ical aspect"*

*"Environmental storytelling"*

*"I am hooked!!!"*

*"Very engaging and not too easy!"*

*"Excited to see what happens in the next chapter!"*

*"The rabbit."*

*"Impressive beyond belief."*

Measure the emotions your players experience
Follow the White Rabbit

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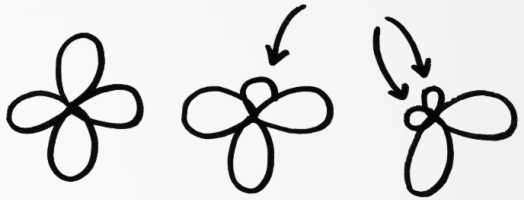
# Designing Abuse Resistant VR* Games



1. Abuse can be a game design problem
2. Game mechanic creates culture
3. Recognize and take responsibility for the emotions your game mechanics create
4. Empathy hurdles to train and filter players
5. Create strong emotions from main game
6. Create interdependent roles, require reputation to access the cool stuff
7. Reward empathy mechanics vs. the joy of causing others pain
8. Give players and mods powerful feeling tools to protect themselves

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# Are You Game?

Follow the White Rabbit

Free Download 4K2F.com

@NicoleLazzaro
Nicole@xeodesign.com
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# Community Development

FLAREGAMES

Head of Community & Customer Support
@kindofstrange

FLARE
GAMES

WETA
WORKSHOP

Wipster

PIK
POK

Pop
Cap
GAMES

# So You Want to Start a Restaurant…

Source: The Seattle Times, The Herbfarm restaurant

# Why Bother?

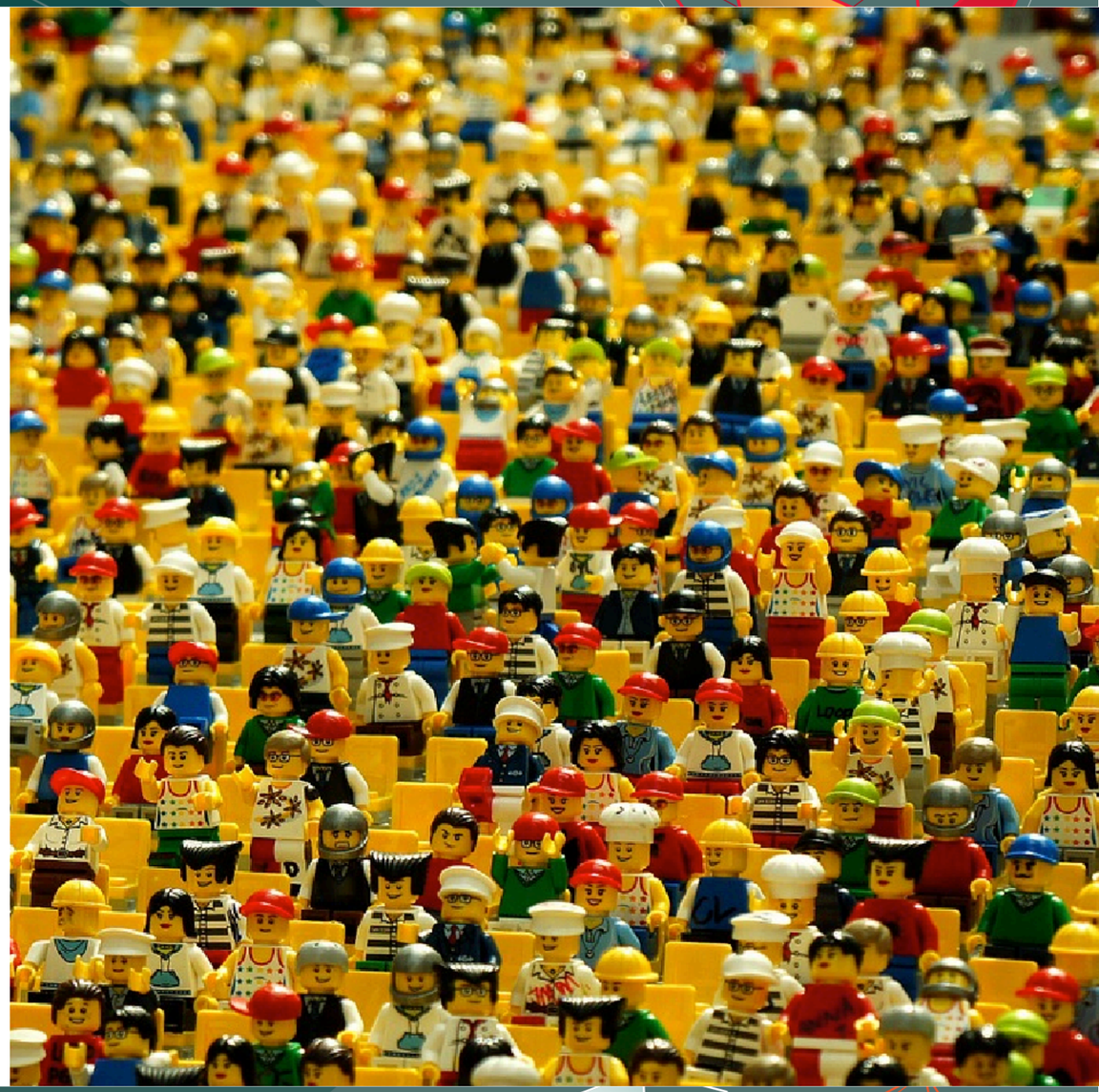
# You Own Your Toxicity

# Time & $$$

> In the long term, we really want to work on systems that encourage positive behavior and reward good players. It really bums us out to spend so much time punishing people for being bad sports. We like making cool, fun game systems -- that's what we do for a living. But because people seem to lack self-control or because people like to abuse anonymity and free speech we're put in a position of spending a tremendous amount of our time and resources policing the community. We will do this as it is our responsibility but we'd like to spend more time rewarding good players rather than having to focus on poor sportsmanship and unacceptable bad behavior so much. Like it or not, this is an "us, the OW community problem" and not just an "OW team problem". For better or for worse, we're in this together.
>
> We're working hard to make changes. I hope you all do too.

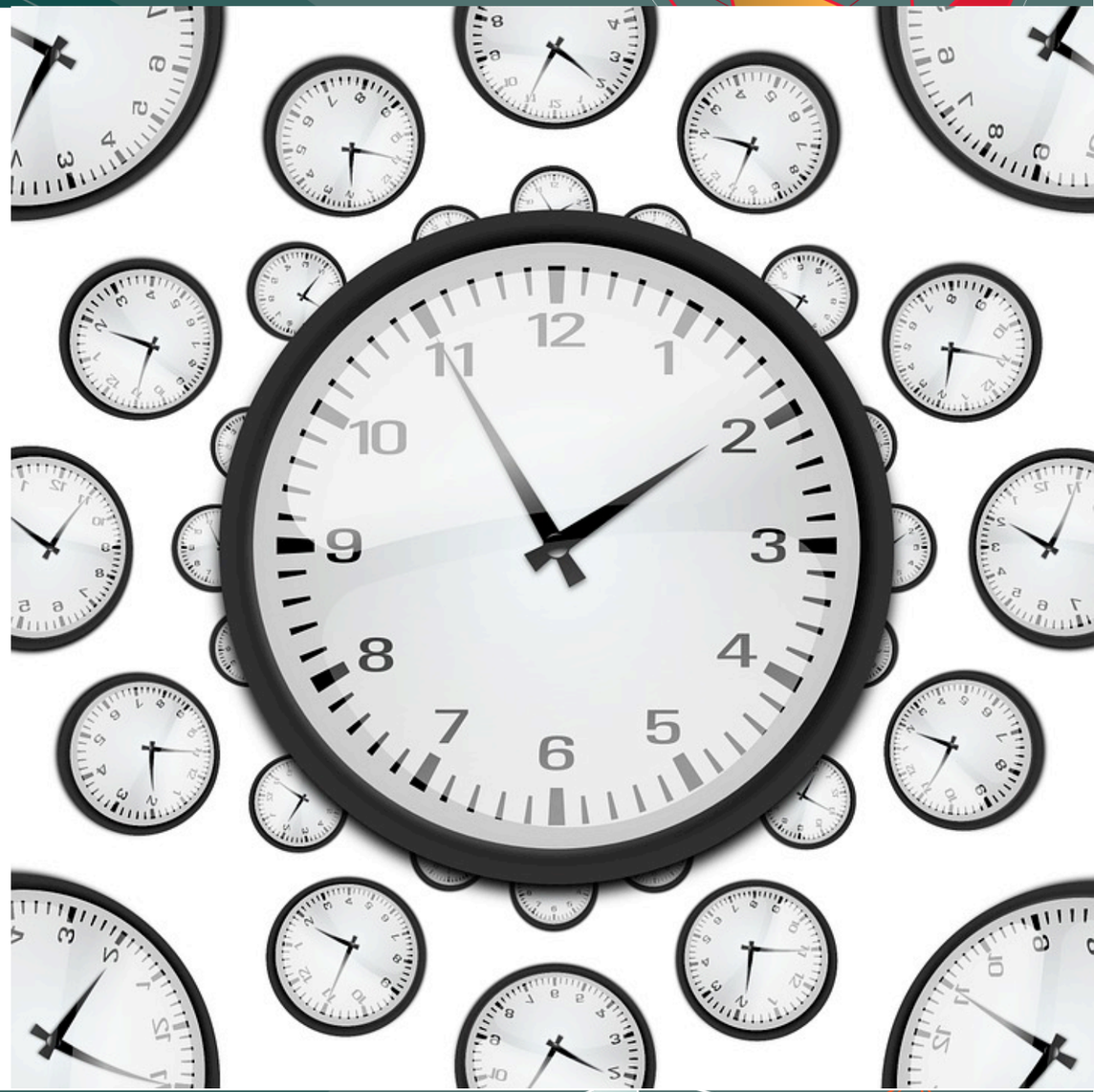
Source: battle.net, Jeff Kaplan

# Most People are Awesome!



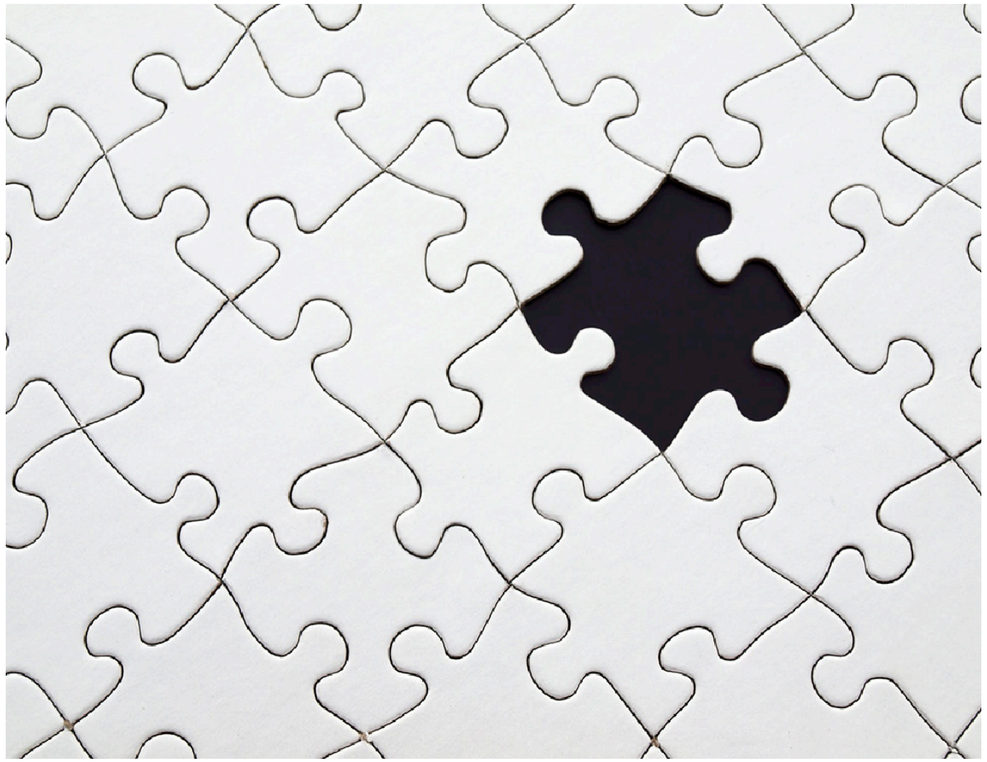
# Before you go live…

# Give Yourself Time



# What do you want?

# Consider Integrated Solutions

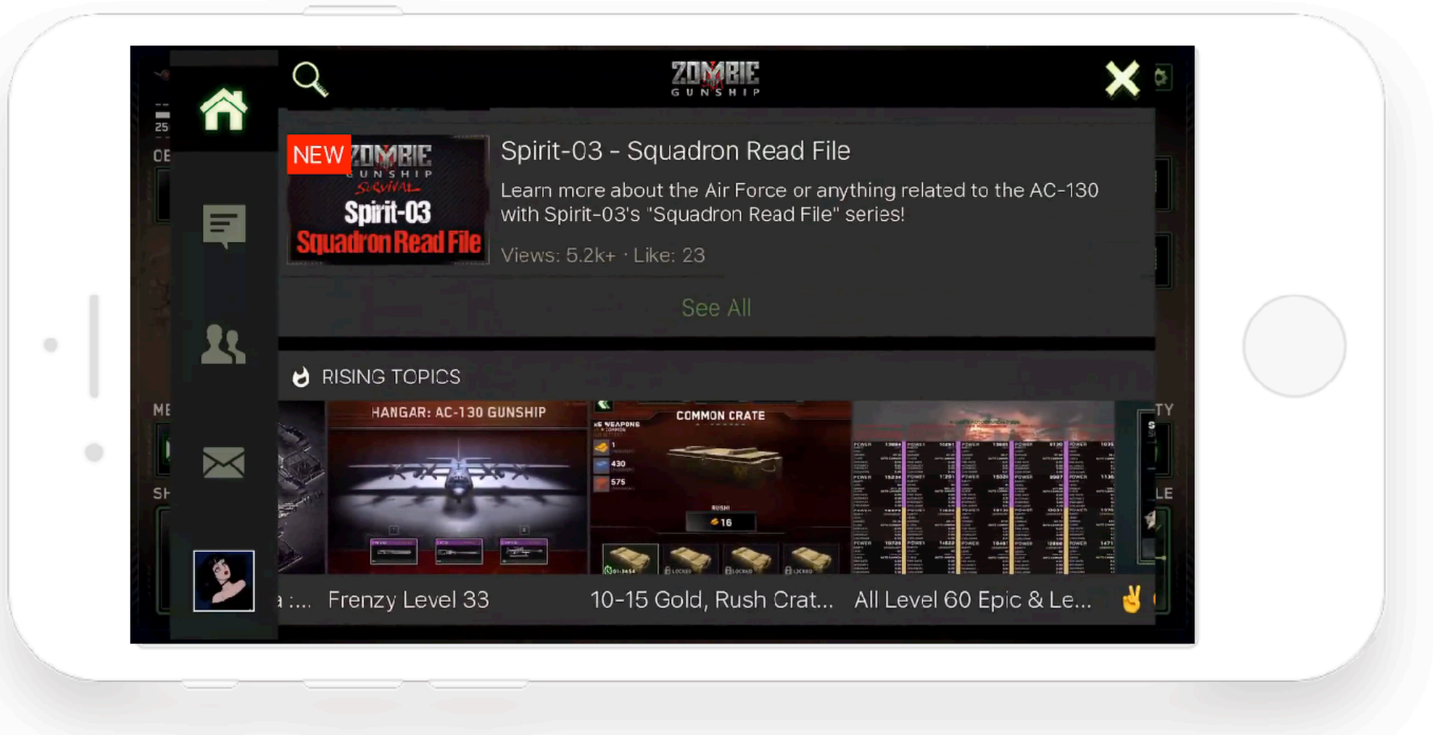


# Clear Rules & Terms of Service

# You MUST act on your rules

# Empower the Good

# ZGS & Moderation

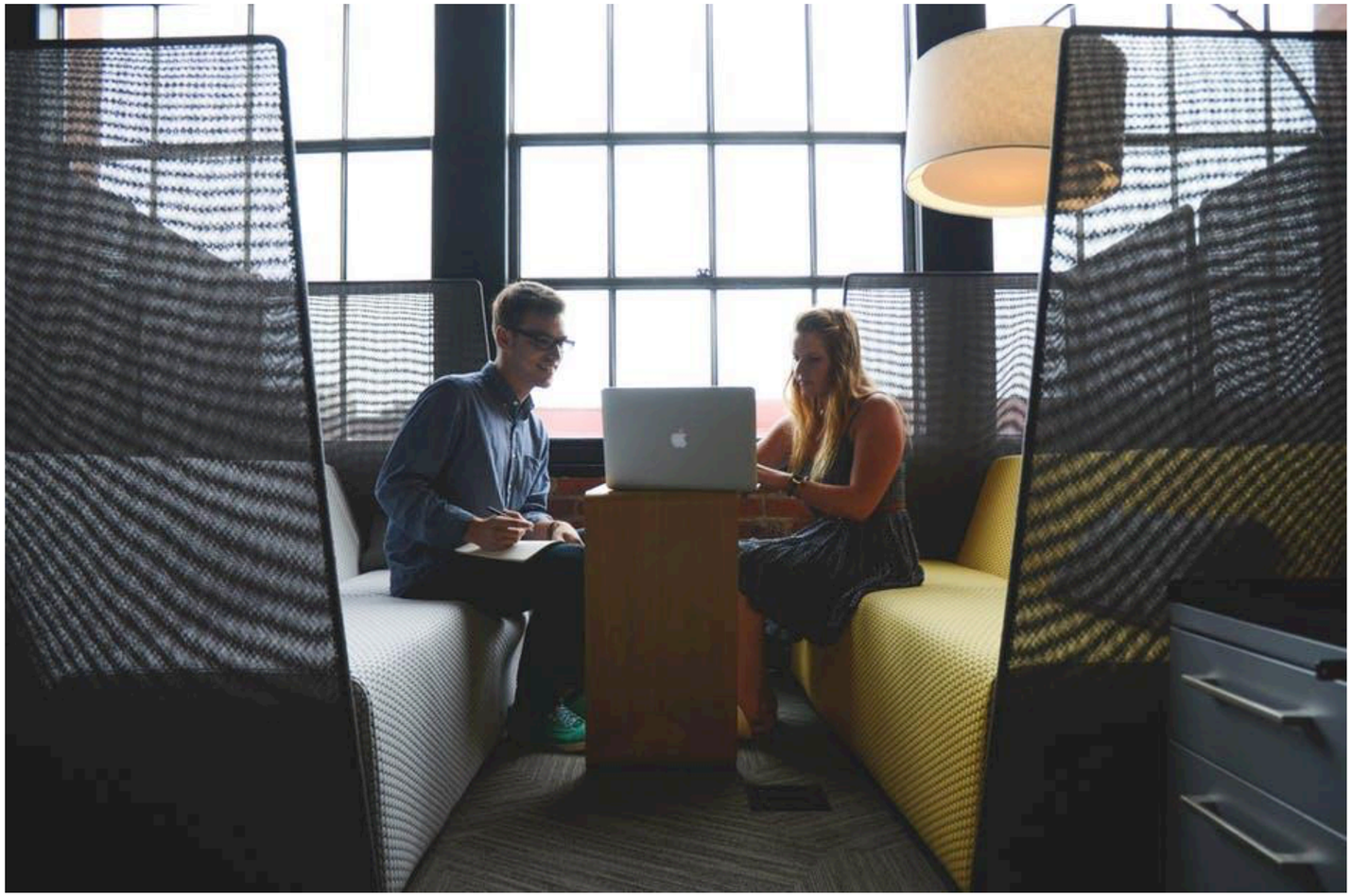


# What's the Worst that Could Happen?

# You Don’t Know What You Don’t Know…

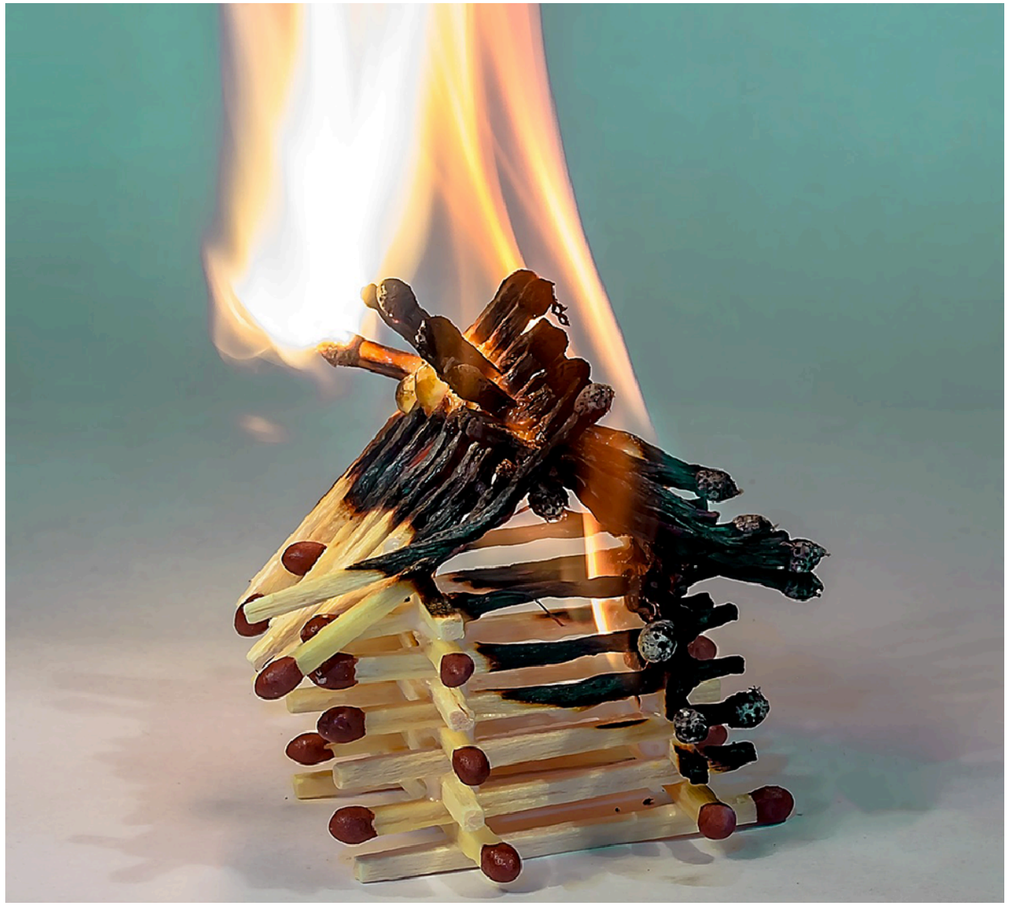
# Investing in People

# Consider Consultants



# Build Real Career Paths

# Beware Burn-out

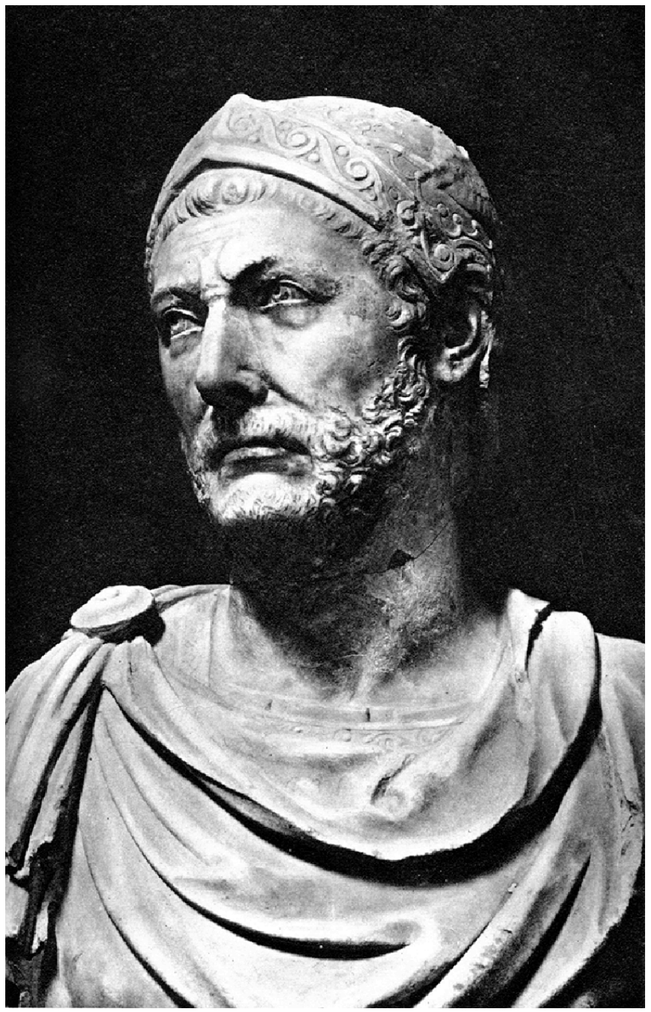


# Meme-ified

HIRING A DEDICATED COMMUNITY MANAGER
ACTUALLY RESPECTING THEIR OPINION AND INPUT
GIVING THEM THE OPPORTUNITIES TO GROW PROFESSIONALLY
CREATING A REAL CAREER PATH FOR COMMUNITY DEVELOPERS
imgflip.com

# A Tale of Two Hannibals

# Hannibal Barca
# Aka, Hannibal the General



# Hannibal Lecter
# Aka, Hannibal the Cannibal

Source: Silence of the Lambs, Orion Pictures

# Contact

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@kindofstrange

# Questions?