

Addiction

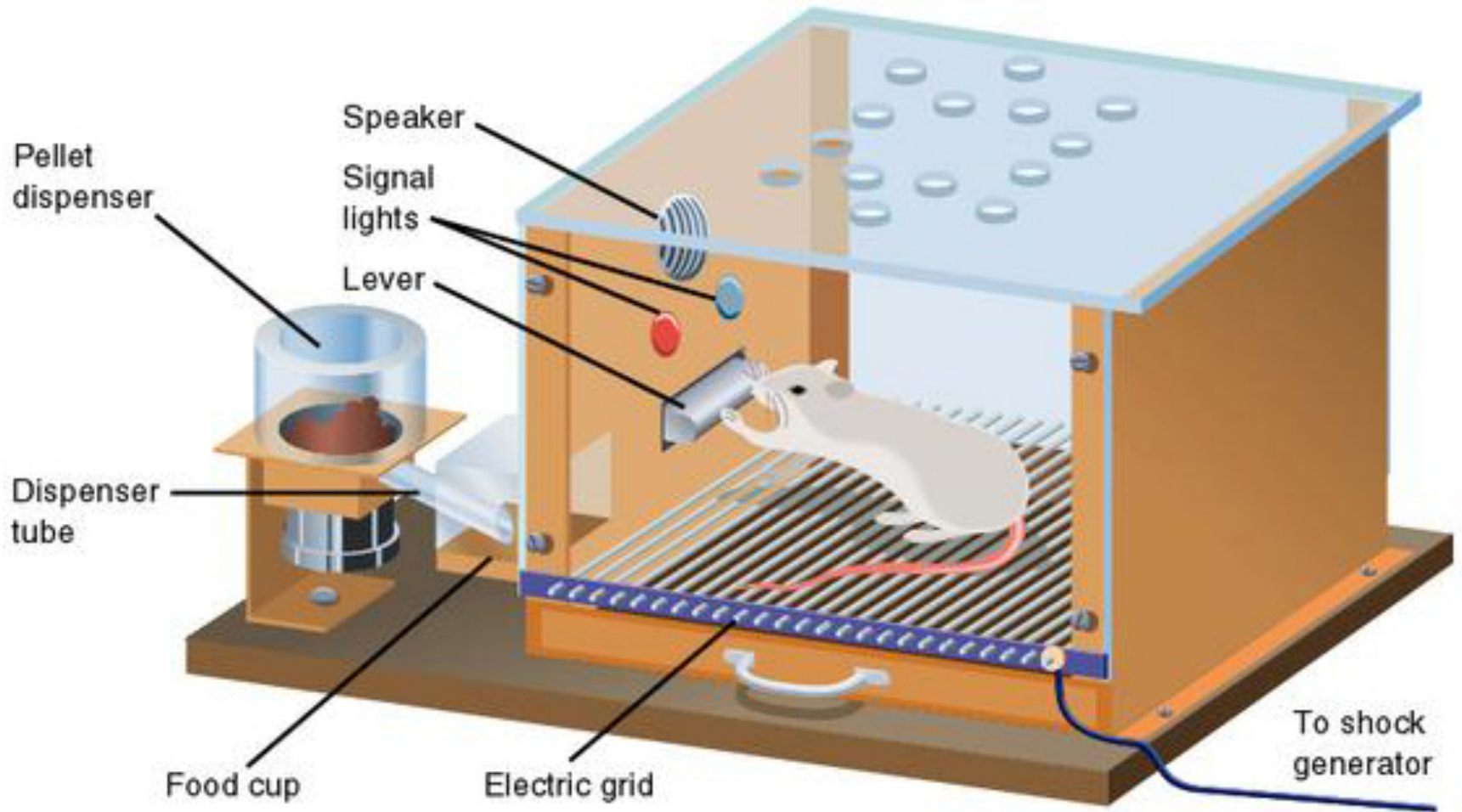
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Addiction

- To be satisfied in work you need three things:
 - Autonomy
 - Complexity
 - Connection between effort and reward

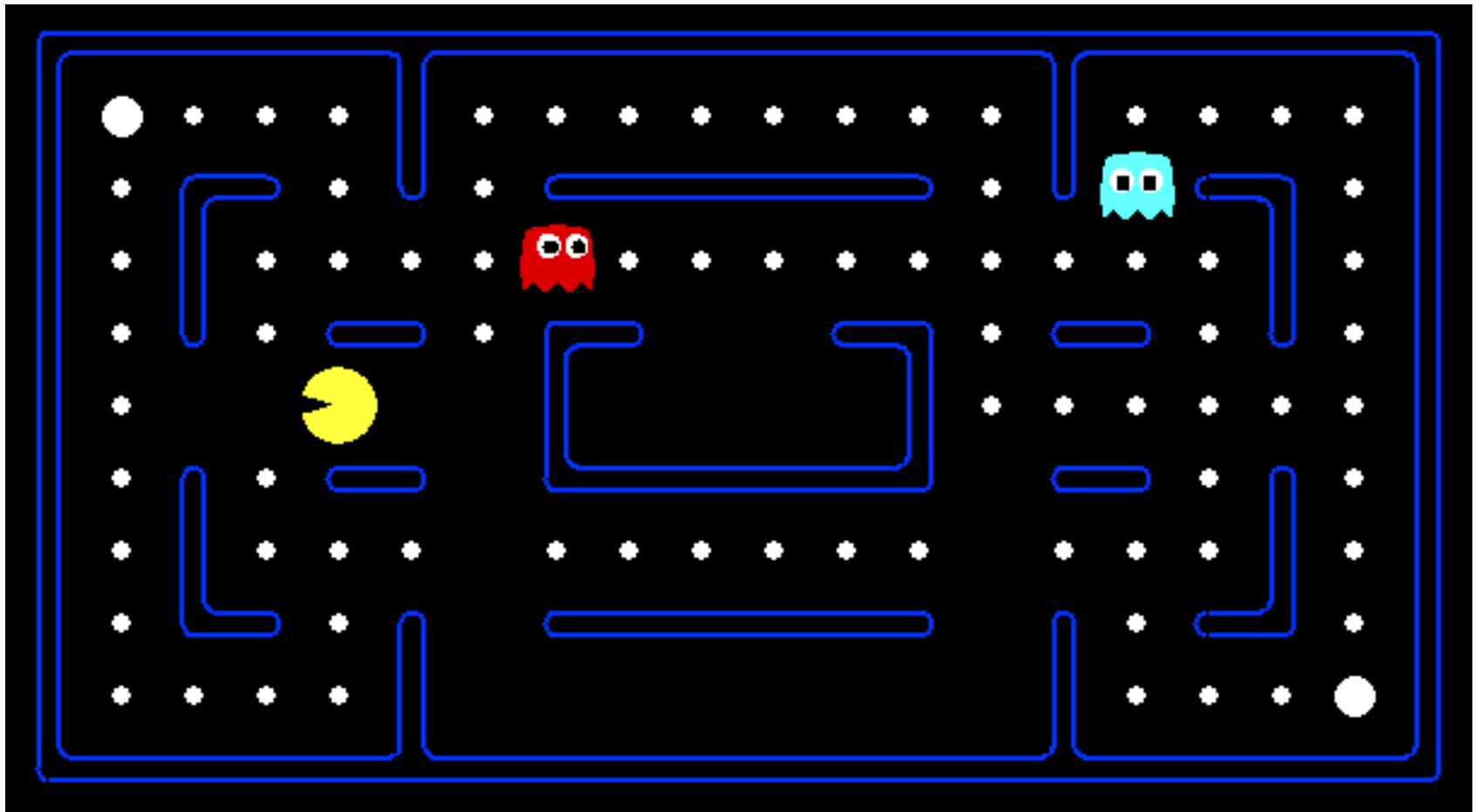
#5 - Putting You In a Skinner Box



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- Games are no longer \$50 per game, complete and return/bin.
- The big MMO's make you do the same task over and over to get reward.
- Carefully scheduled rewards are key to success.

#4 Creating “*Virtual*” Food Pellets For You To Eat

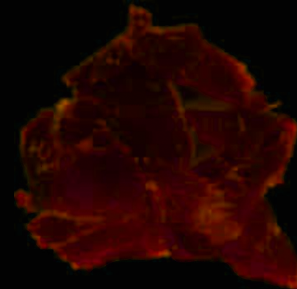


Question?

How much is the “Virtual Goods” Industry now worth?

Your brain treats items and goods
in the video game world as if they
are real.

Because they are.



Answer:

- How much is the “Virtual Goods” Industry now worth?



\$5 billion

#3 Press the Lever!



#3 Press the Lever!

- Press to eventually get reward.
- Press to get 1000 of one object.
- Worse: Person who presses most in a day gets a reward at the end!
 - ZT Online does this for treasure chests which you open with a key.
 - The keys cost real money!

#2 Addiction to Pressing!

- If the game does nothing but give random rewards for pressing, we'll **eventually** get bored.
- Human's need long term goals.

#2 Method 1 – Easing In

- Pellets come fast at first but then get slower and slower.
 - Levelling up in MMO
- Once gamers experience the rush, the delayed gratification increases pleasure for player.
- http://www.gamasutra.com/view/feature/3085/behavioral_game_design.php?page=1

#2 Method 2 – Eliminating Stop Points

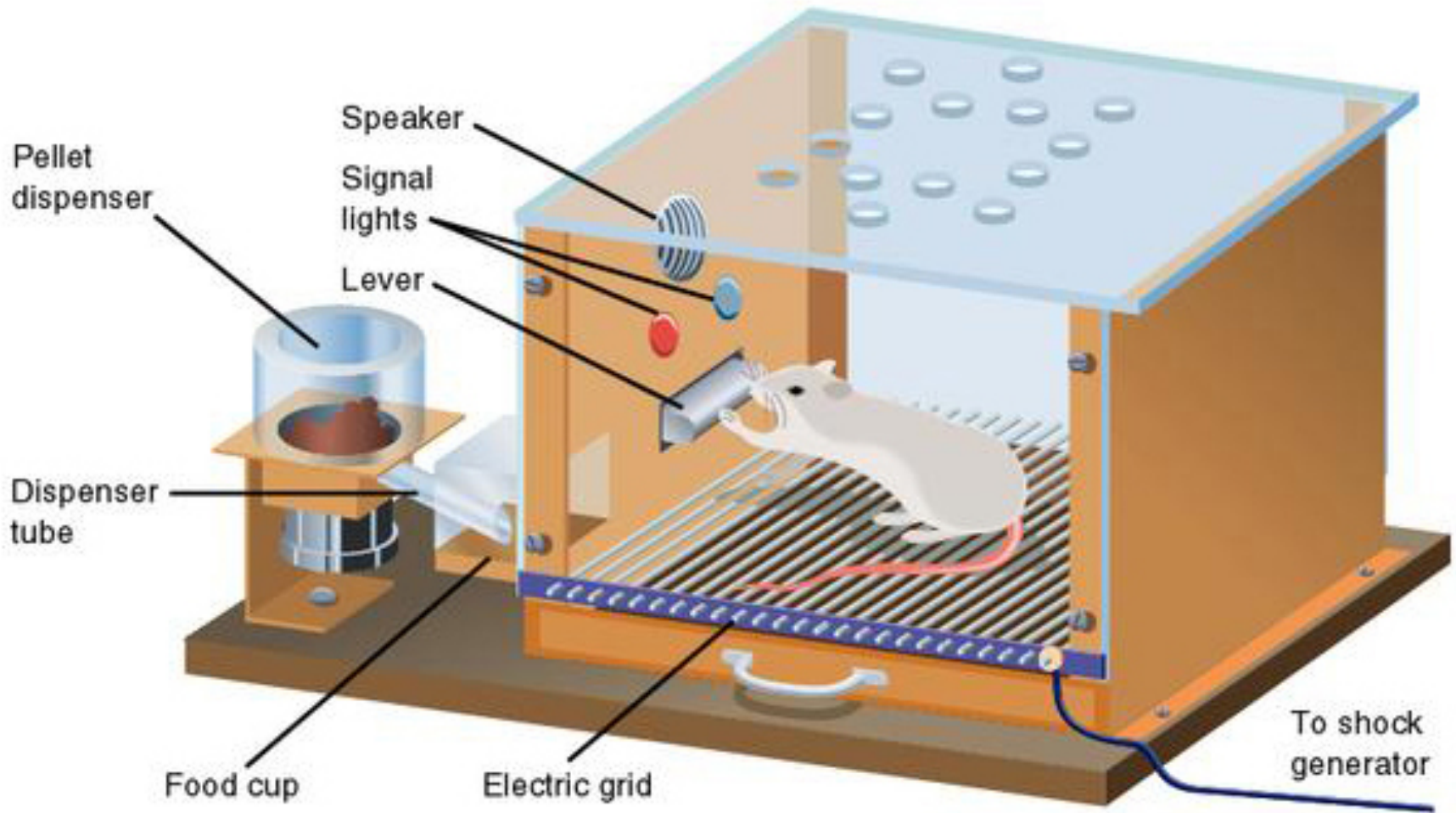
- Put save game points further apart.
- Don't inform the player of save points.
- Really short “potato chip” levels.

#2 Method 3 – Play it or loose it

- Don't reward for pressing the lever, punish for not pressing it!



- Things die, you die, points for movement etc...



#2 Addiction to Pressing!

- Skill and reward is how our brains develop as children.
- Hunter gatherers is what we are!
- The brain rewards us when we “win”.
- The point is to keep you pressing, long after you have mastered the skills.
 - Combine lever pressing with other rewards. (WoW achievement system)

#1 Getting you to call the Skinner Box Home!

- **Autonomy:**
 - The ability to define yourself online, make your own decisions.

- **Complexity:**
 - Collect 40 of item A and 10 of item B to get item C. To find item A you need to get 3 keys.

#1 Getting you to call the Skinner Box Home!

- Connection between effort and reward



“Addiction is not about what you DO, but what you DON'T DO because of the replacement of the addictive behavior.”

Erin Hoffman - Video Games Designer

Summary

- Think about pay-offs in your game and the strategy you are allowing people to play.
- For a continued Rich-Application, think about if you can stomach addiction strategies.

Learning Outcomes:

- Explain the Prisoners Dilemma and differentiate between dominant and non-dominant examples.
- List 3 factors that affect human ‘satisfaction’
- List 5 techniques that encourage addictive behaviour
- List 3 specific strategies for game construction that encourage lengthy play time.

Resources

- Addiction in Modern Games
 - http://www.cracked.com/article_18461_5-creepy-ways-video-games-are-trying-to-get-you-addicted_p2.html