



Player councils in MMOs. Useful tools or waste of time?

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What am I doing?

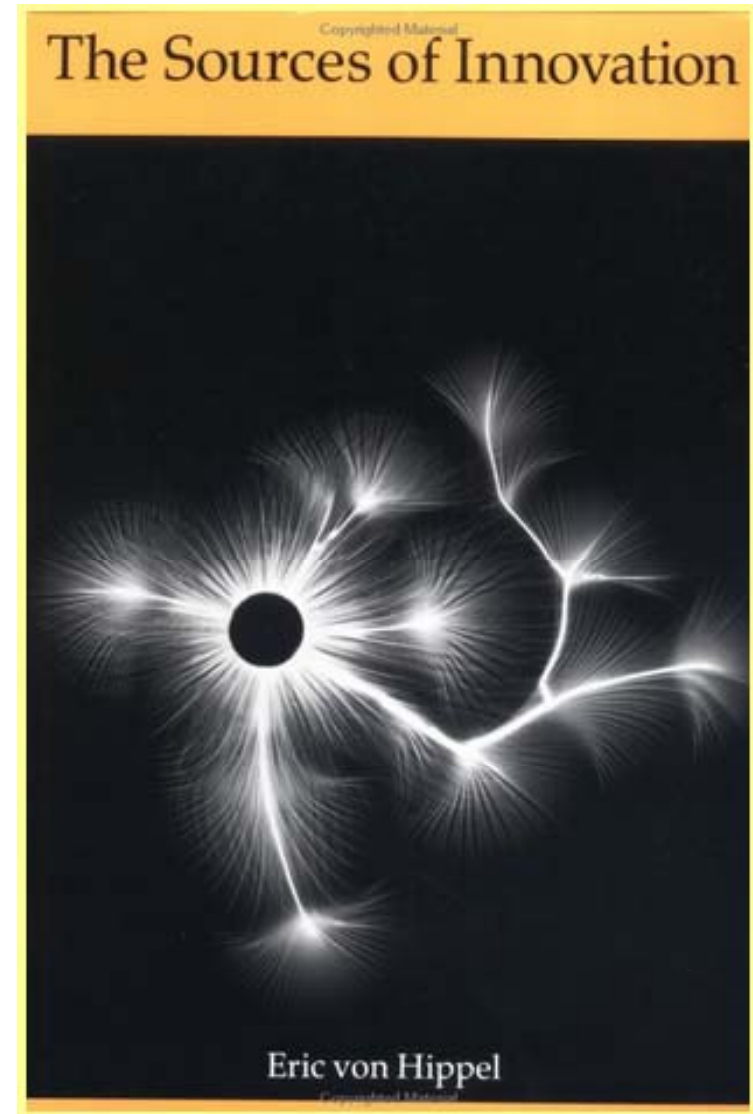
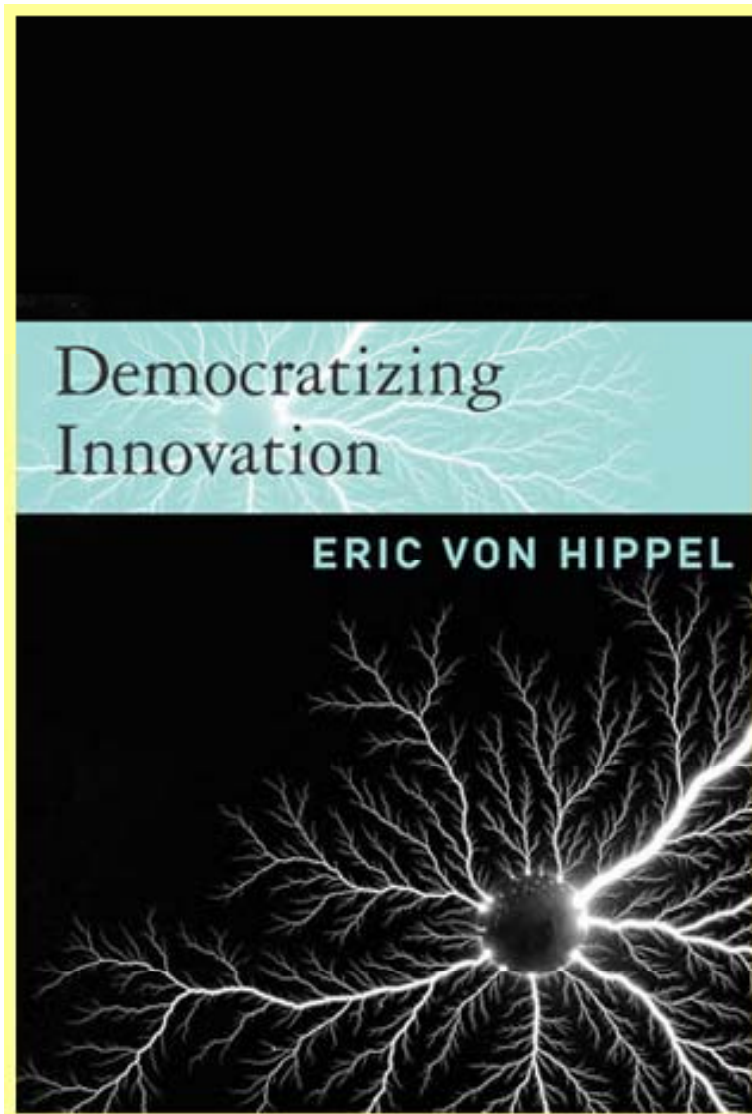




Table 2.1

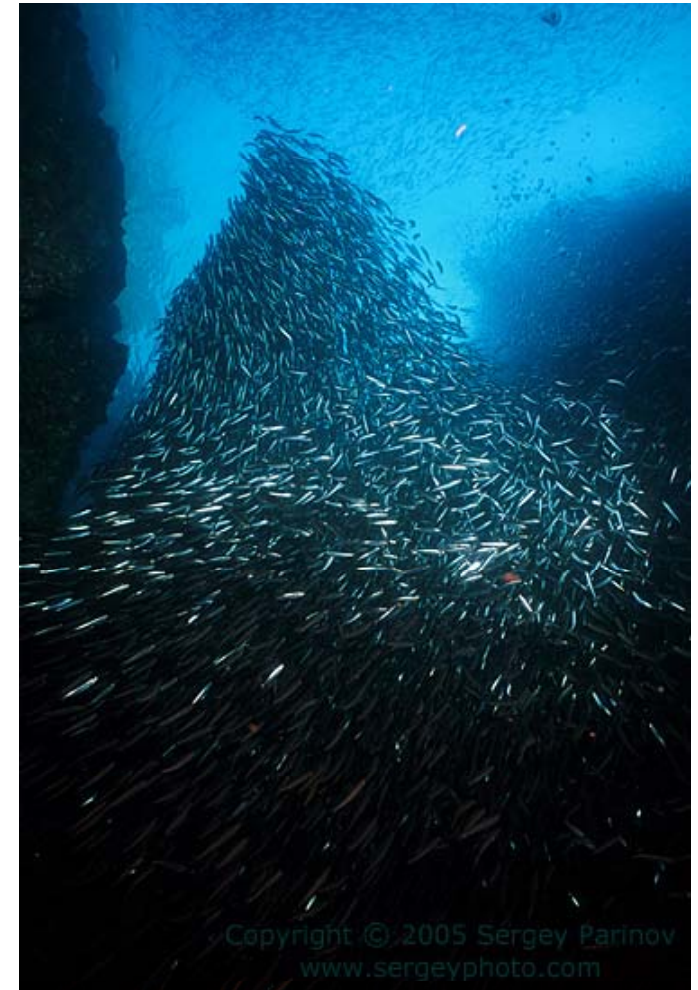
Many respondents reported developing or modifying products for their own use in the eight product areas listed here.

	Number and type of users sampled	Percentage developing and building product for own use	Source
Industrial products			
1. Printed circuit CAD software	136 user firm attendees at PC-CAD conference	24.3%	Urban and von Hippel 1988
2. Pipe hanger hardware	Employees in 74 pipe hanger installation firms	36%	Herstatt and von Hippel 1992
3. Library information systems	Employees in 102 Australian libraries using computerized OPAC library information systems	26%	Morrison et al. 2000
4. Surgical equipment	261 surgeons working in university clinics in Germany	22%	Lüthje 2003
5. Apache OS server software security features	131 technically sophisticated Apache users (webmasters)	19.1%	Franke and von Hippel 2003
Consumer products			
6. Outdoor consumer products	153 recipients of mail order catalogs for outdoor activity products for consumers	9.8%	Lüthje 2004
7. "Extreme" sporting equipment	197 members of 4 specialized sporting clubs in 4 "extreme" sports	37.8%	Franke and Shah 2003
8. Mountain biking equipment	291 mountain bikers in a geographic region	19.2%	Lüthje et al. 2002



Emergence

In a system consisting of a multiple of interacting individuals, you will typically observe the *emergence* of complex but stable large-scale structures





Large communities

COMMANDING online communities over a certain size is impossible

Governance is the key



Mordor

One does not simply walk into it..



Online communities ARE societies

So, what is the difference?

com·mu·ni·ty  (kə-myoo'nī-tē)

n. pl. com·mu·ni·ties

b. A group viewed as forming a distinct segment of society:

so·ci·e·ty  (sə-sī'ī-tē)

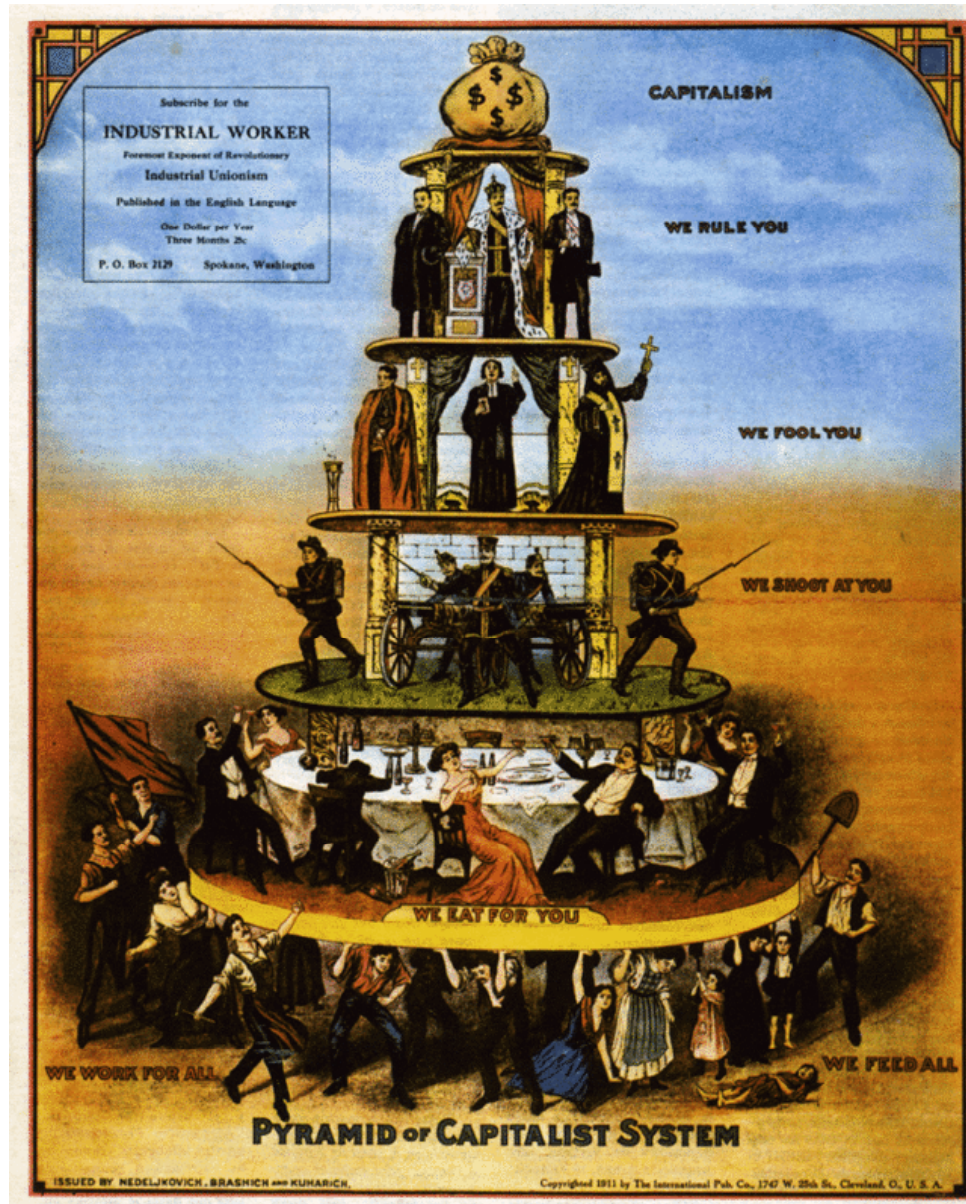
n. pl. so·ci·e·ties

a. The totality of social relationships among humans.

c. The institutions and culture of a distinct self-perpetuating group.



Societies





Social institutions



Bahai



Buddhist



Buddhist



Christian



Christian



Confucian



Confucian/Taoist



Hindu



Judaic



Judaic



Judaic



Islamic



Sikh



Shinto

dreamstime.com





Online societies

- Social institutions in online games:
 - Guilds
 - Market/trading system
 - Currency
 - Forums



Auction House - All Auctions

1: Search input field
2: Current Filter: All Items
3: Filter Items button
4: Coin(s) input field (8445)
5: All button
6: My Sales button
7: My Bids button
8: Bid button
9: Buy button
10: Close button
11: Bid/Cancel/Close buttons
12: Bid/Cancel/Close buttons
13: Bid/Cancel/Close buttons
14: Bid/Cancel/Close buttons

Id	Item Name	Time Left	Current Bid	Buy
663	☆ Kneepads of Dawn	24 hours	3,000	5,000
662	Molten Carapest Pet Egg	24 hours	1,000	
661	☆ Ring Mail	24 hours	777	
660	Molten Ant Soldier Pet Egg	24 hours	1,000	
659	☆ Sukhavati Pestle	23 hours	3,000	5,500
658	☆ Mithril Plate	7 hours	720	5,000
657	☆ Chopping Scythe	23 hours	2,500	4,500
656	☆ Bison Horn Necklace	23 hours	535	2,000
655	☆ Bison Horn Necklace	23 hours	535	2,000
654	☆ Bison Horn Necklace	23 hours	535	2,000
653	☆☆ Bison Horn Necklace	23 hours	535	3,000
652	☆☆ Bison Horn Necklace	23 hours	535	3,000
651	☆☆ Bison Horn Necklace	23 hours	535	3,000
650	☆☆ Bison Horn Necklace	23 hours	535	3,000



What social institutions are we used to?

The classical three tiered state (the separation of powers):

Judicial



Legal

Executive





Two more powers?



*Mass
Media*

Judicial

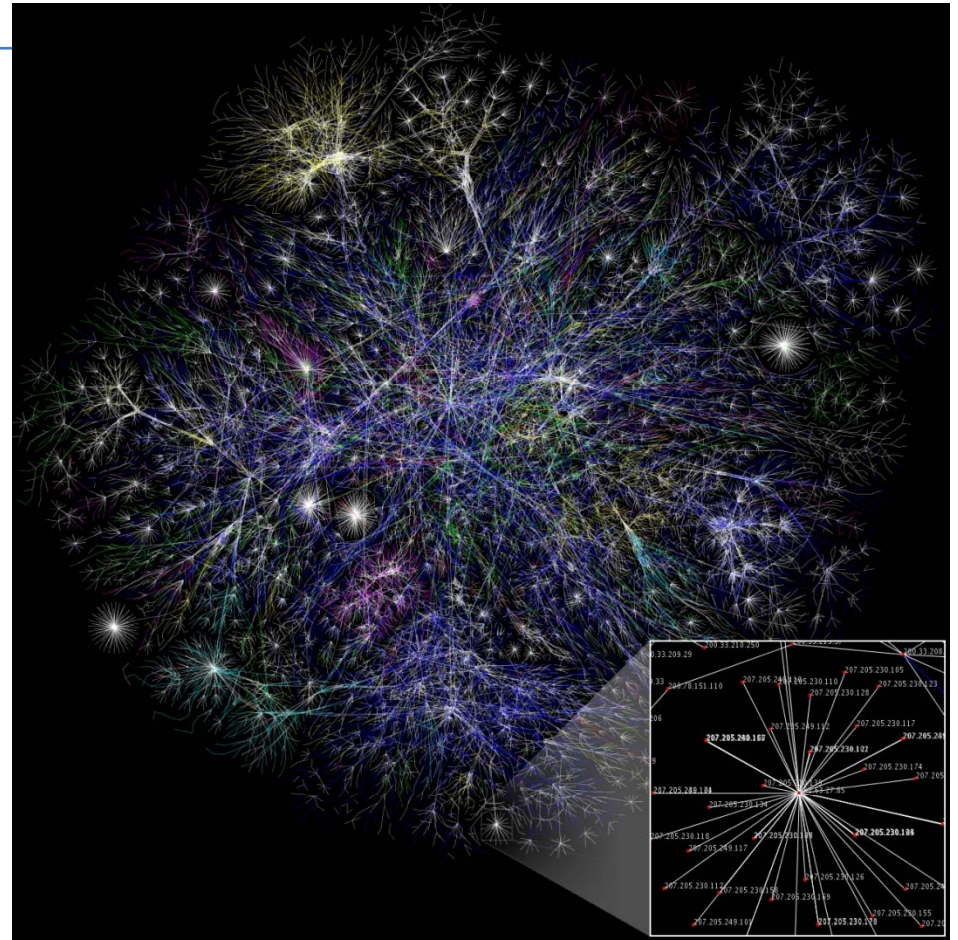


Legal

Executive



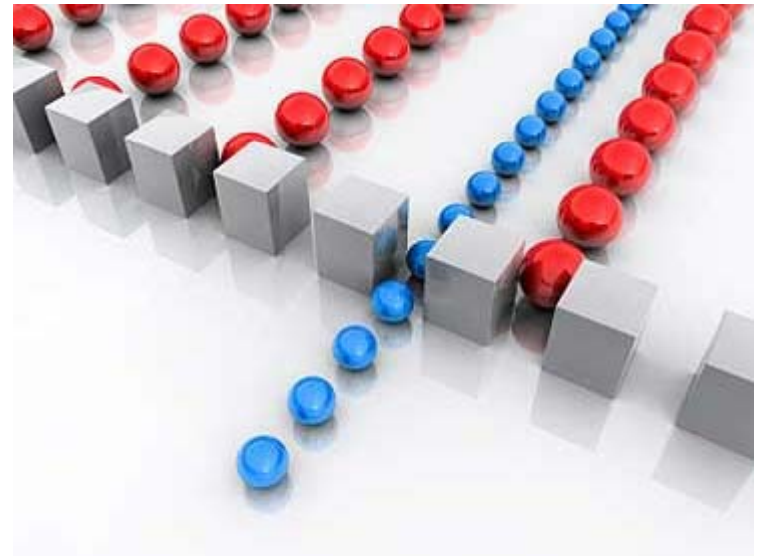
The Internet





An online society has...

- usually very primitive methods of accessing the three functions of the society; the judicial, legal and executive.
- those belong solely to the developer of the online space being used
- very good access to the mass media (blogs, wikis, etc.) and the Internet



User Pain

Choose from
thousands of
fantastic items!

Can't I just tell
you what I want
instead?



Literally hundreds of books catalogued and Amazon has yet to recommend one that doesn't look like utter trash.

about 3 hours ago via Twitterrific

No, Amazon, I am not interested in reading Star Wars novels because I like Iain M. Banks.

about 4 hours ago via Twitterrific

Somehow, populating my amazon recommendations list with the GOOD books I've read just makes it recommend shittier and shittier ones.

about 4 hours ago via Twitterrific



Player councils in online societies

Instead of having the users
protest...





Player councils

To know that your message has been heard
is much better than hoping it was heard,
yet not as good as knowing it will be implemented



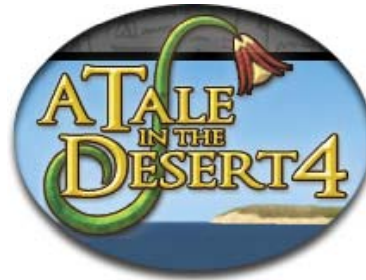
Player councils – who?



Council of Stellar
Management



Advisory Council



Demi Pharaohs



Galactic Senate



Advocates



Player councils – how?

Appointment the council done by the company:



Galactic Senate



Advisory Council



Advocates

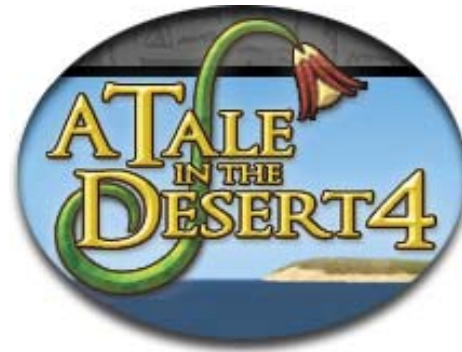


Player councils – how?

Appointment the council done by the players:



Council of Stellar
Management



Demi Pharaohs



Player councils – function?

Q: What is the STO Advisory Council?

Communications

A: It's a group of individuals from various positions within the Star

Duties

TI

Ab
The

Senators are required to represent the interests of their public accurately. For professions, this means a special attention to the details and nuances of balance, systems and functionality of their chosen profession in-game. As a community leader, the Senator is expected to be the definitive source for all things which he or she represents. A Senator should champion the interests and concerns of their community, and will be expected to speak with the voice of that community.

Galactic Senate in-game data mining and so on.

Advisory Council



Player councils – function?



Council of Stellar
Management

The purpose of the CSM
is to represent society's
interests to CCP.



Demi Pharaohs

Each Demi-Pharaoh gains
the ability to permanently
ban up to seven people
(characters, not players)
from Egypt.



Conclusions

- Instill confidence in councils by allowing players to appoint to them (it also creates accountability within the councils)
- Councils are social institutions – there is a certain “tradition” that follows those institutions
- Players tend to feel cheated if the approach to their online societies does not conform with what they know from Real Life

You've Made Your Bed...





Conclusions





Contact



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