



Crowdsourcing: Communities as a Force for Good

What this talk isn't...

- Yet another talk on crowdfunding
- A how-to guide to fixing broken communities
- The final word on how to do good



What this talk *is*...

- A look at challenges in game culture & traditional community management
- An exploration of what the game industry and community isn't doing – but should
- The beginning of a conversation



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Social Systems in Online Communities

Some Examples of Online Rage

- Uproar over Mass Effect 3's ending
- Fan reaction to *Eurogamer* interview with Luke Smith re: pricing model of Destiny's The Taken King DLC.
- Any time you have Day 1 / On-Disc DLC

On mixed messages...

- Players are encouraged to be partners, as opposed to customers
- Players invest financially and emotionally into the digital spaces they inhabit
- ...but this can backfire
 - (...badly)

Lack of transparency

+

Mismatched priorities

+

Perceived mismatch between state of game
and marketing rhetoric

=

Misunderstandings

Common Misunderstandings

- “The devs don’t care about us or the game”
- “The company just wants our money”
- “It wasn’t a mistake. They lied to us”

Players feel...

disconnected

resentful

powerless

betrayed

used

isolated

disillusioned

neglected

hurt



“Nature Abhors a Vacuum”

- ...left to their own devices, players will make assumptions about what the devs / company want
- ...this is usually not in your favor

So when they fill in the blanks...

Developers left wondering...

- "...why are people annoyed? We're just trying to do our job."
- "...yes, the tooltip was wrong, but why are they accusing us of ripping them off?"
- "...how did it get this bad?"

"Where did everyone go?"



No one wins



Perception is Reality



Crowdsource some good



Crowdsourcing?



KICKSTARTER



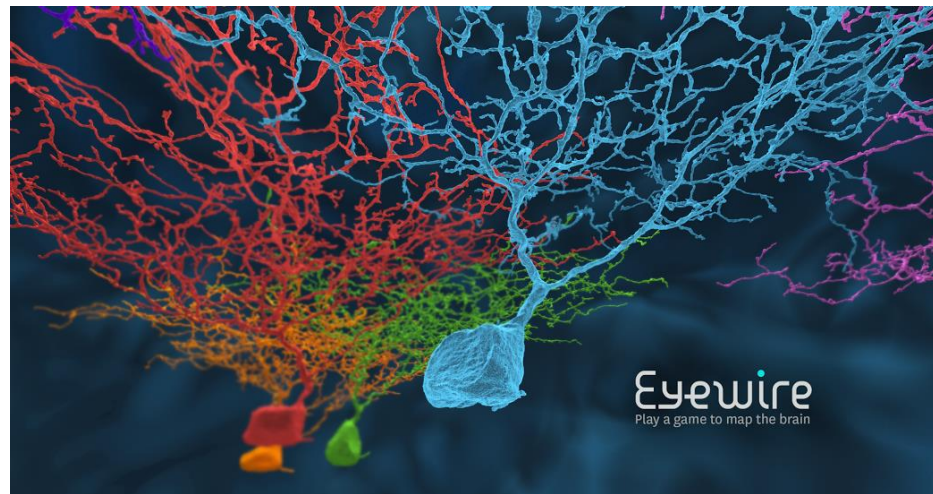


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CODENAMED: PROJECT DISCOVERY

RADES AS CAUSE FOR RECENT ISSUES WITH FLUID ROUTER COMMUNICATIONS NETWORK – UPWELL DE

YC 118.03.09

Why?



- Players like being part of something bigger than themselves
- Players **want** to make a difference by doing that they love
- ...and players give companies that care the benefit of the doubt!

"Hey, devs are people too!"

*"We didn't just play this game.
We invested in its community.
We invested our time and talents to enrich
the experience for each other in ways the
game itself couldn't."*

- The Player's Creed



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Challenges

- Industry – and community – resists the idea that mental health issues exist
- **Stigma**



“If I disappear, no one will miss me.”



What needs to be done?

- Foster a culture of inclusivity and openness
- Enable people to acknowledge their issues and get help
- Create a sense that players are not alone – because it dangerous to go alone

Why?

- People brought together not just by a game, but by each other and a common cause
- Healthy communities willing to work with developers (& less prone to rage)
- ...really good PR (that a marketing budget just can't buy)

Possibilities & Thoughts



Your community is your most valuable
resource



Takeaways



Passion is Powerful:

Give players an avenue to express their passion in
a healthy way

Players want to be more than customers:

Offer opportunities to contribute in ways beyond
the game



It's all about the cause:

People sink countless hours into volunteering for things they believe in...especially if its related to something they already enjoy!

Give players a purpose, let them be heroes



Crowdsource some good





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