



# Surprise Mechanics

*Sept 4, 2019*

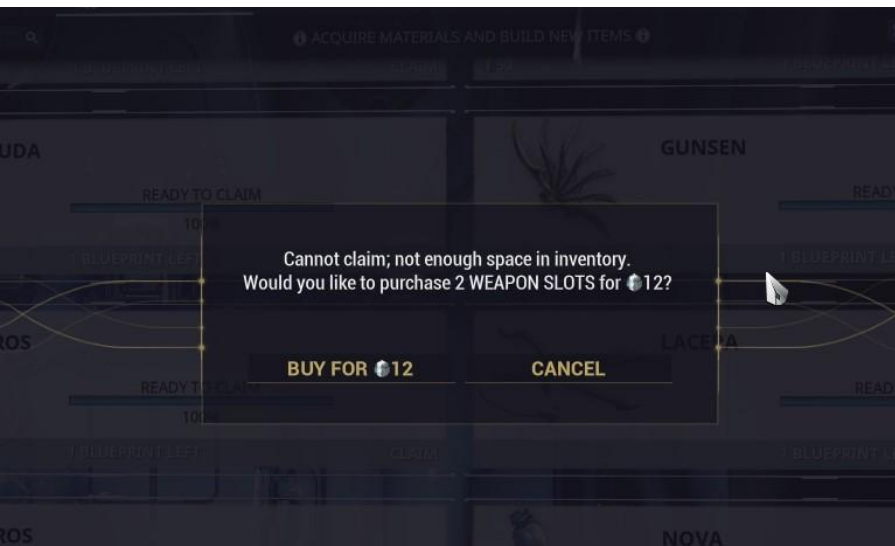
# Examples of monetization strategies

## Cooking fever

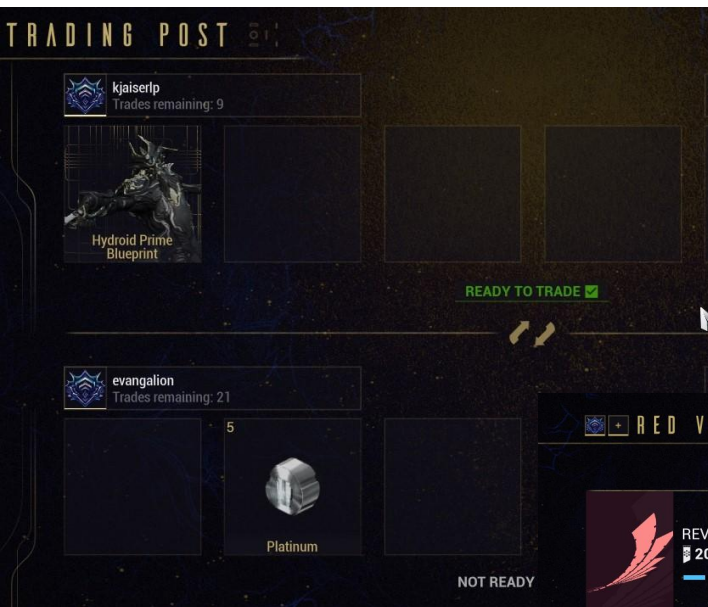


# More examples of monetization strategies

## Warframe



# Warframe: premium currency workarounds



*Where have we  
seen monetization  
strategies in the  
wild?*



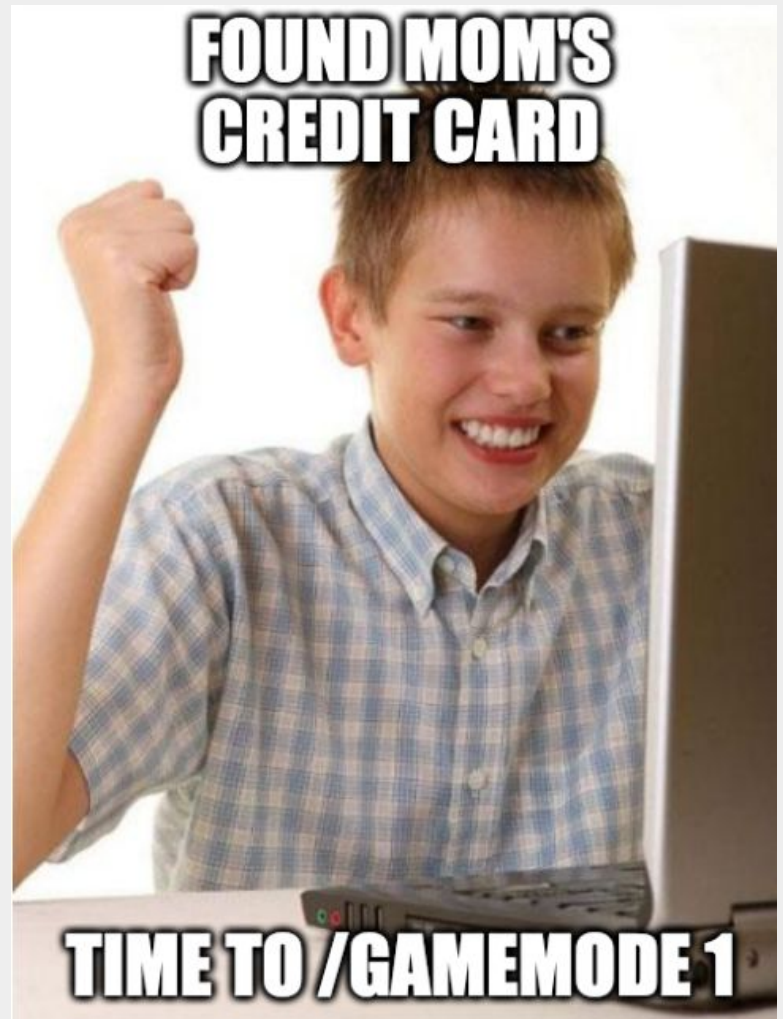
# Case Study





# EULA changes in 3... 2...

<https://help.mojang.com/customer/en/portal/articles/1590522-minecraft-commercial-use>



**DROPPING  
RANDOM  
ITEMS**



**DROPPING  
LOCKED  
CRATES**



**SELLING  
CRATES**





# Anchoring



- Anchoring - reliance on only initial pieces of information to make a judgement
- Constantly used to make us misjudge what is reasonably priced (ex. Buy 2 Get 1 free)
- Used in video games to force person to buy item with “free/default” currency as example

# Gambler's Fallacy



# *\$ Premium Currency \$ and the Sunk Cost Fallacy*



Idea of creating “need”  
through paywalls/relieving of  
grind.

Individuals commit the sunk cost fallacy  
when they continue a behavior or endeavor  
as a result of previously invested resources  
(time, money or effort)

From:

<https://www.behavioraleconomics.com/resources/mini-encyclopedia-of-be/sunk-cost-fallacy/>



# In groups...

Design your own ethical monetization system!

- Design simple mini-game w/ non-evil profiting scheme.
- ... or pick an existing exploitative game and make it ethical.

**When sharing:** argue *why* your monetization system is friendly to humans.