Ethical game design

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First off - what's the difference?

- The Designer is not the developer.
- A developer programs the designer's ideas.
- A designer is the person who takes an idea, and makes it viable.
- the viability could be from a complexity standpoint, from a financial standpoint, or could be scrapped entirely.

Designers - good or evil?

- It is a designers job to craft experiences.
- As a designer you are in control of the player and you can influence allot of descisions
- That is the ultimate goal, to make you feel like you are the character in the game.

Designers - good or evil?

- These things affect the player.
- A game can be as influential as any other medium, such as film, music or books.
- But done wrongly, the developer treat players as nothing more than sustenance for a game. Something to feed a game.
- There is always a game where the player is treated more like an engine than a person.

Monetisation and business plans

- Once-off
- Subscriptions/Membership
- Free-to-play(Microtransactions)
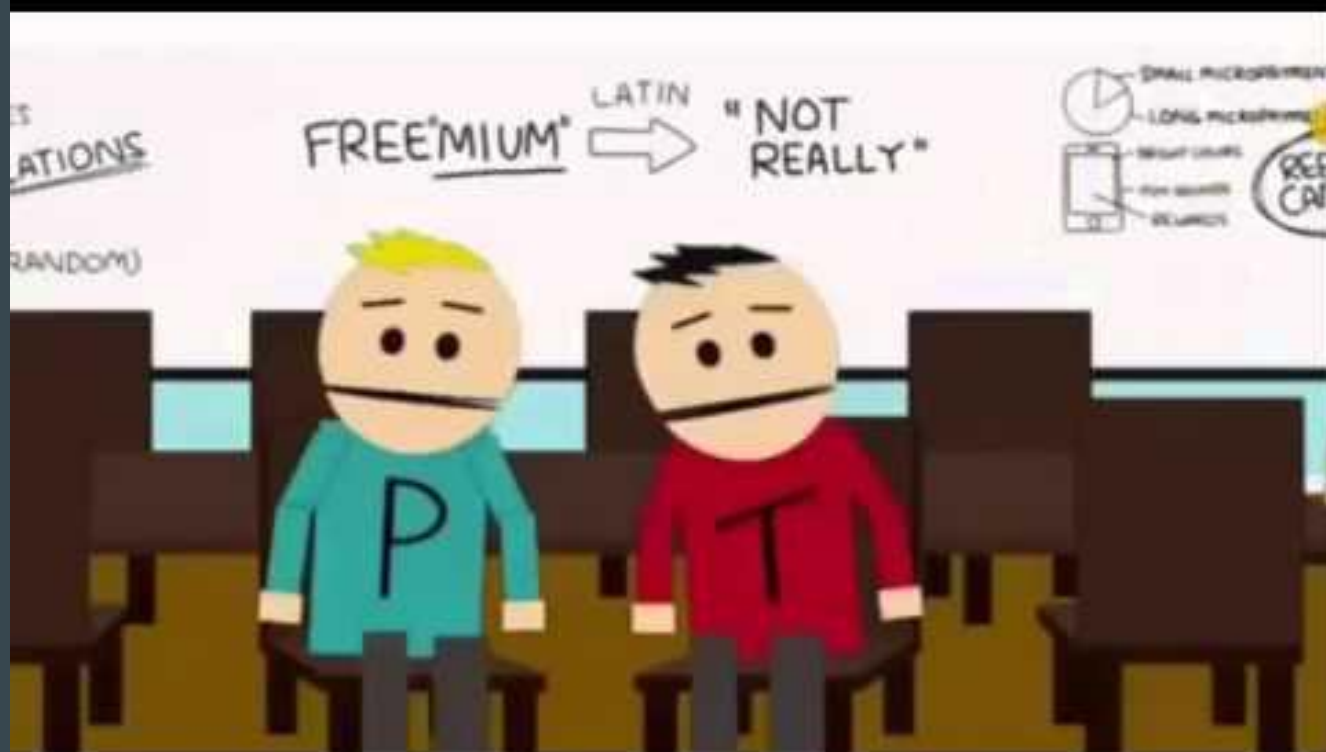- Free-to-play(advertisements)

Once-Off payments

- lump sum
- no maintenance pay for the user
- No extra content in the future
- No sustainability (traditionally)
- Usually relies on storyline and immersion
- Not a time or money sink

Subscriptions/membership

- monthly/weekly fee
- Extra content in the future means a lot of maintenance
- Usually unsuccessful (Although if it works, it's very successful)
- Requires a lot of content
- Massive time sink
- Likely to Exploit Skinner's box

Free to play(Microtransactions)

- You should never sell power with micro transactions
- Creates more content(to sell)
- No lump sum
- Usually Exploits Skinner's box, or other conditioning techniques if used incorrectly

Free-to-play (advertisements)

- Usually is the Light, soft, or non-member area of a full game.
- Delivers little content, with constant reminders of the paid version.
- Can deliver an annoying user experience if done incorrectly.

Skinner's Box

- Skinner was a psychologist studying conditioning
- He was the first to notice that conditioning volition or choices was possible
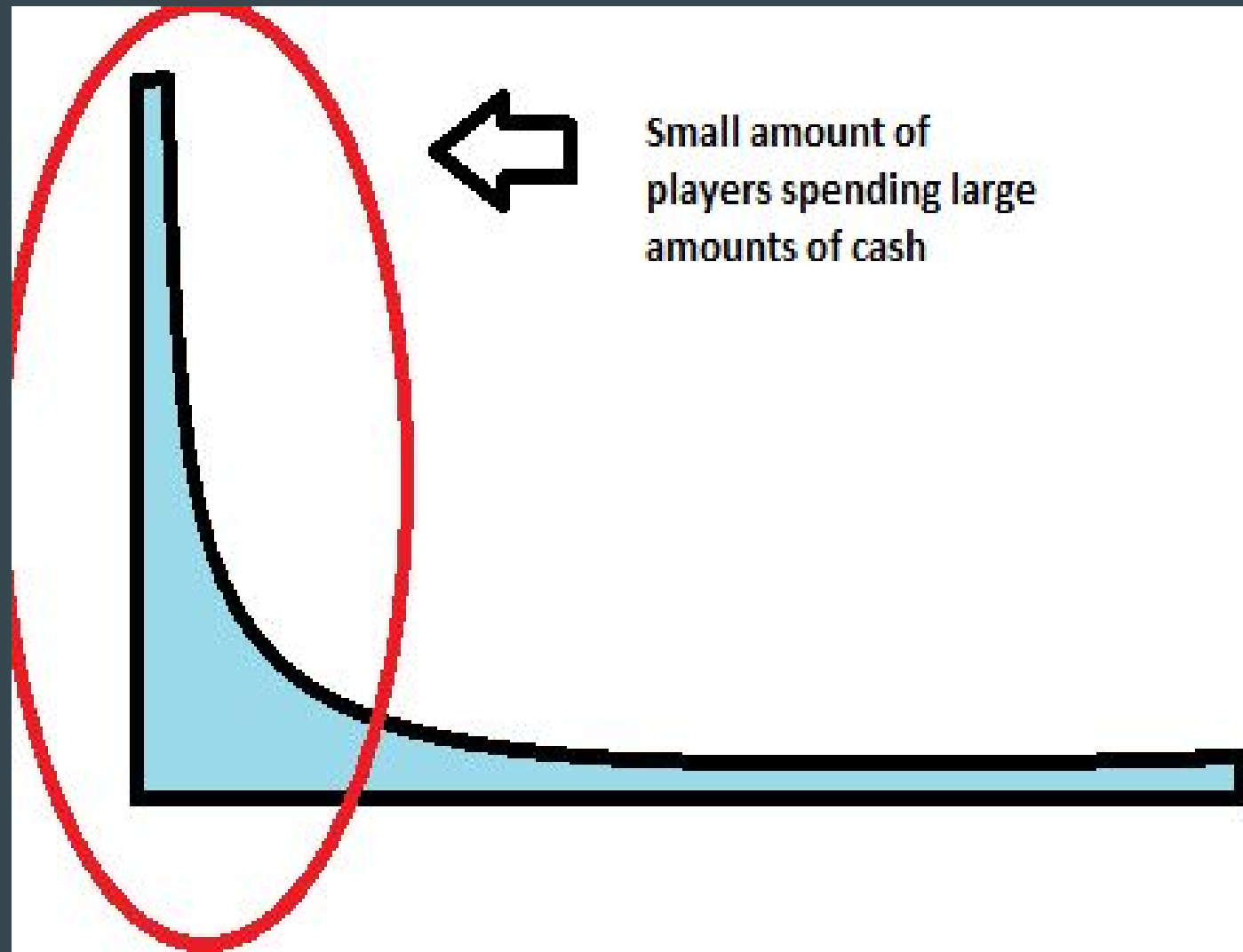- Badly made RPGs and MMOs use it a lot
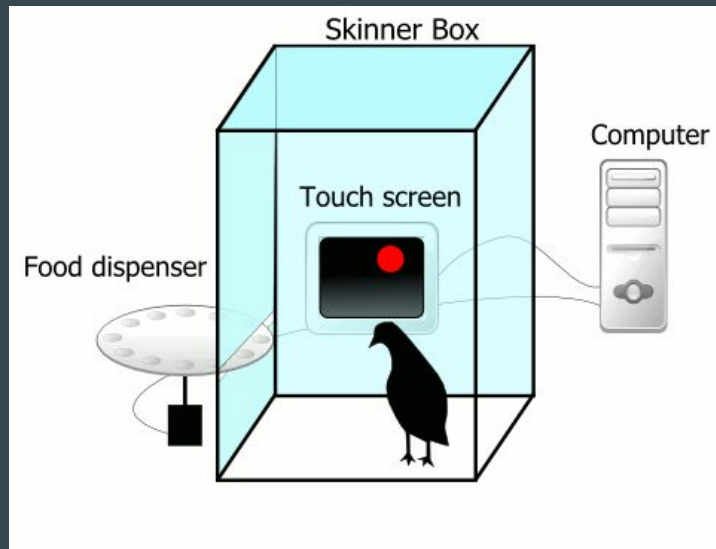
Skinner's Box - how to

- Give your users an action they can do, that results in a reward. But ensure this reward is not guaranteed 100% of the time.
- Extremely obvious in most RPG style games.
- World of warcraft (or any game with Daily/monthly/periodic activity)
- Pokemon with leveling
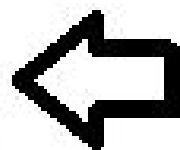
Small amount of players spending large amounts of cash

More of skinner's research

- Primary conditioners (food, water, sex) have a diminishing return once a person is satiated
- Secondary rewards, such as money or social approbation do not hit a limit

Secondary conditoners
Primary conditioners

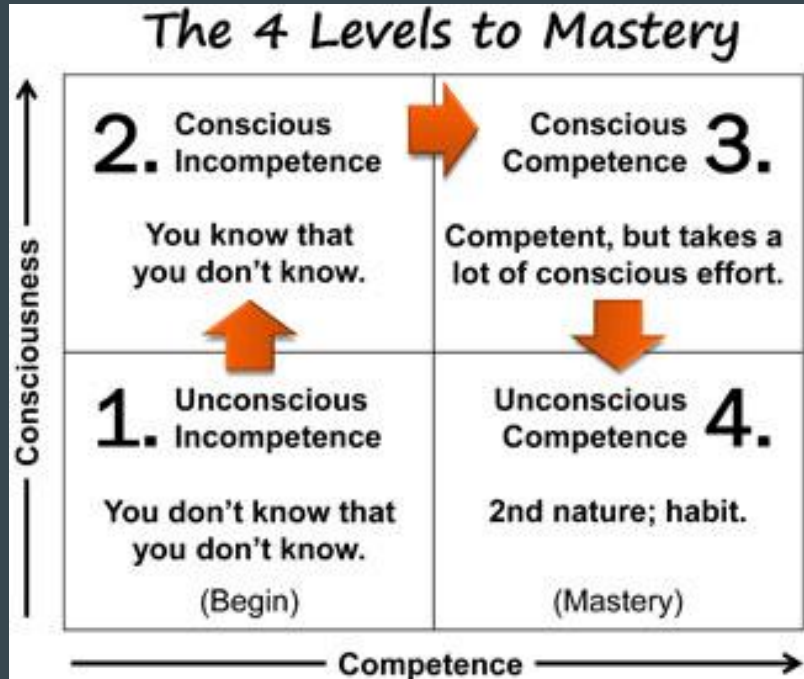# So what should we use instead?

- 1. Mystery!

Curiosity killed the cat, and it probably killed you at some
 point in a game too . . . .

So what should we use instead?

- 2. Mastery!

The 4 Levels to Mastery

Consciousness		
2. Conscious Incompetence You know that you don't know.	**3.** Conscious Competence Competent, but takes a lot of conscious effort.	
1. Unconscious Incompetence You don't know that you don't know. (Begin)	**4.** Unconscious Competence 2nd nature; habit. (Mastery)	

Competence

So what should we use instead?

- 3. Mental Challenge!

So what should we use instead?

- 4. Narrative!