

thousands of players
 measurereport
 questions
 enjoyableprofitable
 datapatterns
 always-on internet connections
 updates
 collect data
 cheap
 guesswork
 feedback loopplaytestingiteration
 hard
 customers
 science
 build-measure-learn
 $method$
 coincidence
 confidence intervals
 p -value fishing
 $significant$
 effect size
 $attacks$
 $explorer$ $murder$ $rate$
 $logo$
 data-driven decision making
 explicit
 data
 theory
 measurable outcomes
 Iterate
 $1;$
 $2;$
 $3;$
 $4;$
 $stats;$
 f^2
 $csgo$
 patterns
 $logo$
 different versions
 Hint text
 6% decrease
 →No significant
 →11% decrease
 X
 →No significant
 X
 →6% decrease
 →15% increase
 millions
 measurable positive impact
 $dogs_2dogs_2eula$
 privacy
 experiment
 manipulate
 addictive
 experience
 profits
 NB: this slide is for education only and does NOT constitute legal advice!
 General Data Protection Regulation (GDPR)Data Protection Act
 personal data
 processing
 responsibilities
 rights
 civil and/or criminal offence
 large-scale playtesting
 scientific
 scientific