Summary:

The method and tools use currently to collect data from user, if left unchecked, can pose a threat to the user as it can leave them vulnerable to exploitation.

In the article “Data-Driven Game Development: Ethical Considerations”(2020), Magy, Erica et al. explains that, in this data-driven world, there is the need to highlight and make changes in how we collect data for video game. The authors claims that the method we are currently using have multiple flaws and problem that needs to be brought up and solve. That if nothing is done, can lead to the exploitation and misrepresentation of their user.

For example, one the issue the author highlighted is the potential of addiction. That the data collected are being in a rather predatory way. The author stated that, while its understandable to why the developers may desire this keep the player engage, the “freemium”(free to play, pay to win) model can be seen as rather predatory and addictive as player are encourage to play the game longer and to spend money to get ahead in the game. Data use to ensure the player’s continuous investment in the game may lead to uncontrollable and addictive habits. And while, there is no direct proof that games cause addiction as stated by the author, the author had also shared some examples in which players have neglected their responsibility because of video games.

This I just one example as the author has pointed out multiple other issue like lack of transparency or interpretability in the method being use. That the model being use are produced in a black-box method as one is unable to properly interpret the data use to create this model.

The current approach to how data is being collected and use in video game can be seen as flawed at the very least to just downright dangerous as this leaves the user vulnerable to exploitation.

**Use the sources given in pdf**

Player’s data that is being collected encourages developer to use in a predatory way.

**“Entrapment” – Invested too much to quit**

Make the user invest a lot of time and money in the game to the point where they don’t want to quit

Entice player with cosmetics or

**Loot boxes –**

The desire to obtain an item that can’t be obtain directly but rather randomly. Usually cosmetics. Is use to impress others or to show social standing in the game

**Uses of data to retain player attention –**

To know the best way to retain player attention to that the player will continue to play and engage the game, developer have begin researching on how to keep player playing their game. As by stated by Magy and Erica et al.(2020), various AI tool and player modelling technique are being use to being gather with the intent of being use to learn how to retain this players. While it’s fine to find way to keep the player engage in the game, the problem comes when it’s use to maximize player retention in hope of financially exploiting them down the line. For example, Danial L. King (2018) states that the developer have access to the player’s game-related preferences, their current available fund, and their playing and spending habit. With this information, they can carter offers that can with have the highest chance possible of the player purchasing that item.

This predatory approach can lead to serious consequences on the player sides. Especially when the way the data collected does not consider the player’s financial situation or spending habit. As stated by B. Mikkelsen et.al(2017) that this can lead to a predatory loop in which player, who have invested time and money into the game, will be more susceptible to the sunk cost fallacy even though it’s not in their best interest to spend more on the game. However the data collected doesn’t take into account of the player financial situation rather just their spending habits as the system is just focus on making the most optimize way to make the user spend more on the game.

There are multiple examples of which the use of data collected are use to encourage player to spend money on the game. One being loot boxes. What loot boxes contain are usually cosmetic item which usually does change the gameplay of the game aside from aesthetics. However cosmetics item are heavily sought out and desired by players. Using this information companies can manipulate the outcome of this item to encourage player the player to spend more till they get their desired item.

As Elena Petrovskaya(2021) stated, the use of this “predatory monetization” in which limited disclosure, intrusive solicitations and the manipulation of rewards are some way designer use to disguise the long-term cost of the game until the player is financially/psychologically invested Furthermore, this form of microtransaction, with the use of randomize reward, may lead the player to develop a gambling problem in the future.

https://onlinelibrary.wiley.com/doi/10.1111/add.14286

http://julian.togelius.com/Mikkelsen2017Ethical.pdf

https://link.springer.com/article/10.1007/s10551-021-04970-6

**The use of player data to better user and optimize monetization-**

Collecting data on how player play and spend to better create a system where player.