



MIS 699 Team 2:
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EVE[®]
ONLINE

Anger

Story Pitch



Outline

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Team Coordination Strategy

- Pratik Patel: Project manager, Coordination
- Mukunth Rajendran: Data scientist, Data Visualiser
- Mohit Mhapuskar: Data Analyst, Event Researcher
- Yue Xu: Data Analyst, Event Researcher



Introduction

Anger: It is an intense emotional response that involves a strong uncomfortable and hostile response to a perceived provocation, hurt or threat.

Anger could be either positive or negative. Generally, positive anger is generated from competing; negative anger might be unsatisfaction for unexpected changes.

Why is studying “Anger” **important**?

Eve Online has a massive and dedicated audience that is very focused on any changes that CCP makes. By studying and predicting what causes, Anger, CCP can ensure they are making the right decisions for their audience.



Mission

1. Understand the root cause of Anger in the Eve Online Community.
2. Find out what variables can be manipulated to reduce anger in Eve Online Community.
3. Use this understanding to create a future strategy for CCP that is more aligned with the interests of the community.



Hypothesis - What's causing anger?

- All gameplay mechanics can be categorized into two broad types: Core Mechanics & Content Mechanics.
- **Core Mechanics** form the very basic foundation of the game that allows the players to interact with the various content mechanics present in the game. For example, Combat mechanics, Spaceship physics, Inventory menus, Trading menus, Cockpit UI etc.
- **Content Mechanics** are the collections of various systems that provide the actual gameplay/entertainment to the player. For example, Missions, Battlecraft, Planets to explore, cosmetic items, weapons.

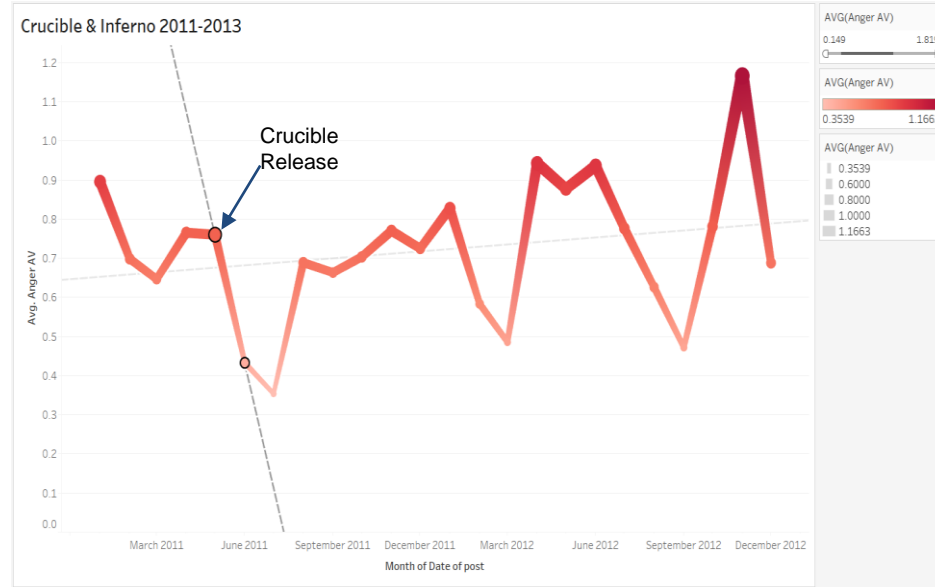


Hypothesis - Core & Content Changes

- The Expansions/updates that implement overhauls/radical changes to core gameplay mechanics seem to be the ones that cause the most anger in the player community.
- Updates that include minor upgrades/refinements to core mechanics and focus more on adding gameplay content such as missions or quests are received more favorably by the playerbase.
- However, if the radical changes implemented to core mechanics are based on adequate received feedback, then those changes cause considerably less anger among players.

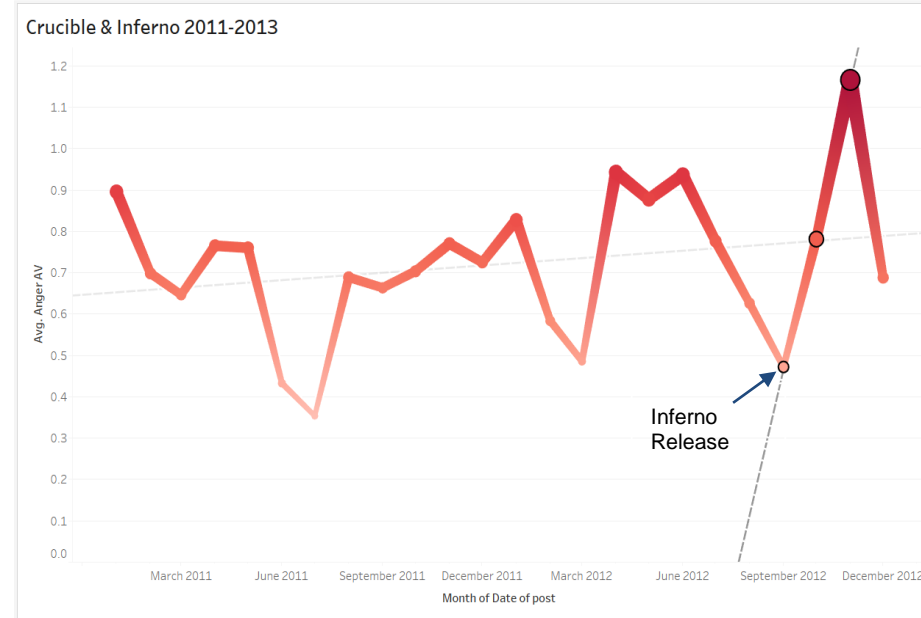
Crucible Expansion - Changes to Content Mechanics

- The Crucible expansion introduced new battlecruisers, battleship weapons, new cockpit quarters along with some visual changes and refinements to UI.
- As this expansion only introduced minor changes to core mechanics(UI changes) and added more meaningful content mechanics, the update was received favorably and resulted in an overall decrease in anger.



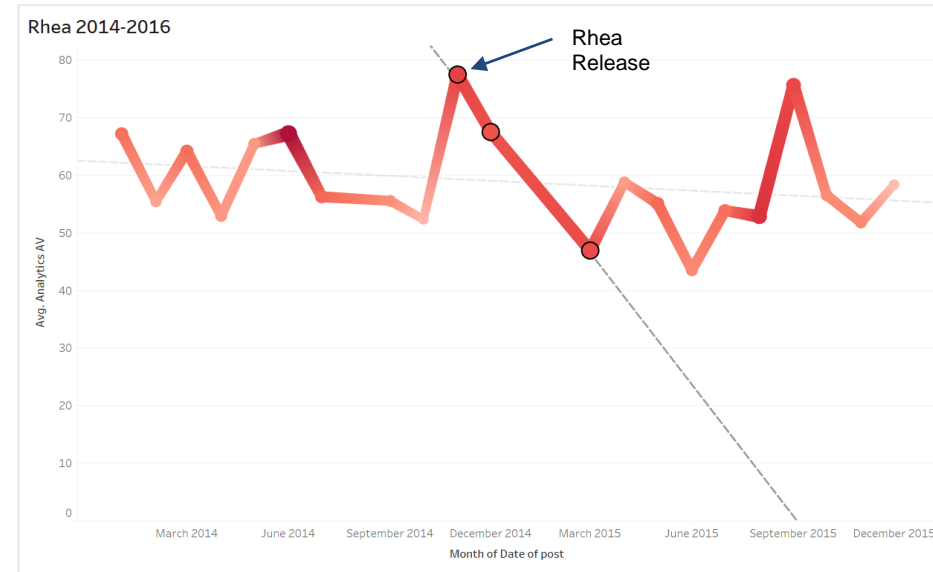
Inferno Expansion - Changes to Core Mechanics

- The Inferno expansion brought massive overhauls to the war declaration system and the inventory management system, along with some graphical updates.
- Since this expansion introduced radical changes to two major core mechanics of war and inventory management, its release caused a backlash in the player community, producing a huge spike in anger.



Rhea Update - Requested Changes to Core Mechanics

- The Rhea update completely overhauled deaths in the game with no skill points lost upon death. As a result this was one of the most radical changes to a critical core gameplay mechanic in EVE.
- In this case however, this change to the death system was a feature widely requested by the player community, with enough feedback received prompting CCP to implement it. Thus, the overall reception to this release was positive, resulting in a decrease in anger.

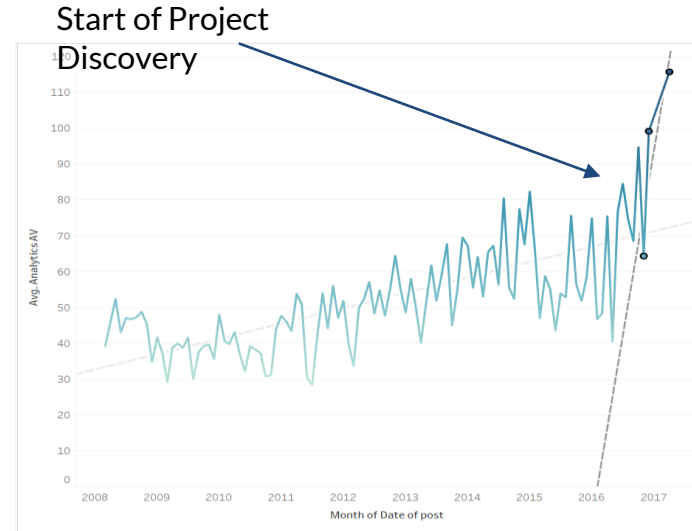




The Solution?

Project Discovery - (Real science in a game)

- A mini game that was launched in Eve Online in 2016.
- The players were asked to search for planets outside our solar system, Focussed on discovering real planets (Exoplanets).
- This expansion also brought some changes to the bounty, skill points and established hacking mechanics, all of which are core mechanics.
- Under other circumstances, these changes to core mechanics would have resulted in considerable anger amongst players.
- However, because of the implementation of its unique reward system, there was little to no anger amongst players. An anomaly.
- Players receive in-game currency for each observation they make and may also earn special credits.
- There were analytics used to bring out this game and it took several years to predict what would be the appropriate growth potential. Moreover there were rewards given to the players, which in-turn reduced the anger among the players (In-game rewards and currency).





Reward Scale for the Expansion:

- A way to quantify the level of reward each expansion offers on a 10 point scale.
- The weightage values have been assigned from analyzing the various forum posts to see what type of rewards users prefer from expansions.
- Higher the reward level of a core expansion, lesser is the general increase in anger.
- If an expansion scores a perfect 10 on the scale, we have observed a considerable reduction in player anger.

Reward Scale	
Type the Reward	Weightage
Increase in Earnings	1
Ships related Rewards	3
Rare Quest Rewards	2
Cosmetic Rewards	1
Weapons Rewards	2
Skill / upgrade Rewards	1

A Perfect 10 - Progression-based Reward System

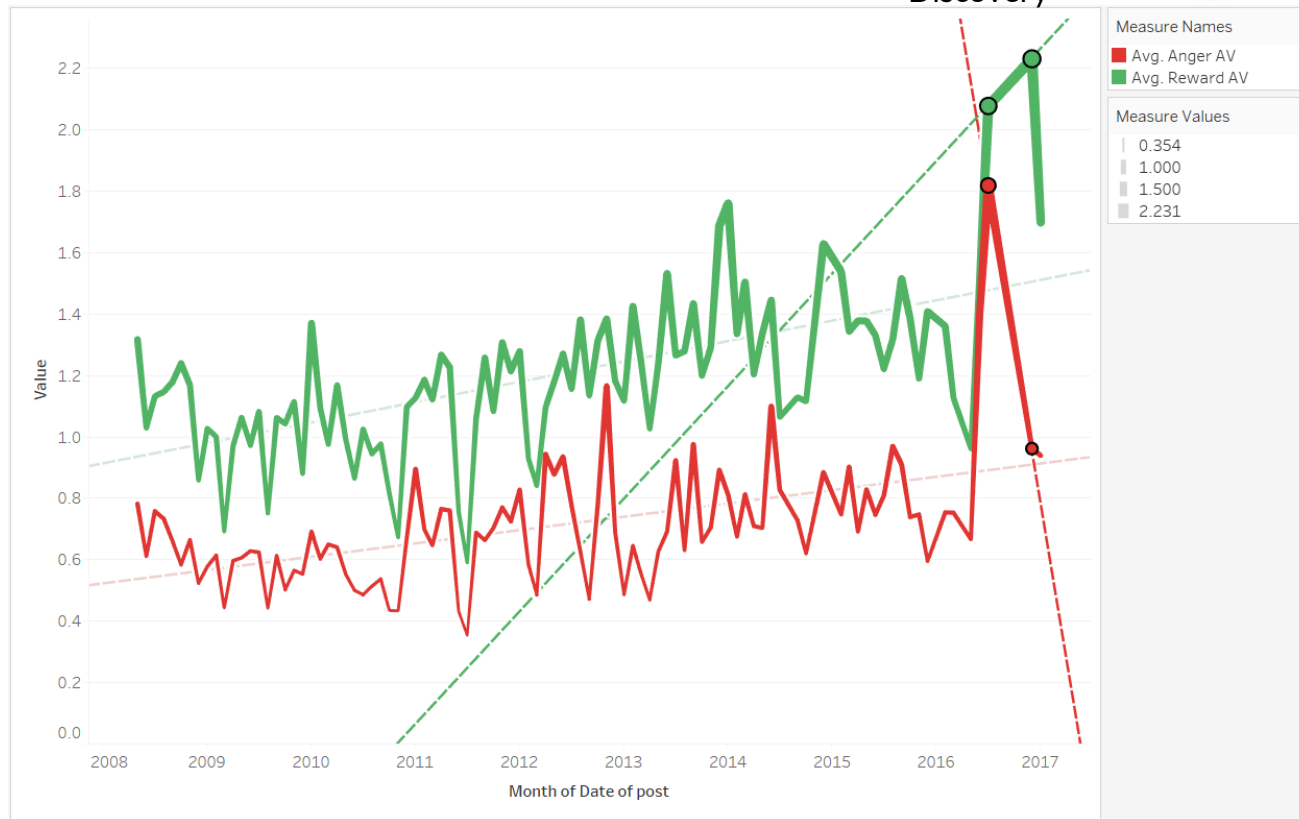
 Rank: I Level: 0-9 Reward: None Type: None	 Rank: XI Level: 250-(299?) Reward: 'Farsight' Spectacles Type: Apparel
 Rank: II Level: 10-24 Reward: Exoplanets Hat Type: Apparel	 Rank: XII Level: 300-349 Reward: Marshal BPC Type: BPC
 Rank: III Level: 25-49 Reward: Exoplanets T-Shirt Type: Apparel	 Rank: XIII Level: 350-399 Reward: Marshal Exoplanets SKIN Type: SKIN
 Rank: IV Level: 50-74 Reward: Pacifier BPC Type: BPC	 Rank: XIV Level: 400-499 Reward: Exoplanets Dress Shirt Type: Apparel
 Rank: V Level: 75-99 Reward: Pacifier Exoplanets SKIN Type: SKIN	 Rank: XV Level: 500-599 Reward: Exoplanets Combat Suit Type: Apparel
 Rank: VI Level: 100-124 Reward: Exoplanets Labcoat Type: Apparel	 Rank: XVI Level: 600-699 Reward: CONCORD Ship BPCs Type: BPC
 Rank: VII Level: 125-149 Reward: Exoplanets Director Coat Type: Apparel	 Rank: XVII Level: 700-799 Reward: CONCORD Ship SKINs Type: SKIN
 Rank: VIII Level: 150-174 Reward: Enforcer BPC Type: BPC	 Rank: XVIII Level: 800-899 Reward: Exoplanets Greatcoat Type: Apparel
 Rank: IX Level: 175-199 Reward: Enforcer Exoplanets SKIN Type: SKIN	 Rank: XIX Level: 900-999 Reward: Exoplanets Monocle Type: Apparel
 Rank: X Level: 20-249 Reward: Exoplanets Mission Suit Type: Apparel	 Rank: XX Level: 1000+ Reward: PD Faction Stargate BPC Type: BPC

- The unique reward system in Project Discovery created a tiered reward system that awarded the players as they progressed through the expansion.
- This is a rare expansion that scored a perfect 10 on our reward scale as it satisfied a combination of all 6 of our scaling criteria in a very unique and fun manner.
- As a result, players became more interested in playing through the expansion to unlock each reward as they progress.
- The playerbase didn't seem to care that Project Discovery brought about major changes to certain core mechanics in the game, as they were engrossed by the additional in-game compensation.



Anger-Reward Relationship

- Anger and Reward have an inverse relationship with Anger falling drastically when Reward is at its peak. (A Perfect 10 on our Reward Scale).
- Project Discovery managed to fulfill every criteria, resulting in a reward peak never observed before.
- CCP can mitigate controversial decisions such as changes to Core Mechanics by implementing more challenges that give players a sense of reward and a progressive gameplay.





Business Implications

Key Takeaways:

- The CSM community is likely to be the most angry when CCP makes changes to the core game mechanics.
- When players are allowed to provide input, the overall community has a less negative reaction.
- However, players don't always know what's best, and in those cases CCP must turn to other anger mitigation strategies.
- Creating experiences such as Project Discovery in which players have a sense of reward and feel that they are contributing to something of value, reduces anger.



Suggestions

- Provide more avenues for the community to communicate their opinions on planned changes before they are released to the public.
- Make them feel like they contributed and had more control over the changes.
- Invest resources in more mini-games and experiences similar to Project Discovery that provide rewards and real world impacts.
- Schedule these releases to coincide with updates to core gameplay mechanics.
- Survey players after the release to understand what they liked and dislike and use that knowledge to improve future releases.



Thank You