

GAT 315

3D Game Design I

Instructor

- Rich Rowan
- rrowan@digipen.edu
- Cell: 206-898-2955

Office Hours

- Tuesday 3pm-4:30pm
- Thursday 1pm-3pm



Reputation & Fame Systems

- ☐ Reputation
- ☐ Fame
- ☐ Virality
- ☐ System Design

**PLEASE SILENCE
ALL ELECTRONIC DEVICES**

THANK YOU





REPUTATION SYSTEMS

What people think about you

Reputation & Fame



- **Reputation**
 - The beliefs or opinions that are specifically and/or generally held about someone or something.
- **Fame**
 - The condition of being known or talked about by many people, especially on account of notable achievements.
- Obviously, these two things go hand-in-hand. Fame is about the scope of your reputation, but you can have different reputations depending on the value system of the individuals that know about you.
- Example: Donald Trump

Reputation Type



- When we talk about reputation, we need to clarify what type of reputation are we talking about.
 - Reputation of the Character
 - With other specific characters?
 - With game factions?
 - With general populace?
 - Reputation of the Player
 - With other players?
 - With game administrators?

Character Reputation Basis



- If you are going to design a reputation system, you need to understand what is the basis for a character's reputation. It could be more than one thing...
 - **Social Status**
 - Your reputation could be based on how friendly/hostile you are in interactions with others.
 - Your reputation could be based on how much "wealth" you have or how you dress.
 - **Affiliations**
 - If you have in-game affiliations, factions, race, or religions, your involvement in such groups could be the primary driver of your reputation, or even just partially drive it.
 - **Morality**
 - If you have a morality system in your game, reputation could be the public recognition of your morality.
 - **Ability**
 - Reputation could be a reflection of your general capacity for accomplishing things or power.
 - If you have a leveling system in your game, reputation could be a reflection of your overall growth.
 - **Deeds**
 - Reputation could be a reflection of your specific accomplishments; e.g. defeated a certain dungeon, defeated a gladiator champion, etc.
 - If you have the ability to contribute to a faction, region, etc., your reputation could be entirely (or partially) based on your contributions to that group.

Reputation Tiers



- A slightly more sophisticated way to model a reputation is to use three levels, from more general to more personal.
 - **Bias (Passive)**
 - Based on broadly held opinions based on the type of person you are without knowing anything about you specifically.
 - Default state for a particular social group.
 - **Image (Active)**
 - Based on a community's generally held beliefs about you based on your actions relative to the community.
 - Group delta from the default state.
 - **View (Active)**
 - Based on a character's individual experiences with you.
 - Individual delta from the group delta.
- Generally, these are layered on top of each other to form a reputation profile.

Bias



- Bias is generally established from “circumstances of birth” and the image of your outward affiliations rather than based on any particular actions on your part.
 - **Demographics**
 - Race
 - Gender
 - Age
 - Culture
 - **Social Status**
 - Lineage
 - Wealth
 - Caste/Class
 - Profession
 - Body Appearance
 - **Affiliations**
 - Religion
 - Job



Image



- Image is a community evaluation based on the actions of an individual compared against a set of social criteria that that specific community cares about. It may be based upon:
 - **Morality**
 - Known actions relative to the ethical code of the community.
 - **Ability**
 - Things you are generally known to be capable of such as particular talents or traits (strength, intellect, sociability, etc.) and what you know (knowledge or skills).
 - **Deeds**
 - Things that you have accomplished (whether good or bad).
 - **Experience/Longevity**
 - General level of experience or longevity that you have in a given area.
 - **Contributions**
 - Actions taken to contribute to (or drain from) the community either through words, deeds, or gifts.
- A complete image may also include community bias.



View



- A view is an individual evaluation based on your actions relative to a person in question. It will generally include:
 - **Morality**
 - Known actions relative to the ethical code of the individual.
 - **Ability**
 - Things you are personally known to be capable of such as particular talents or traits (strength, intellect, sociability, etc.) and what you demonstrated that you know (knowledge or skills).
 - **Experience/Longevity**
 - Degree of experience that the individual has with you.
 - **Deeds**
 - Things that you have done for/to the individual.
 - **Contributions**
 - Actions taken to contribute to the individual either through words, deeds, or gifts.

Influence – Views Impact Image



- Image may be based on a simple average of the views of all members of a community, but it could also be a weighted average of views with another factor determining the weight: Influence
- Reputation transmission is often given greater or lesser weight depending on the source of the transmission.
 - “Consider the Source”
- This gets to a notion of trust within the community.
- An influence rating could be further divided by the sub-category of their view.
 - **Example: Local Priest’s Influence**
 - Morality: 3.0
 - Ability: 1.0
 - Experience/Longevity: 1.0
 - Deeds: 1.5
 - Contributions: 1.5



FAME SYSTEMS

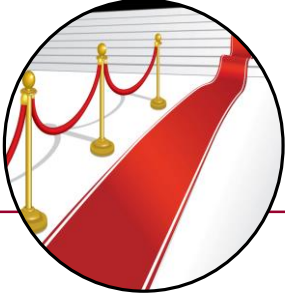
Reputation Propagation

Fame – Reputation Propagation



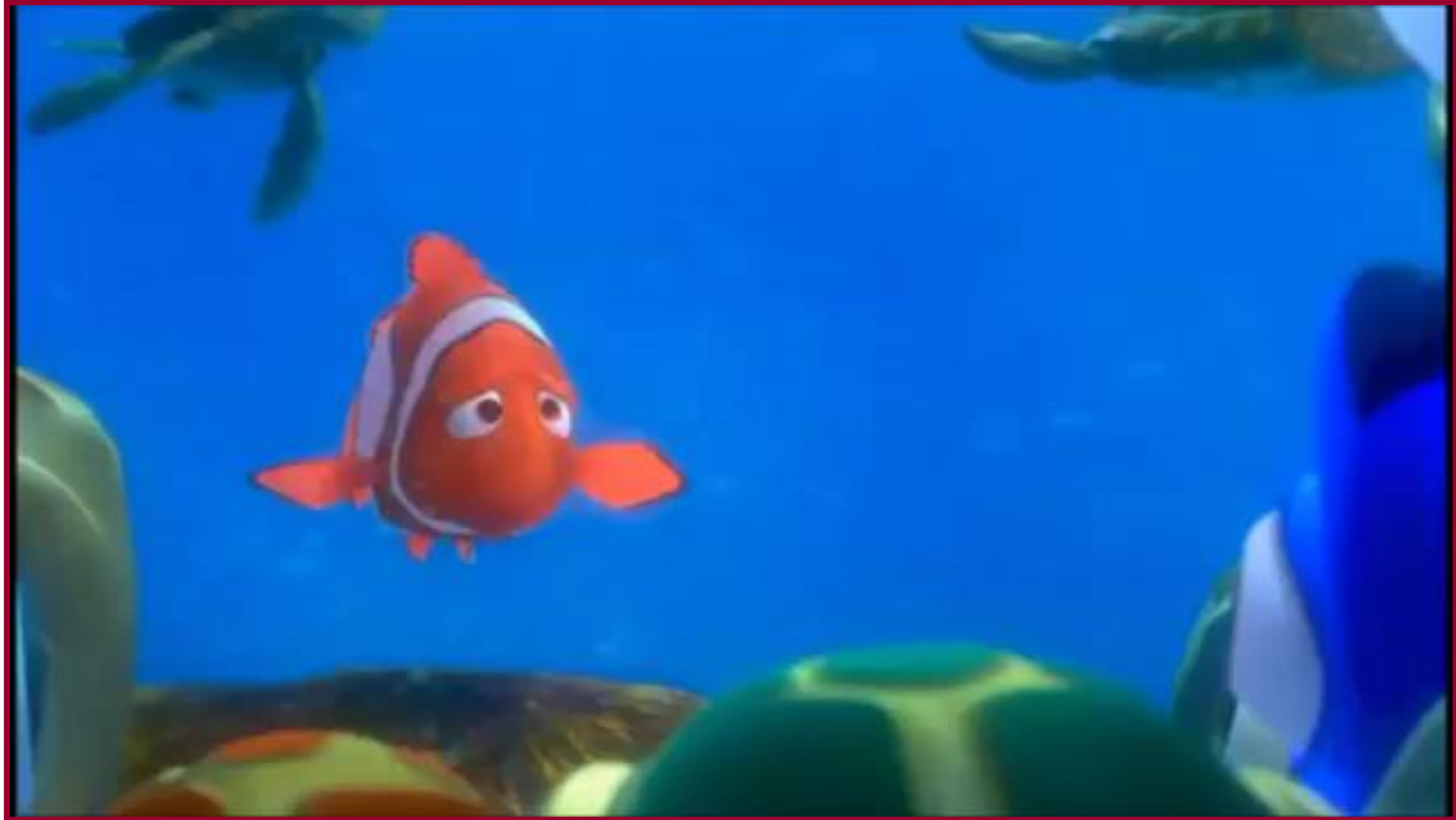
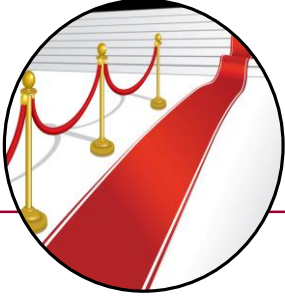
- Clearly, reputations propagate from individuals to the community at large to create your image.
- But when the reputation begins to propagate beyond the local community, we are starting to talk about fame.
- So what causes someone to become famous?

Fame – Viral Reputation

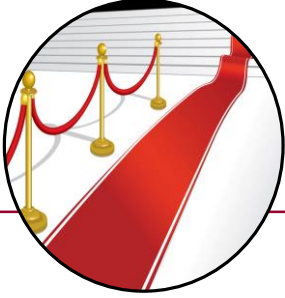


- **Exceptionality**
 - The things that are worth talking about are things that fall significantly outside the norm.
- **Relatable**
 - Acts that spread are acts based on things that the listener can relate to or might be relevant to the listener.
- **Emotional**
 - Acts that are surprising, awe-inspiring, fear-invoking, or angering are more likely to spread.
- **Visibility**
 - In order to spread, people have to know about it. It has to be public.
- **Story**
 - The acts that are most likely to spread are those that are wrapped in a compelling story.

Fame – Viral Reputation



Fame



- Consider the scope of your character's reputation.
 - **Global**
 - Any changes to fame levels are known to everyone in the world automatically
 - Pros: Easy to implement, easy to understand
 - Cons: Not very realistic
 - **Local**
 - Any changes to fame levels are known to everyone in the immediate vicinity of the act.
 - Pros: More realistic
 - Cons: Harder to implement
 - **Tiered**
 - Any changes to fame levels are known to everyone in the immediate vicinity of the act, but to a lesser extent as you move geographically away from the location of the act.
 - Pros: Even more realistic
 - Cons: Even harder to implement
 - **Factions**
 - Any changes to fame levels are restricted to the faction(s) that the action affects.
 - Pros: Allows for varying levels of fame, even within a region.
 - Cons: More to track, harder to implement
- Consequences of fame?



Contagious: Why Things Catch On
Jonah Berger

Connectors, Mavens, & Salesmen



- Malcolm Gladwell talks about three key kinds of influence:
 - **Connectors**
 - People with individual social graph connections that have personal impact for transmission of reputation (beyond just group connections).
 - System most affected: Fame
 - **Mavens**
 - People whose knowledge of particular subjects are especially regarded.
 - System most affected: ?
 - **Salesmen**
 - People whose views have particular sway with a community.
 - System most affected: Reputation



The Tipping Point
Malcolm Gladwell

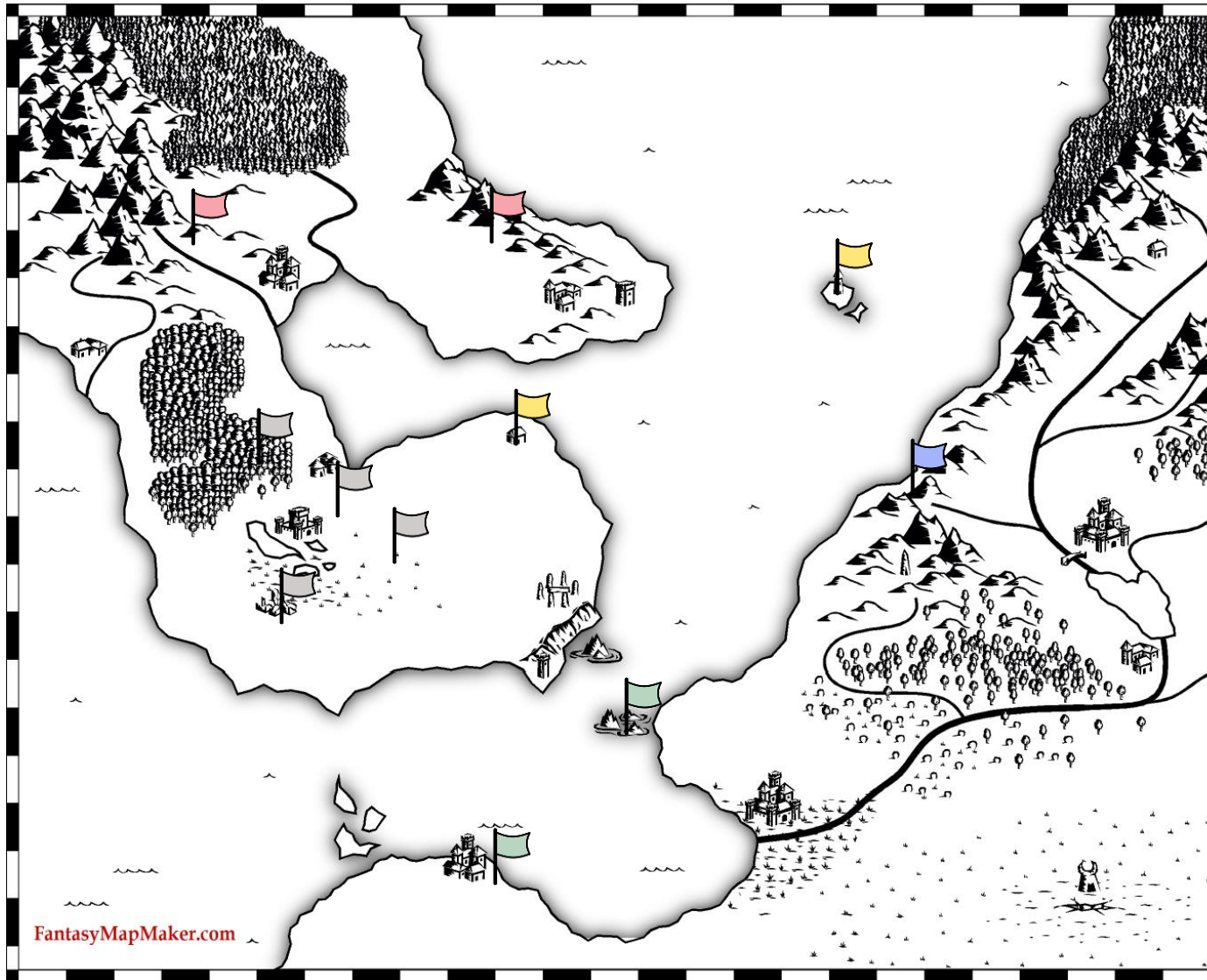







DESIGNING REPUTATION & FAME

Design Decisions

- Reputation Basis?
 - Let's say our reputation system basis is:
 - Social Status – 20%
 - Morality – 40%
 - Deeds – 40%
- Reputation Model?
 - Let's say our reputation model is:
 - Bias
 - Image
- Fame Scope?
 - Let's assume that our scope is:
 - Global – 25%
 - Factions – 75%

Reputation System - Time

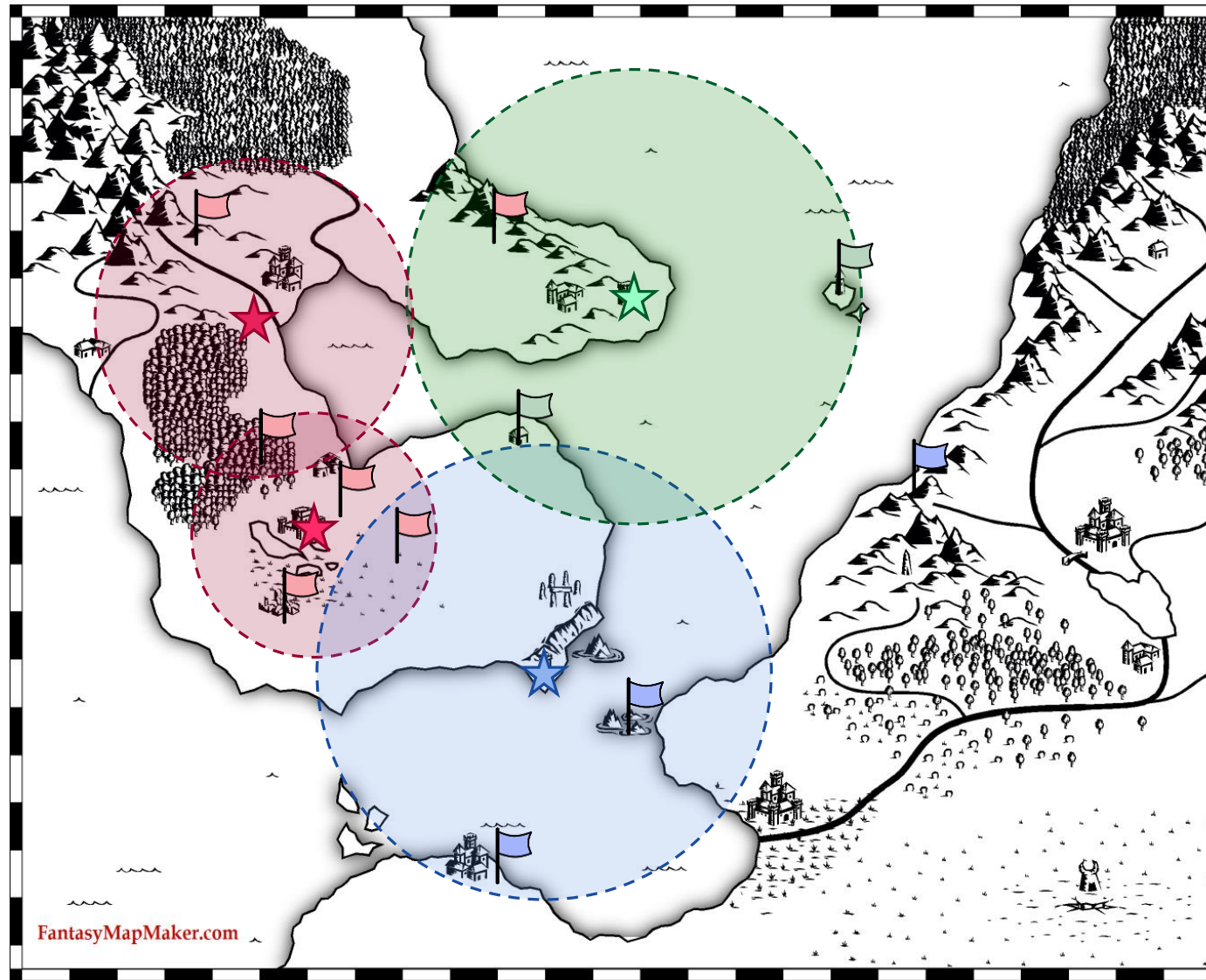


-  < 1 Week = 100% Local
-  < 1 Month = 90% Local
-  < 3 Months = 75% Local
-  < 6 Months = 50% Local
-  > 6 Months = 10% Local

Considerations:

- Gray = Locked
- Each event in a region “refreshes” or removes time from when the other events happened?

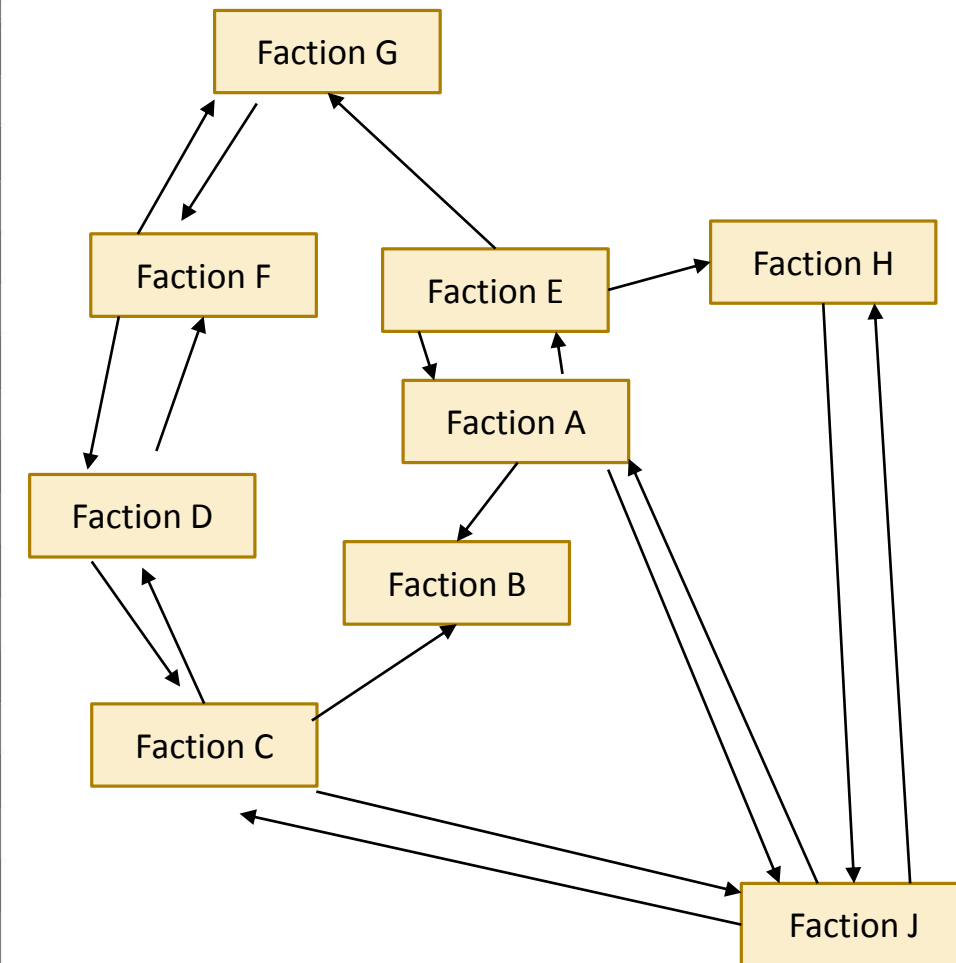
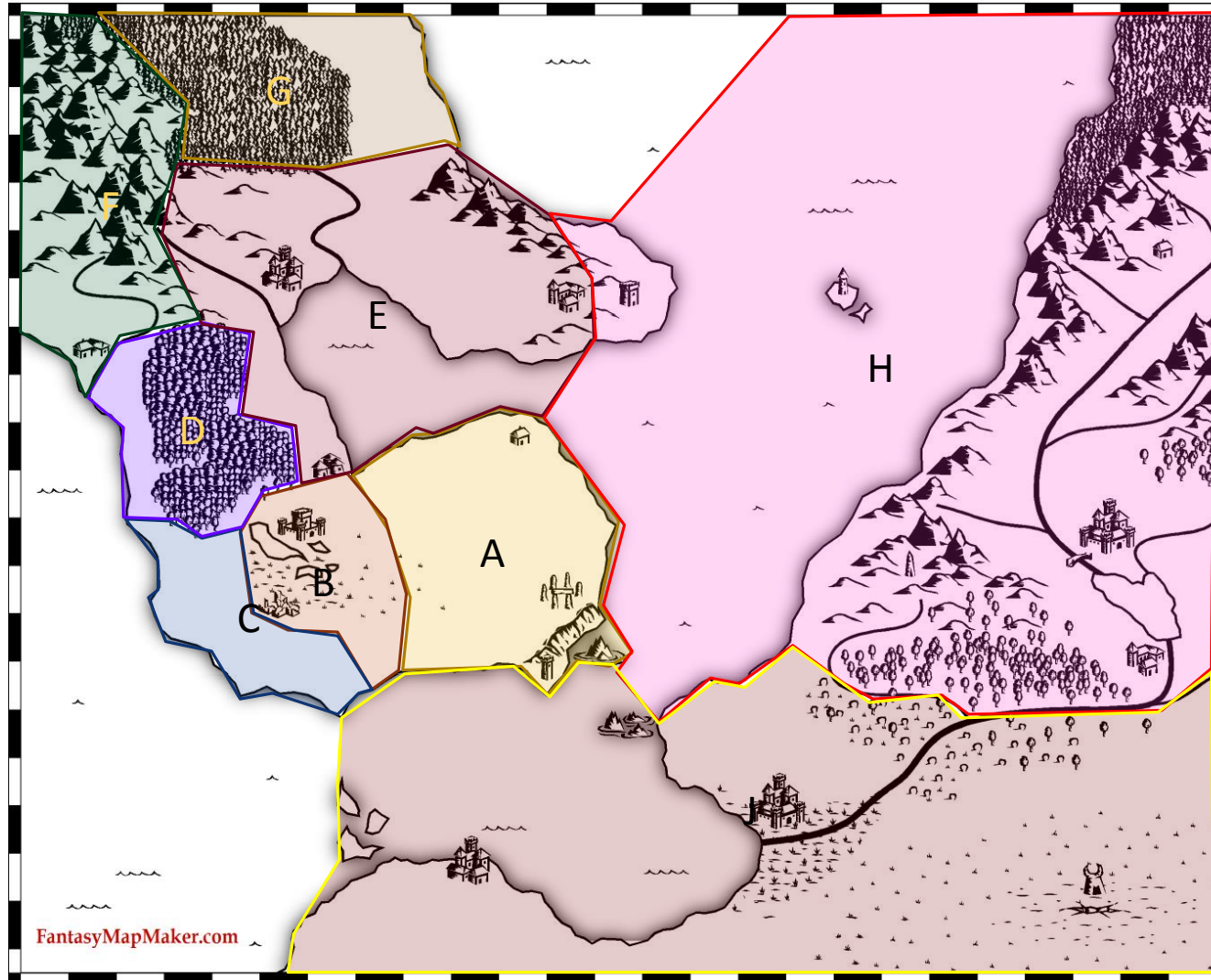
Reputation System - Geography



Flags are different event types.

Stars represent regions or individual NPCs or what they care about and how far away they “hear” about things.

Reputation System – Node Graph



A background image of red stage curtains with a scalloped top edge. The curtains are closed and have a rich, deep red color with some vertical creases and folds.

See You Next Class