RISK & REWARD

STORY PITCH

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ALLOCATED OUTCOME VARIABLE

- **RISK - Disturbing or discouraging emotions**

- **REWARD - A feeling of satisfaction showcased**

- **They provide insights on people's satisfaction and aids the company to do customer analysis.**

Where we are

WHAT WE DID SO FAR...

SALES PITCH

- **Understand the events that triggered Risk and Reward.**

- **Defined outcome variable based on the dictionary.**

- **Get insights on how variables relate and produced two model**

- **Visualized its effects on the community**

ANALYSIS PITCH

- **Proposed the theory and hypothesis**

- **Analyze the hypothesis(R,Tableau)**

- **Performed Correlation, moderation, mediation effect**

- **Represented the impact using scatterplot and graphs**

RISK MODEL
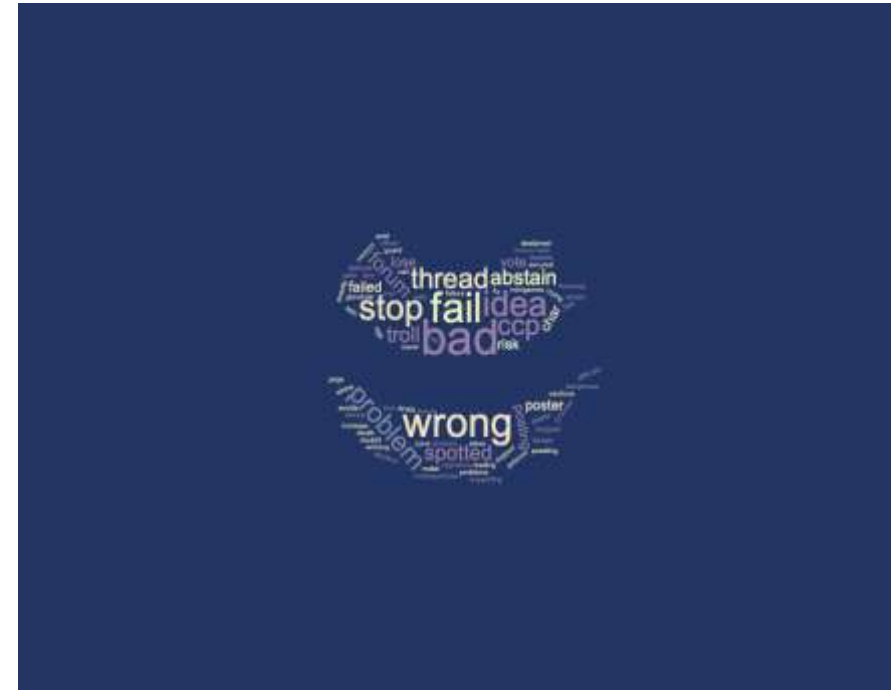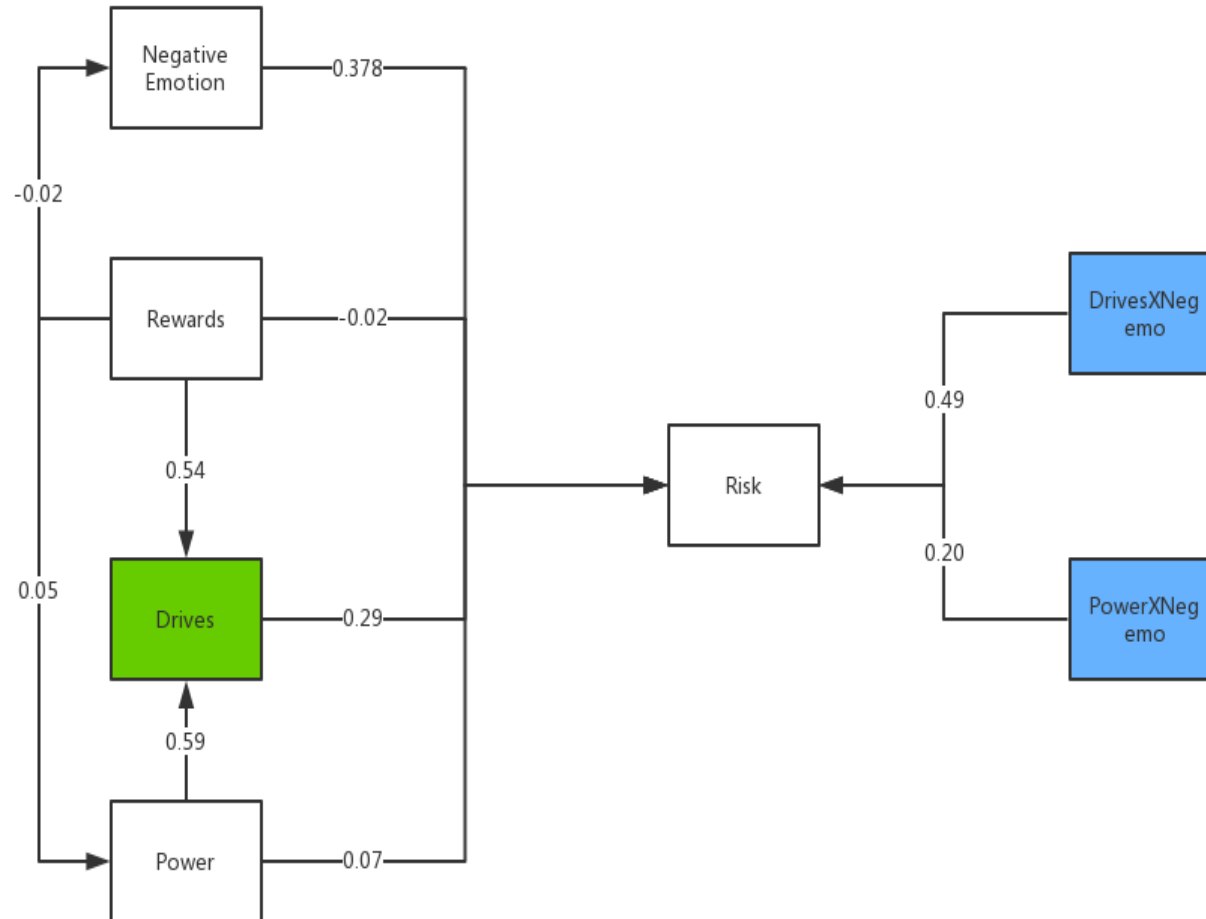
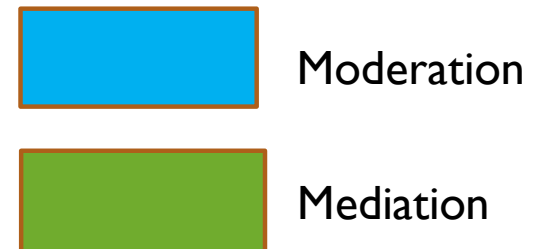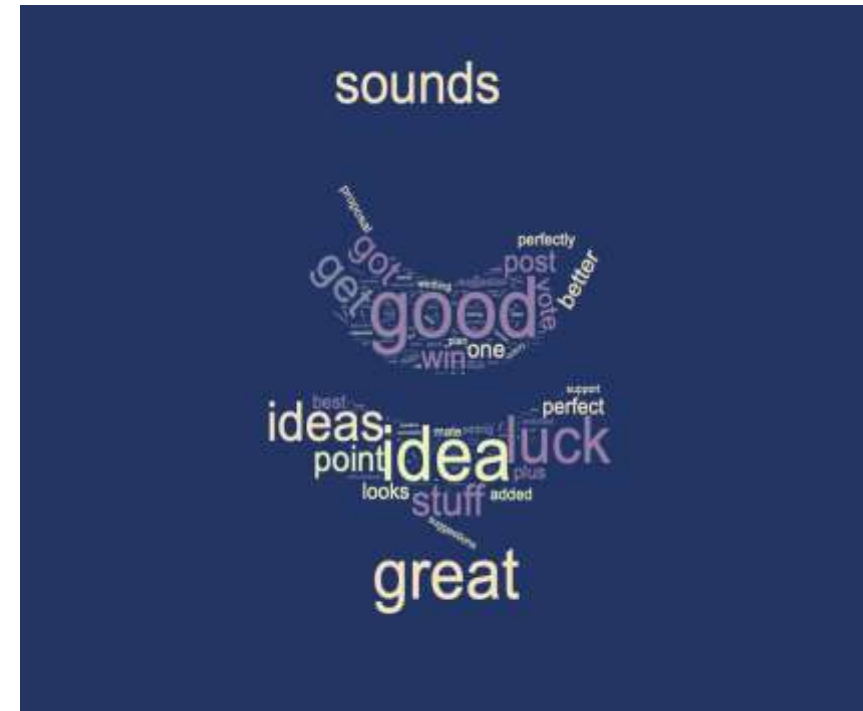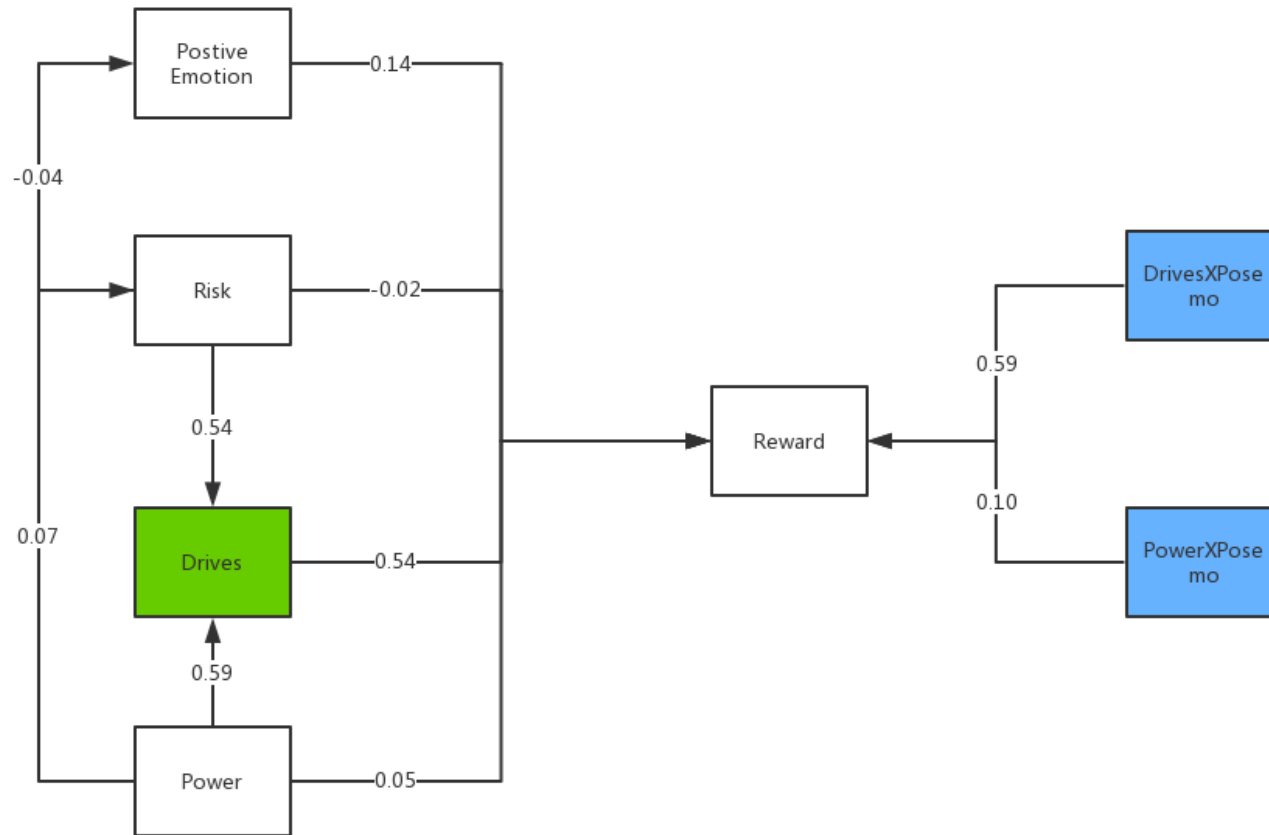Moderation

Mediation

REWARD MODEL

IMPACT OF RISK AND REWARD ON EVE ONLINE

- There was a subsequent rise in the risk which led to CCP forming a democratic council called "CSM"

- An emergency summit had to be held in Iceland due to the sudden rise in the Risk after the Incarna crisis

- The high risk made CCP create a new voting system called STV which had consent of CCP and Community

- The rise of anger among community led to the new changes in whitepaper government entity where non-active members of CSM were removed so as to restore the credibility of both CSM and CCP

RISKS / REWARDS OVER THE YEARS

Risk V/S Reward

Post Incarna crisis CCP made improvements to the game to satisfy the players

Incarna crisis

T20 crisis - CCP employee who abused his dev powers to help his alliance.

After the STV implementation, Power saw a gradual increase and risk began to decline

Mutiple rewards - Kronos - new ships / Hyperion - improved wormholes / Oceanus - a new wormholes, cloaking effect, burner mission / Phoebe - new game mechanics / Rhea - death with no loss of points

Measure Names
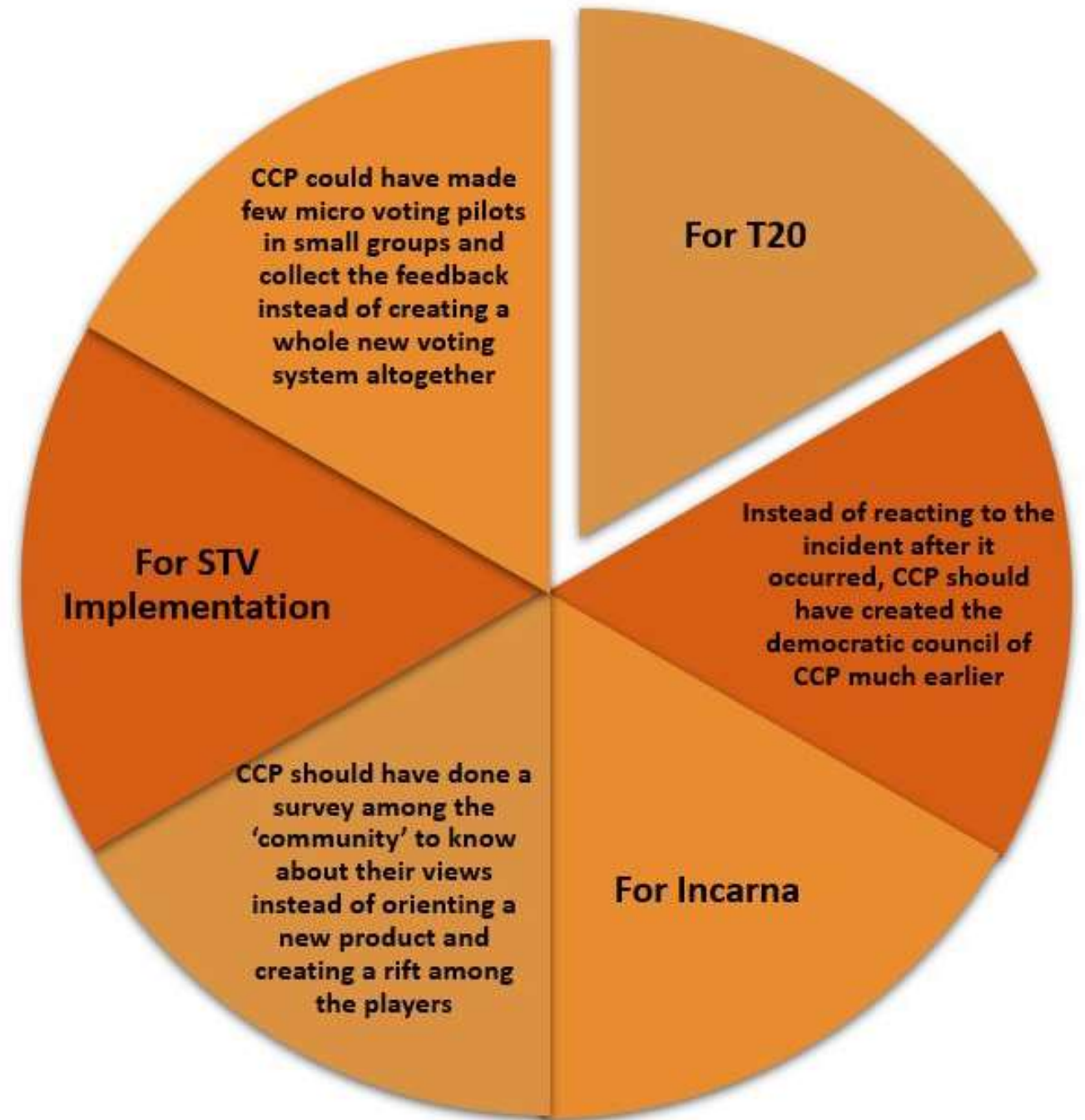- Avg (Risk*WC)/100
- Avg(Reward*WC)/100

FINDINGS AND IMPLICATION

Findings	Implications
• T20 crisis where CCP employee abused his role – CCP didn't terminate the employee • Incarna crisis and Post improvements made after the crisis • STV voting system for CSM election • From 2014 – multiple updates like Kronos, Hyperion, Oceanus, Phoebe, Rhea	• Players were dissatisfied with the company's decision which in turn depreciated the company's value • CCP took huge risk which agitated the players negatively and learned lessons from the incident and over the year's improvements were made to satisfy the players need • Voting power gave players more power, satisfaction and trust over the system • Players satisfaction increased gradually from steady positive rewards from CCP

WHAT CAN THE COMPANY DO IF IT UNDERSTANDS HOW TO MANIPULATE RISK AND REWARDS

For T20

Instead of reacting to the incident after it occurred, CCP should have created the democratic council of CCP much earlier

For Incarna

CCP should have done a survey among the 'community' to know about their views instead of orienting a new product and creating a rift among the players

For STV Implementation

CCP could have made few micro voting pilots in small groups and collect the feedback instead of creating a whole new voting system altogether

WHAT CAN THE COMPANY DO IF IT UNDERSTANDS HOW TO MANIPULATE RISK AND REWARDS

- There are various ways to deal with the Risk and Rewards:
  - Deal with it early to avoid crises
  - Encourage new players to join the game and avoid bias of old subscribers
  - Give the importance to feedback for upcoming versions
  - Come with multiple solutions and make a unified best solution among all the solutions provided

CONCLUSION

- **Implement the updates in the game in an iterative way**

- **Determine specific features that are liked by players across every update**

- **Analyze on further updates and how they can be used to generate a substantial advantage towards CCP**

- **Give the players more power in the game so that they remain happy**

| Obtain Feedbacks | → | Regulate Rules and Policies | → | Healthy Community Relationships |

REFERENCES

- https://forums.eveonline.com/c/technology-research/player-features-ideas

- https://imperium.news/risk-reward-eve-online/