PRESENTER: **C-CI Lab**

Algorithmically-Generated Communities: *A Case Study*

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INTRO

The online communities associated with Internet-enabled multiplayer video games can have a significant impact on the success of those games. We studied the100.io, a platform that sorts gamers into groups of other gamers to help them be able to spend more time actually playing, rather than searching for groups to play with.

METHODS

We performed a content analysis of 61 groups selected from those hosted by the100.io. This poster focuses on 6 of the codes from our codebook: Group Identity: Branding, Group Identity: Making It Their Own, External Tools: Communication and Extension, Reference Material: Gameplay Improvement, Group Descriptors: High Level of Activeness, and Group Atmosphere: Fun. Following this, we began an interview study with selected users from the100.io.

RESULTS

We found that highly active groups tended to:

- develop their own identity-based branding and merchandising
- use external communication tools
- provide references for game material and using the100.io to their members

We uncovered that experiences with the100.io:

- afford niche community engagement
- support guidance from one gamer to another
- complement thriving gaming interaction by optimizing the organization of gameplay

DISCUSSION

The specific tool ecologies used by the groups have a large impact on how successful the groups can be, suggesting that groups depend on members who are willing to set up these external communication tools. Additionally, groups also depend on members who are willing to engage in group identity development activities, such as creating branding and other cohesion materials.

Communities in which individuals are **algorithmically sorted** can thrive, even when the conditions of that sorting algorithm are somewhat arbitrary.

We found that the presence of shared identity development, conversations about community atmosphere, and the willingness of a few group members to set up external tools were among the most important factors in determining how successful a group could be.

Attribute	Larger Data Set	Focused Data Set
Avg. Age	30	33
Avg. Size	52	68
Avg. Activity	7	23
% on PC	16.1%	9.8%
% on XBOX One	37.5%	49.2%
% on PS4	43.3%	40.1%
% on Other	3.1%	NA

	Group Identity: Branding (33)	Group Identity: Making It Their Own (21)	External Tools: Communication and Extension (39)	Reference Material: Gameplay Improvement (23)	Group Descriptors: High Level of Activeness (36)	Group Atmosphere: Fun (25)
Group Identity: Branding (33)	x	18	30	20	29	16
Group Identity: Making It Their Own (21)	18	x	20	13	19	12
External Tools: Communication and Extension (39)	30	20	x	20	33	22
Reference Material: Gameplay Improvement (23)	20	13	20	x	20	12
Group Descriptors: High Level of Activeness (36)	29	19	33	20	x	19
Group Atmosphere: Fun (25)	16	12	22	12	19	x

	Group Identity: Branding (33)	Group Identity: Making It Their Own (21)	External Tools: Communication and Extension (39)	Reference Material: Gameplay Improvement (23)	Group Descriptors: High Level of Activeness (36)	Group Atmosphere: Fun (25)
Group Identity: Branding (33)	-	85.71%	76.92%	86.96%	80.56%	64.00%
Group Identity: Making It Their Own (21)	54.55%	-	51.28%	56.52%	52.78%	48.00%
External Tools: Communication and Extension (39)	90.91%	95.24%	-	86.96%	91.67%	88.00%
Reference Material: Gameplay Improvement (23)	60.61%	61.90%	51.28%	-	55.56%	48.00%
Group Descriptors: High Level of Activeness (36)	87.88%	90.48%	84.62%	86.96%	-	76.00%
Group Atmosphere: Fun (25)	48.48%	57.14%	56.41%	52.17%	52.78%	-

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