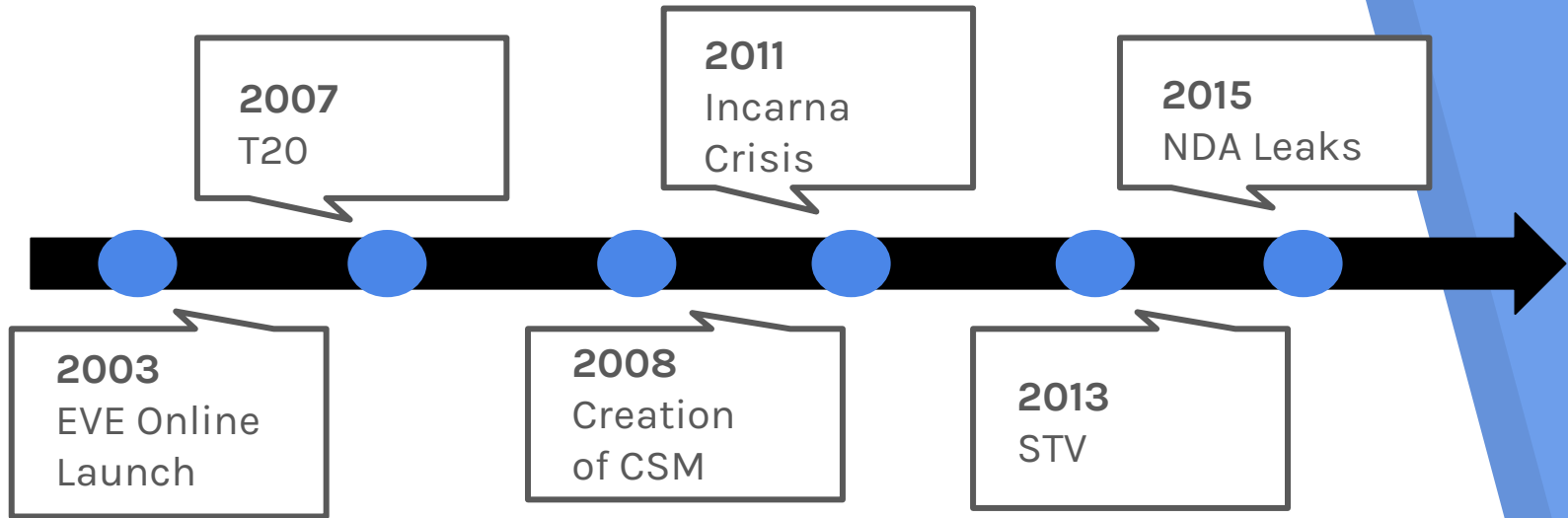


POSITIVE EMOTION

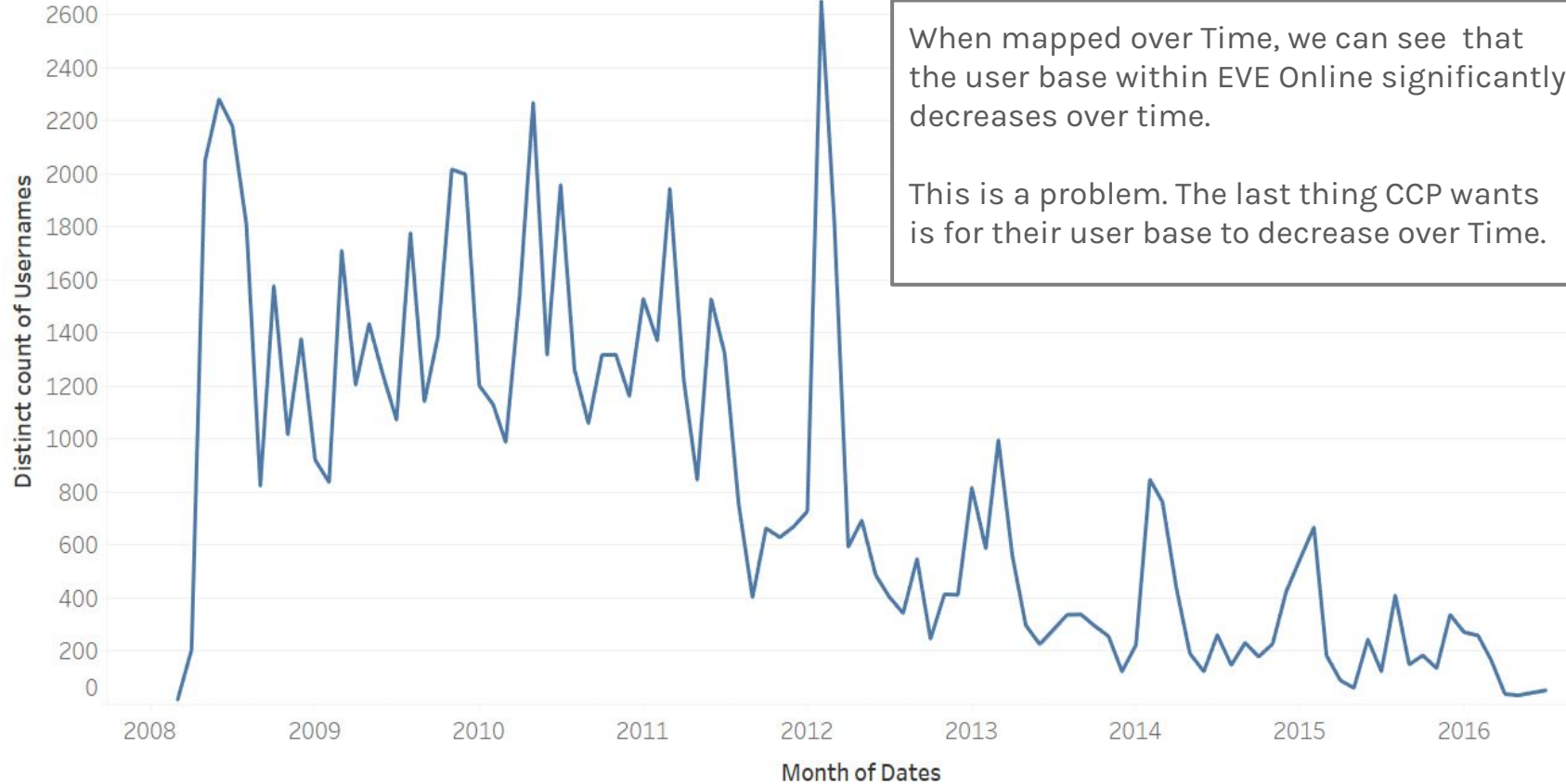
Design Studio Team 1

Krishanu Agrawal, Jaymie Basilio,
Mamta Bhagdevani, Pushkar Chavan,
Lehar Khanna, & Siddhesh Powar

Timeline



Declining Distinct Users

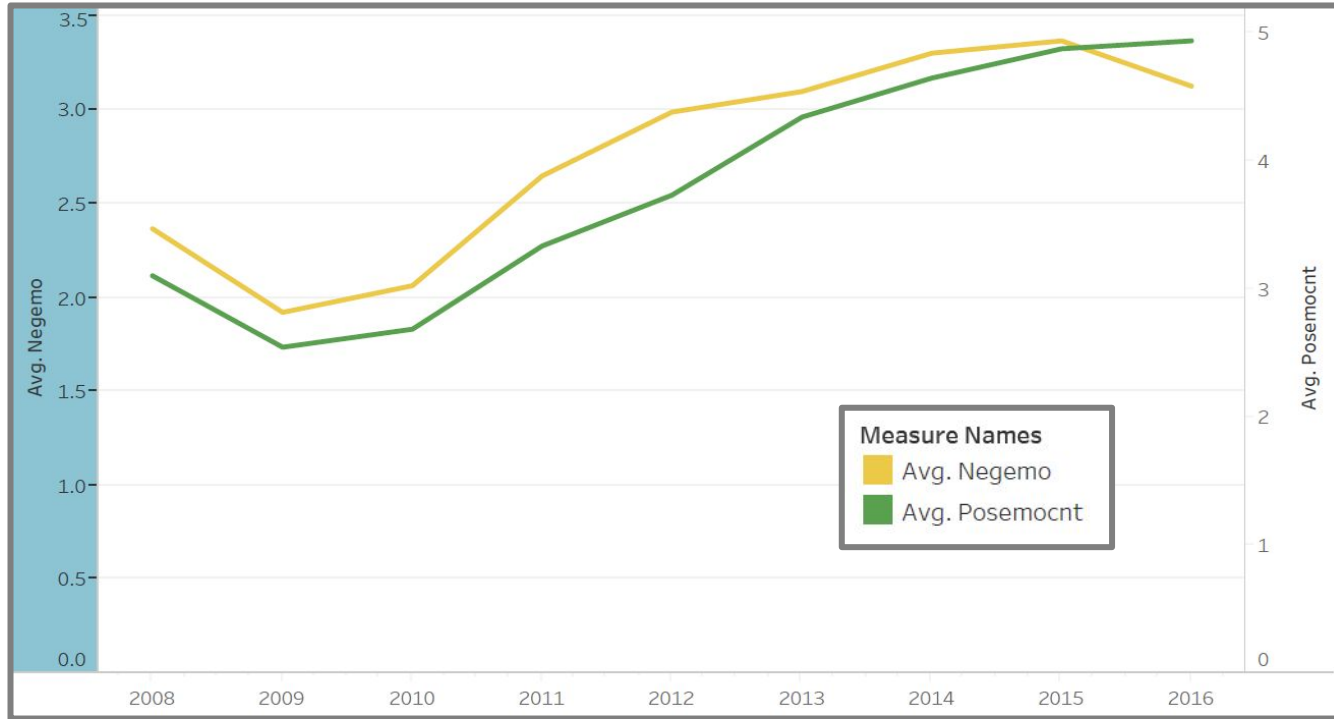


Our Dictionary

Accept Active Admire Adore Advantage
Adventure Affection Agree Alright Amaze
Carefree Compliment Cool Create Cute Daring
Decent Definitely Delicate Determine Share Silly
Smart Special Splendid Sweet Talent Terrific
Thankful Triumph Truly Trusts Truth Useful
Valuable

The Story

POSEMO vs. NEGEMO



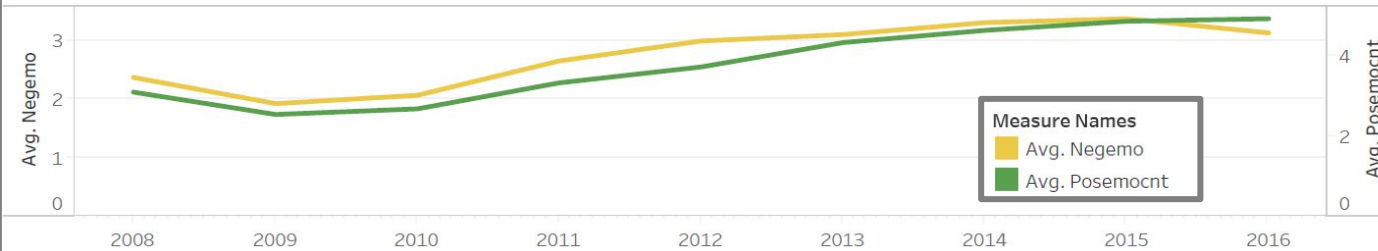
Here, we mapped out the change in POSEMO & NEGEMO over time.

When EVE Online was first released in 2003, it was supposed to be a platform for users to work together and create in an open environment.

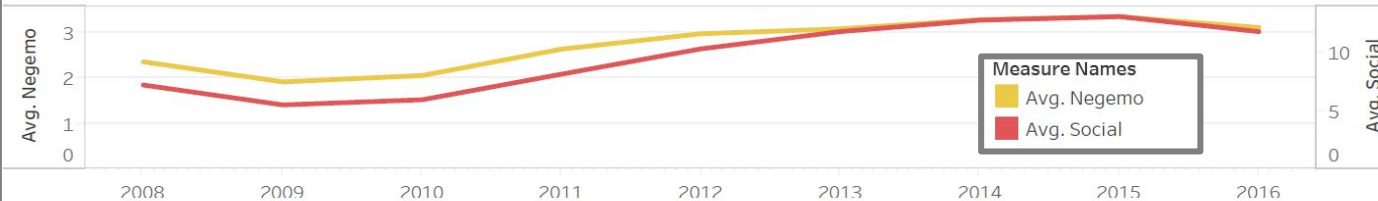
In this case, POSEMO & NEGEMO go hand-in-hand. Competition & Conflict will always be a part of the nature of the game.

Effects of SOCIAL

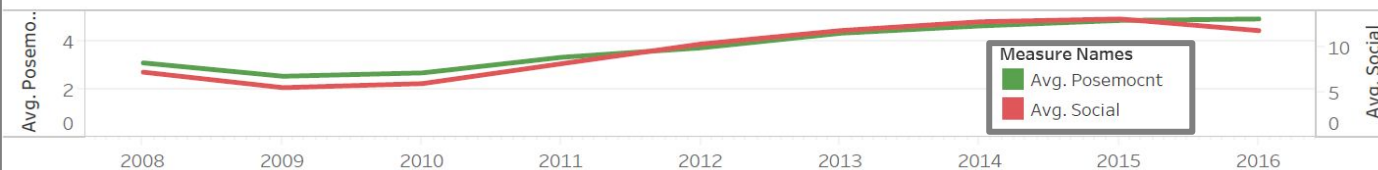
Posemo vs Negemo



Negemo vs Social



Posemo vs Social



Due to the nature of the game, we first wanted to consider SOCIAL.

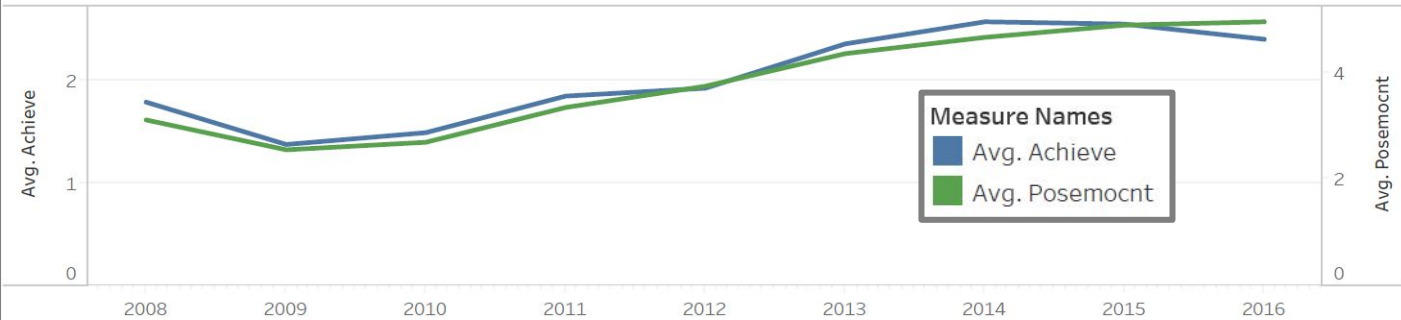
Over Time, we see that SOCIAL increases; however we also see a change in POSEMO & NEGEMO.

Users are communicating & working with one another, but the connotation of their interaction can differ.

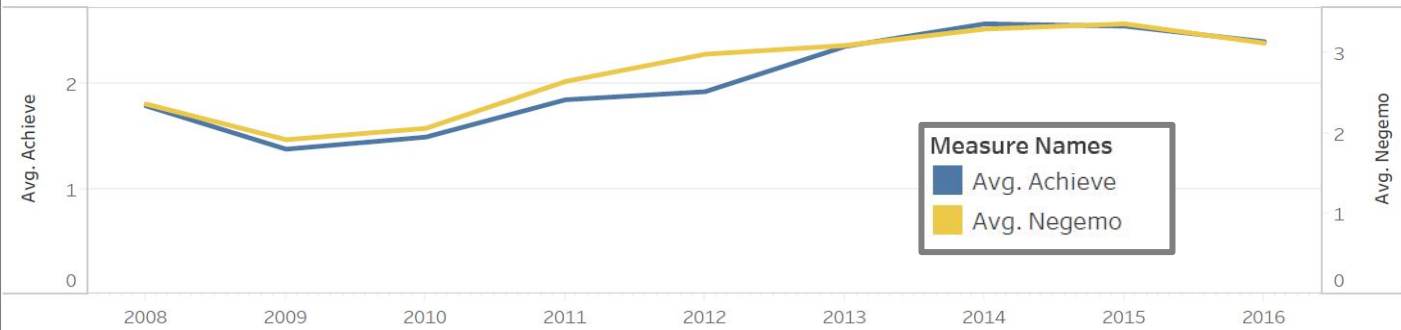
After Incarna in 2013 & the NDA Leaks in 2015, the users developed an increasing amount of negatively toned interactions.

Effects of ACHIEVE

Achieve vs Posemo



Achieve vs Negemo



Next, we looked at the effect of ACHIEVE.

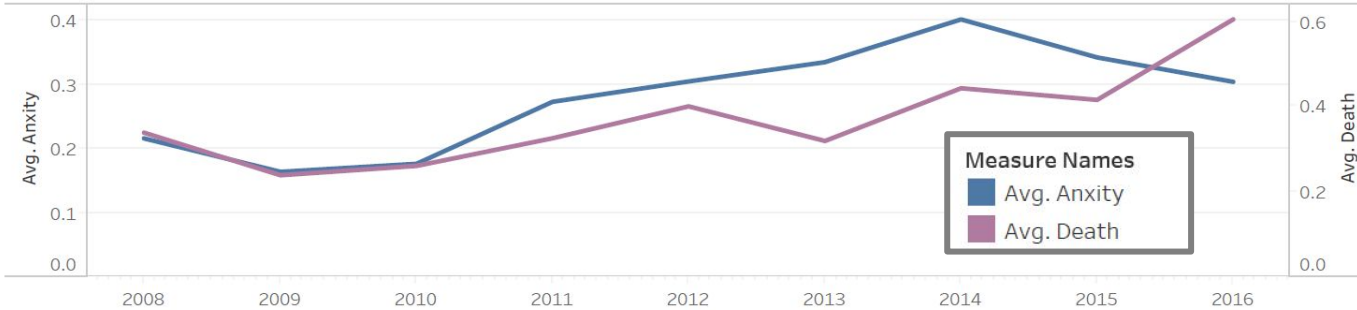
When there is a high achievement rate, the reaction of users is primarily positive.

However, we see that as ACHIEVE decreases, POSEMO increases.

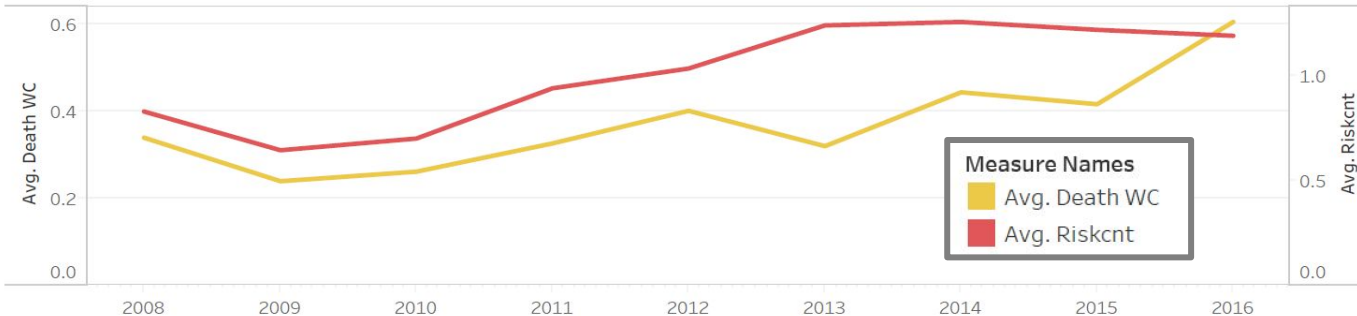
How is this possible?

ANXIETY - DEATH - RISK

Anxiety vs Death



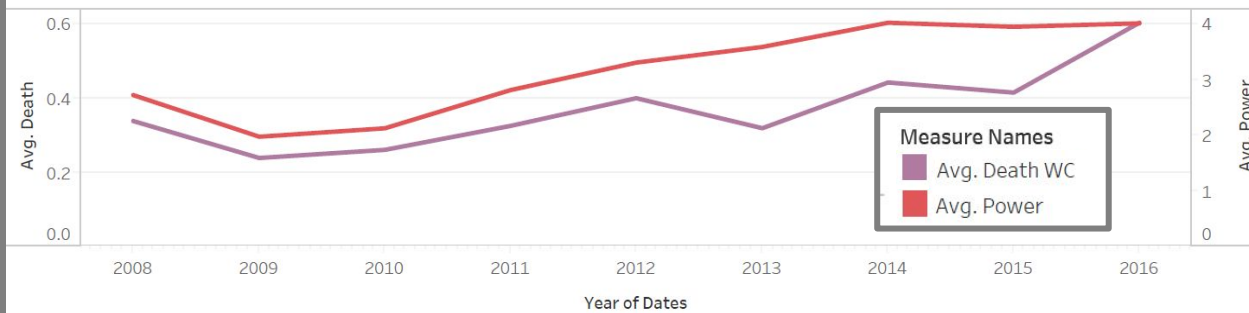
Death vs Risk



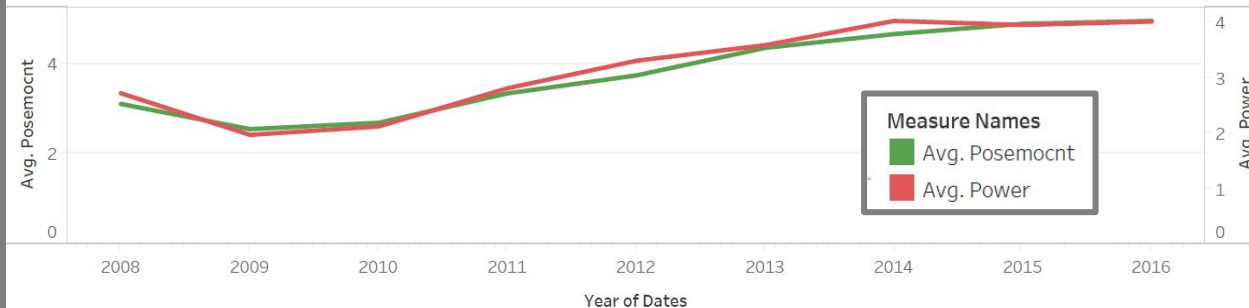
Scale is not synchronized. Here, as risk factor decreases, death also decreases but this pattern is altered. At the same time, anxiety decrease and Death increases which implies that as Anxiety (fear) factor falls. Risk decreases and this leads to increase in Death.

DEATH - POWER - POSEMO

Death vs Power



Posemo Vs Power



Next, we looked at the trends between DEATH, POWER, & POSEMO.

We see that POWER & POSEMO are highly correlated, and DEATH is shown to be steadily increasing over Time as well. These increases are the complete opposite of the overall decline of Users.

Because of this, we can deduce that the small number of Users left have assumed the most of the influence within the community.

Supporting Analysis

Correlation Table

Year	posemo-anger	posemo-negate	posemo-anxiety	posemo-sad	posemo-death	Posemo-risk	posemo-feel
2008	0.50390446	0.676843612	0.381681188	0.473659926	0.344676093	0.581488772	0.456086873
2009	0.549862631	0.688326053	0.364215201	0.450288111	0.304699667	0.561963214	0.43440496
2010	0.522375973	0.680895117	0.333777516	0.464639025	0.32472324	0.551429184	0.432103361
2011	0.512825908	0.69435385	0.35993713	0.473272901	0.329541807	0.574197879	0.430444001
2012	0.506104033	0.693926357	0.3918922	0.473653784	0.293838648	0.566297157	0.430210715
2013	0.50581497	0.702436057	0.429144095	0.441808306	0.326924439	0.57738168	0.498700564
2014	0.518656867	0.71702773	0.452438128	0.500344785	0.309666156	0.622148237	0.491333341
2015	0.528993529	0.711950478	0.422544423	0.464358994	0.372493244	0.582076467	0.496588422
2016	0.529561148	0.744445592	0.458256173	0.542581323	0.39983964	0.601697629	0.550615729

2008



2009



Here, we see that Correlation factor of Anger has increased from 2008 to 2009.

We assume this is because of T20 crisis and since the developer did not post his apology till late 2008, users across Eve-Online community vented their anger.

2009



2010



Here, we see that the Correlation factor of Anger has decreased from 2009 to 2010.

This is because CCP created an institution CSM which would have lowered the anger amongst the users.

2011



2012



Here, we see that correlation factor of Death decreases from 2011 to 2012.

This is because of the Incarna Crisis which supports our relation shown between Death-Power-Posemo.

2015



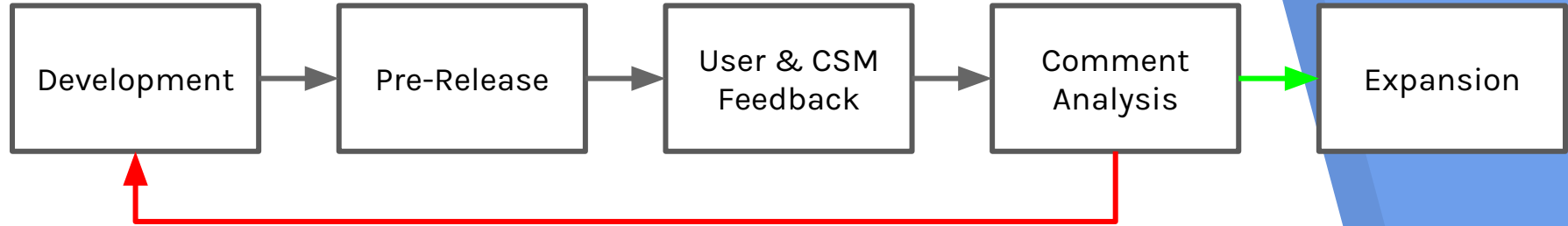
2016



Here, we see that the correlation factor of Negate has increased from 2015 to 2016. Also, the correlation factor of Sad increases exponentially from 2015 to 2016. So, we assume that the NDA Leaks has brought the unhappiness in the game.

**Why does
this matter?**

Future Work with our Data Product



The above flowchart, which we recommend as a process change, is based on the feedback mechanism. Before the release of a new feature in the EVE Online game, the comments of sample users should be analyzed as per our Data Product.

Based on the analysis & correlation factor, we can deduce how a release would be received by the users. Our data product may also help CCP forecast potential reactions to avoid the decline of the user base.

Thank you for Listening!

Questions?