**Games for Change Panel Briefing Document**

*Panel: The Kids Are (Mostly) All Right*

*For: Laura Higgins*

**Date:** Wednesday, July 14

**Arrival Time:** 12:00 PM/noon PDT

**Session Time:** 12:30PM - 1:20PM PDT

**Session Link:** [**Click here to access your session!**](https://gamesforchange-dot-yamm-track.appspot.com/Redirect?ukey=1HK3Ji_n6gtAjAc2j66tjv4I456_Ceyrumllzox3tD7M-1837596414&key=YAMMID-70222392&link=https%3A%2F%2Ftinyurl.com%2Fkids-are-mostly-alright)

**About Panel Session:**

As most developers know, kids are the first to jump in and play a new game and are often the most vocal about why it is great (or not) and how it can be improved. Yet they are rarely asked their opinion, and are very often the last to be heard. In this session youth are given a seat at the table to talk to developers of some of their favorite games. The conversation, hosted as part of the Raising Good Gamers initiative, will touch on questions like, “What do they think developers are getting right (and wrong) about keeping games safe and harassment free? What do developers need to understand about their experiences as young, Black and Latinx gamers online? How are developers thinking about the design of “good” play?” Participants should walk away with a renewed appreciation of the need to engage youth as key agents of change in defining, shaping, and sustaining the culture and climate of more safe, inclusive, and supportive online game communities.

**Participants:**

* Moderator: Arana Shapiro (G4C)
* Moderator: Rachelle Vallon (Quest to Learn)
* Laura Higgings (Roblox)
* Afeez Bello (Minecraft)
* Jaevon Mines-Evans (Quest to Learn)
* Sofia Jimenez (Quest to Learn)
* Major Martinez (Quest to Learn)

**Run of Show:**

1. Welcome (2 mins)
2. Introductions (10 mins) - see key messaging
3. Discussion (15 mins)
4. Audience Q+A (20 mins)

**Questions for Kids:**

1. What do you think developers are getting right about keeping games safe and harassment free?
2. What do you think developers are getting wrong about keeping games safe and harassment free?
3. What do developers need to understand about their experiences as young, Black and Latinx gamers online?
   1. Discuss our global community from 180 countries, many users turning creators - shaping their experiences/content on the platform to be more diverse.
   2. Note our efforts to educate the community on creating more inclusive, accessible experiences - we are raising the next generation of techies/devs, so we know we’ll see impact from that in the future.
4. What do kids want adults and developers to know about their needs as gamers?

**Questions for Adults:**

1. How are developers thinking about the design of “good” play?
2. What roles might youth/developers/parents/educators play in realizing a vision of a fair, safe, inclusive, and fun online game community for kids, especially those between the ages of 8-15?
3. What are some of the tensions at play between exploration and safety in online games?
4. What is something that has surprised you in your work on this topic?

**Key messages for your intro:**

* Roblox is on a mission to build a human co-experience platform that enables **shared experiences among billions of users.**
* **Safety is a top priority.** We believe in building a safe, civil, and diverse community - one that inspires and fosters creativity and positive relationships between people around the world.
* Every day, **43M people** around the world come to the platform to have fun with friends as they explore millions of immersive digital experiences.
* **Creative expression** is a huge draw: people create their own experiences on the platform, their online identity. They can be who they want to be and create experiences they’d like to have>>millions of experiences on the platform are all built by the Roblox community, made up of **over 8 million creators**.
* Quickly **expanding variety of experiences on the platform** (there’s something for everyone! Music concerts, education, you name it).
* Roblox is for everyone: we are quickly **growing our demographics** (~half of our users are over 13 y.o.!), and strive to offer the best user experience to our community members, so they can have fun and enjoy the millions of experiences on our platform, all while keeping the Metaverse safe and civil.

**New stats/anecdotes:**

* Last year’s teen survey from the Roblox community - 30% started creating on the platform. During the pandemic we saw **explosion in female creator growth: 100% growth in female studio users** (both U16 and 16+) since the start of COVID-19 (March 3, 2020 to March 16, 2021)
* Lots of great role models inspiring a more diverse creator community:
  + Successful female devs and devs from less represented groups founding their own studios, hiring teams
  + Recently spotlighted a UGC creator and Roblox featured Educator, named Natalie, who was 8 y.o. when she joined, began developing on the platform at the age of 15>>>built a successful experience and used its success to raise $20K for “Ocean Conservation Experience” nonprofit (+ anonymous donor matched to bring the total donation to $40K).
  + She plans to continue her philanthropic efforts by contributing to organizations that serve LGBTQ+ youth.

*Additional Safety & Civility Messaging:*

* We [work tirelessly to create a safe, civil, and diverse community](https://blog.roblox.com/de/2020/11/die-schaffung-einer-sicheren-und-zivilen-community/) and have no tolerance for content or behaviour that violates our rules. For example, we have extremely stringent chat filters, which block inappropriate words or phrases like profanity or discriminatory language, and we update them daily.
* Every image, audio or video file uploaded onto the platform is reviewed by a combination of machine detection, and a team of more than 3,000 trust & safety agents who monitor for inappropriate content 24/7 in multiple languages.
* And we are continuously enhancing our stringent safety system – which we believe is one of the most rigorous of any platform – and evolving our policies and our moderation efforts to prevent, detect, and block content or behavior that violates our community guidelines and terms of use. We believe it’s our responsibility to keep our players and creators safe, so we [share regular updates](https://blog.roblox.com/de/2020/11/der-aufbau-einer-inklusiven-community/) on how exactly we do that.
* Through our [Digital Civility Initiative](https://corp.roblox.com/digital-well-being/) which is a big part of my role, we also regularly share resources and advice [on our blog](https://blog.roblox.com/2019/07/getting-involved-childs-online-life/) and [Roblox Civility](https://www.facebook.com/RobloxCivility/) page on Facebook to help guide parents, caregivers, their kids and teens through a constantly evolving digital landscape.
* We are investing heavily both in building a community that inspires positive play, but also in sharing actionable resources to help promote safety and civility on the Roblox platform and further afield.
* Reporting Tools and Parental Controls
  + We offer parents and users the choice to [limit or turn off chat](https://corp.roblox.com/parents/) completely and limit who can join their games.
  + We also actively encourage our users to report any activity they feel uncomfortable or concerned about: players can easily mute or block players that they come across in games and report inappropriate content/behavior using our [Report Abuse](https://en.help.roblox.com/hc/en-us/articles/203312410-How-to-Report-Rule-Violations) system located prominently throughout the site and in-game.

**If asked about China:**

* On July 13 (China time), the Luobu app, which is published by Tencent, became available on most China mobile OS. The official launch date was in December of 2020, shortly after it received its license to operate in China.

**Roblox Company Facts:**

* Founded by David Baszucki and Eric Cassel in **2004**
* Key milestones and dates:
  + Roblox Studio Launch (used for creating UGC games): 2006
  + Started selling digital currency: 2008 (Robux conversion: Roughly $1.00 to 100 Robux)
  + Game monetization introduced in 2013
  + Avatar Marketplace launched in 2019
  + Premium Payouts launched in 2020 (monetization based on engagement in game; awarded consistently to developers, regardless of their player base scale)
* Team: 1,000+ employees (80% in product & engineering), and over 3,000 trust and safety agents ***(as of March 31, 2021)***
* Location: San Mateo HQ

**Updated stats:**

* 43 million daily active users (DAU), spanning 180 countries.
* In Q1, users over the age of 13 grew at 111% and are now nearly half (49%) of our community.
* In Q1, 9.7 billion hours engaged on the platform (up 98% year over year). **In 2020 we saw an average of 2.6 hours daily per DAU.**
* Over 8M active developers and creators on the platform, earned $329 million in 2020 and we are on track to **share half a billion dollars in 2021** with the community (top creators have earned millions of dollars, thousands are making a living).
* Millions of experiences and creator-built virtual items available on the platform