

User Behavior, Social Networking, and Playing Style in Online and Face to Face Bridge Communities

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Massively Social Gaming

(online) games with massive numbers of players (100K+), for which social interaction improves the gaming experience



Key market advantage:

Use [Social Network] analysis to improve gameplay experience

Zynga CTO

Bridge as traditional card game

- Duplicate bridge: same hand at every table, eliminates luck
- **Millions of players world-wide**
- Only team game at World Mind Sport

Bridge as massively social game

- Complex agreements between partners (like a social partnership)
- A good pair forms in a very long period of time (like a social ...)
- **Online stats, pairing, ranking?**
 - **Use SocNet analysis**

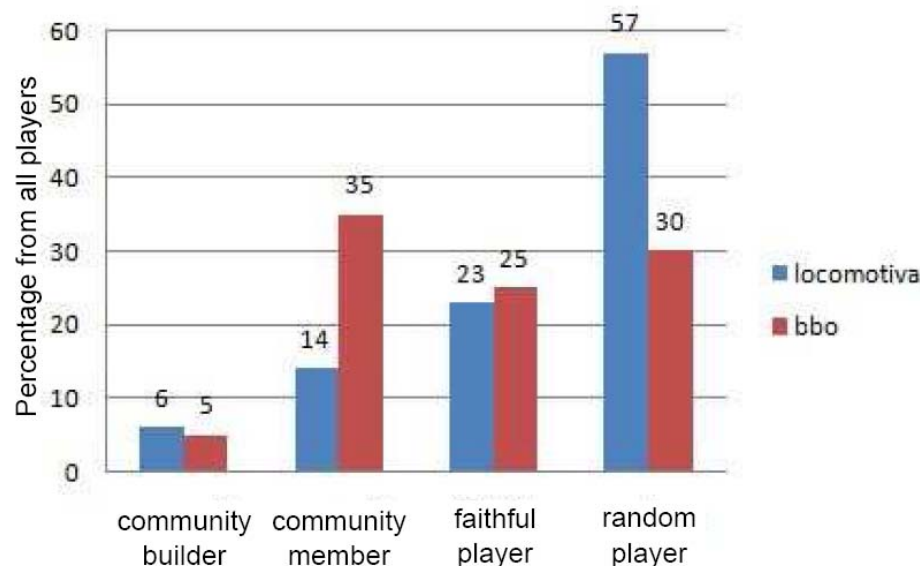
Key Idea: Social Network Analysis

Play Relationships = Social Graph Edges

Example: Player Types

- **Community Builder**
plays many hands with many other players
- **Community Member**
plays mostly with a few community members
- **Faithful Player**
1-2 stable partners
- **Random Player**
no stable partner

	Loco	BBO	BBO Fans
Period	Jan 1-Dec 31, 2009	Sep 5-Oct 15, 2009	
Tournaments/Week	4	<i>n/a</i>	21
Players	275	142,401	8,609
Hands	28,756	3,115,536	565,799



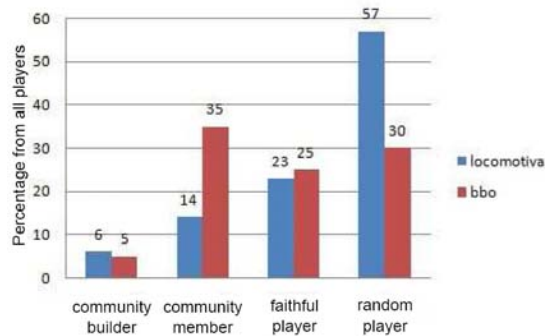
(Memory jog: Creating a bridge relationship takes longer than creating a relationship in FaceBook, Orkut, ...)

Massively Social Gaming

- Million-users, multi-bn. market
- Content, World Sim, Analytics

Current Technology

- Complete game mechanics
- Basic social network tools
- Makes players unhappy
- Many starters quit



<http://BridgeHelper.eu>

Our Vision

- Social Network Analysis + Applications = BridgeHelper

Ongoing Work

- More analysis
- Ranking
- Matchmaking

The Future

- Scalability, efficiency
- **Happy players**