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

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 market advantage:
Use [Social Network] analysis to improve gameplay experience
Zynga CTO

NetGames, Taiwan, 2010 – Analysis of BBO Fans
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

(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

Our Vision
- Social Network Analysis + Applications = BridgeHelper

Ongoing Work
- More analysis
- Ranking
- Matchmaking

The Future
- Scalability, efficiency
- Happy players

http://BridgeHelper.org