

### OVERVIEW

Players build meaningful, strong relationships through games, resulting in complex communities, like traditional Online Social Network. Yet, participation is not always well distributed and isolated, non-social players exist in the community (i.e., lurkers and loners).

### THE SOCIAL MEDIA ORIGINS

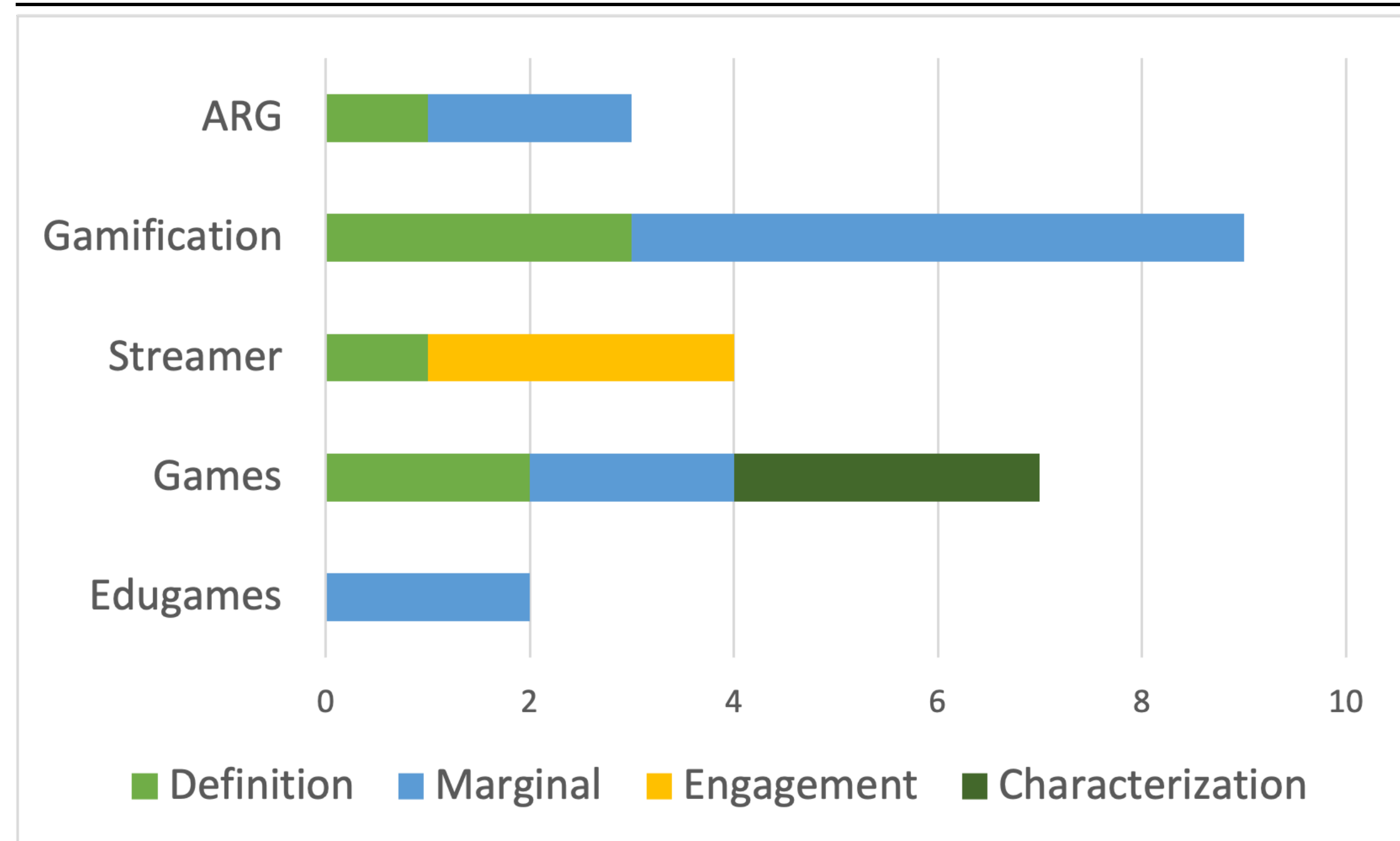
**Lurkers** represent an important slice of the Online Social Network population. Although they are generally referred to as “silent observers”, their role in the community is both normal and indispensable. They are the consumers of the network, and still manage to develop a sense of community. Therefore, a balance between posters and lurkers needs to be maintained for a successful social network to grow.

### WHO ARE NON-SOCIAL PLAYERS (I.E., LURKER AND LONERS) IN GAMES?

#### GAME LURKERS

*lurk\* AND (multiplayer OR online) AND gam\**

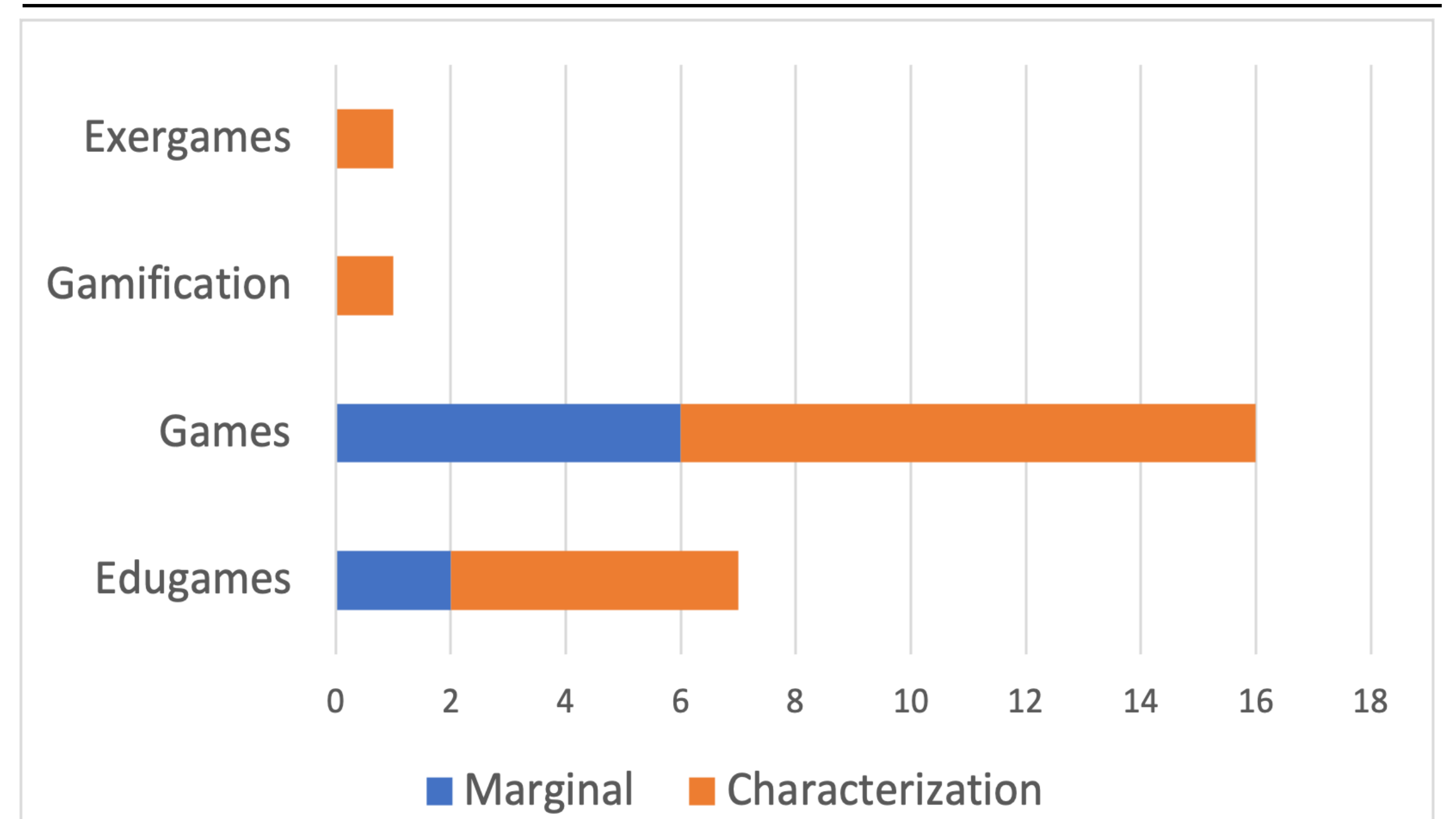
	ACM Guide	IEEE	ScienceDirect	Springer	Scopus
No filtering	377	3	363	686	1203
Title					
Abstract (No rep)	10	1	7	8	84
Final set	5	0	4	3	13



#### GAME LONERS

*(lone OR loner? OR "isolated player\*" OR "isolated user\*" OR "solo player\*") AND (multiplayer OR online) AND gam\**

	ACM Guide	IEEE	ScienceDirect	Springer	Scopus
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Title					
Abstract (No rep)	16	1	12	0	1
Final set	13	1	10	0	1



### LURKERS' AND LONERS' PROPERTIES

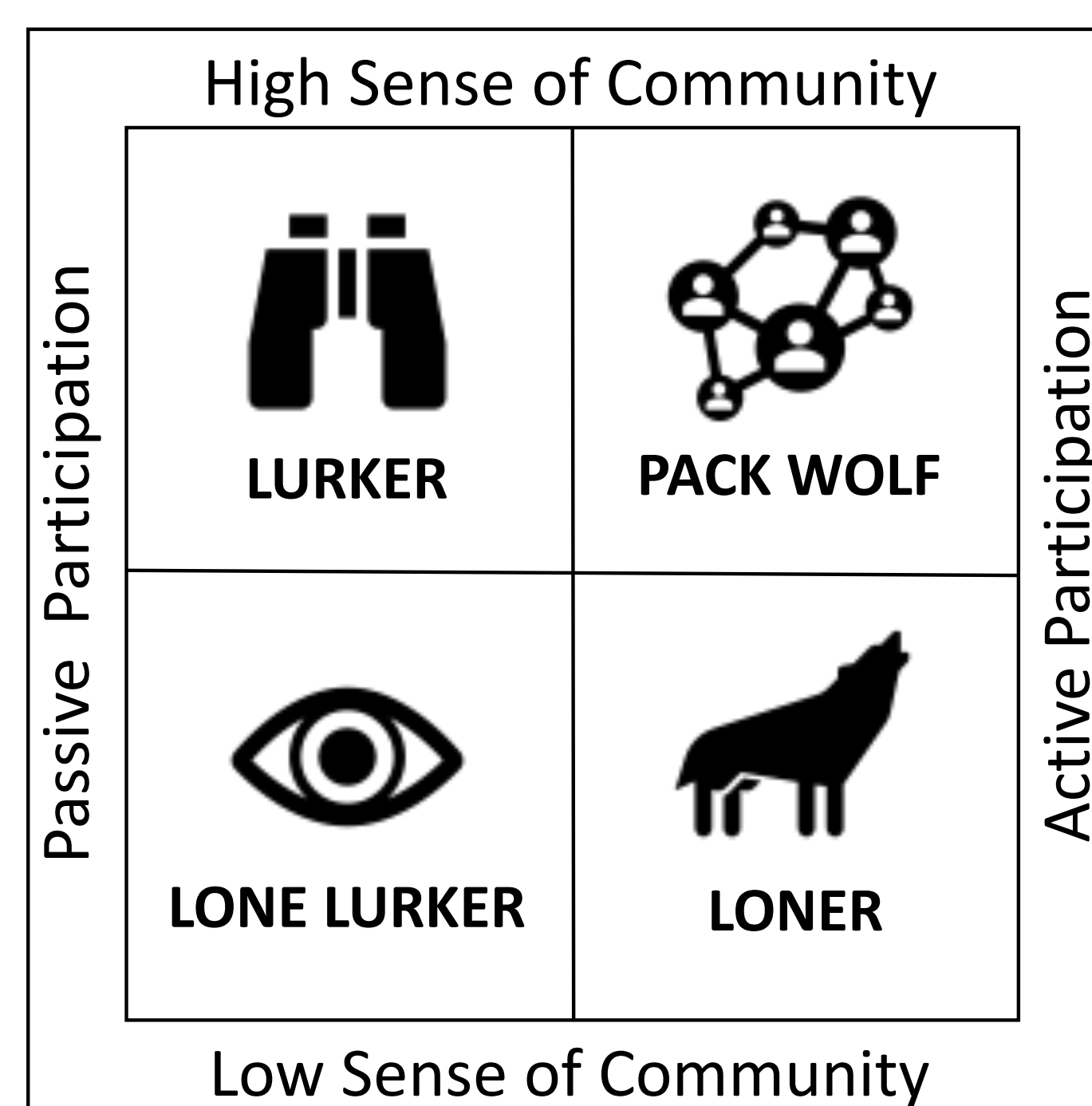
Area	Properties	Lurkers	Loners
Behavioral	Engagement through observation	YES	NO
Behavioral	Task progression or completion	NO	YES
Behavioral	Attachment to the community	YES	NO
Behavioral	Little (none) explicit social interactions	YES	YES
Behavioral	Own virtual space	YES	NO
Behavioral	Achievers	NO	YES
Psychological	Narcissism	NO	YES
Motivational	Novelty lost	YES	NO
Motivational	Cultural onboarding	YES	YES
Other Effects	Churn risk	YES	YES
Statistics	Majority of the population	YES	YES
Statistics	More likely to be females	NO	YES

**"LURKERS** are active users, or players, who perform little visible actions, and prefer browsing and studying the environment. They are committed to the online multiplayer platform and are retained for a meaningful amount of time"

**"LONERS** are active players, who have few social contacts with others and prefer working alone"

## THE INTERACTION MODEL

### A PERSONA BUILDING APPROACH



We divide interaction behaviours on two axes: interaction with the *environment* and the *community*.

**Environment:** active participation (visible interactions, usually logged and analysed) vs. passive actions (e.g., browsing, viewing).

**Community:** high sense of community (connection or dependence to the community, either visible or invisible) vs. low sense of community (individualistic behaviours).

⚠ Those four Personas describe our model's extreme points, developed as a spectrum. Players will likely fall in categories that are in between those points

### FUTURE RESEARCH AGENDA

- Definition and Identification Metrics
- Impact on the Game and Players
- Psychological Characterization
- Behavioural Characterization
- Motivational Drivers
- Design Implications and Engagement

