

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

Mihaela Balint, Vlad Posea, Alexandru Dimitriu

Politehnica University of Bucharest,  
Romania

Alexandru Iosup

Delft University of Technology,  
The Netherlands

## 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**

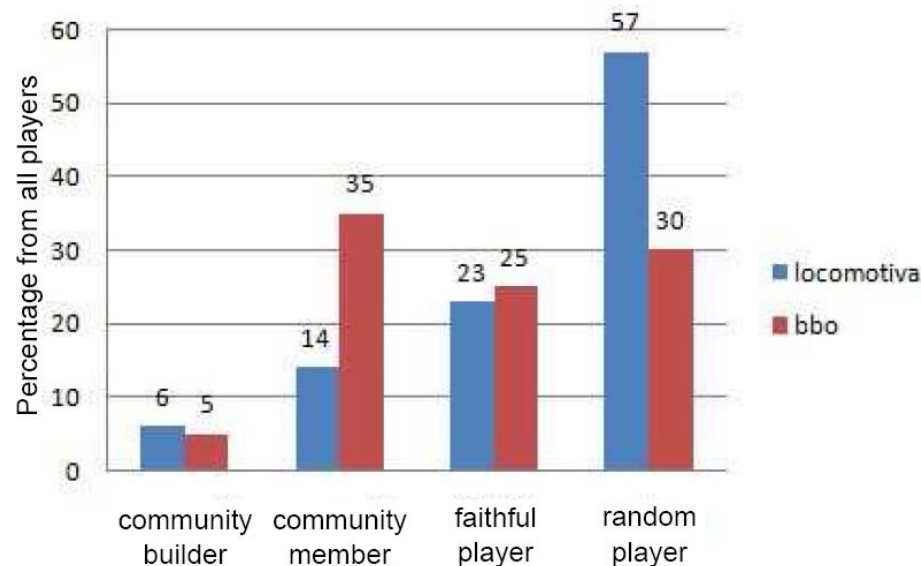
# Key Idea: Social Network Analysis

## 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	n/a	21
Players	275	142,401	8,609
Hands	28,756	3,115,536	565,799



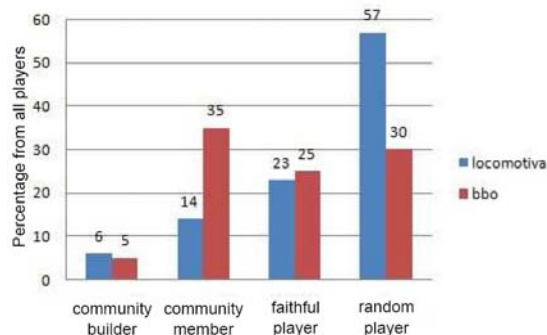
(Memory jog: Creating a bridge relationship takes longer than creating a relationship in FaceBook, Orkut, ...)

# 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.org>

## Our Vision

- Social Network Analysis + Applications = BridgeHelper

## Ongoing Work

- More analysis
- Ranking
- Matchmaking

## The Future

- Scalability, efficiency
- **Happy players**