

Cheating and
Social Network Games:
Cheating 2.0?

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How do videogame players
define and negotiate cheating?

in 2007? now?

"It is all about suspense, it is like someone telling you how an action movie ends, so what is the point in seeing it if you already know how the movie ends."

"If a game is good and I am enjoying it, it becomes almost part of my life--I will think about it on the bus home, wake up in the mornings thinking 'Aha! I wonder if I could do that.' And close my eyes at night to find flashes of the game rushing around inside my head."

"I've cheated in games before because sometimes it is fun to not play by the rules or get that 'god mode' feeling."

What does it mean to **cheat** in a videogame?





Cheating gives you an unfair advantage...

The Purist



“anything other than
getting through a game all
on your own”

is there such a
thing as cheating
oneself?


Code is law



"the code is actually altered to assist a certain player or using a cheat code"

**hollow wins &
"epiphany loss"**

THE CHEATER



you can only
cheat another
person

"I like to have any possible
advantage against people that
do not necessarily want to play
fair with me"

Cheating as a daily practice

Do what I say,
not what I do!



help! I got stuck ...



i got lost downtown
couldn't find a ride
home



it's fun to play god!

hitting fast forward





to be an ass.

TO SUM UP...

Players are active and thoughtful, accepting and resisting various forms of guidance, help and cheats. Their activity indicates the complexity of the gameplay experience.





Character status panels on the left side of the screen, showing portraits and various status bars (green, blue, red) for multiple characters.



Dunmore

Dunmore
Dunmore

- [unreadable]
- [unreadable]
- [unreadable]
- [unreadable]
- [unreadable]
- [unreadable]
- [unreadable]
- [unreadable]

Inventory or quest log window in the bottom right corner, containing a grid of items and a green button labeled "Inventory" or "Quests".

Game action bar at the bottom of the screen, featuring various icons for movement, combat, and utility.

A promotional image for Counter-Strike: Source featuring two Counter-Terrorist (CT) players in a desert environment. The player in the foreground is wearing a blue helmet with goggles and a tan jacket, holding a rifle. The player in the background is wearing a black balaclava and a tan jacket, also holding a rifle. The scene is set in a sandy, arid landscape with stone buildings and palm trees in the distance. A dark horizontal bar with the game's title is overlaid on the right side of the image.

COUNTER STRIKE
SOURCE

CS


















facebook

How friends change everything

David Foray
Platform Manager
R&D, Google and Twitter Business
March 8, 2014

Top 20 Apps with MAU over 10 Million (Understanding Facebook Ranks)

MAU Rank	Name
1.	 Candy Crush Saga
2.	 Pet Rescue Saga
4.	 Farm Heroes Saga
5.	 Microsoft Live
6.	 Spotify
7.	 TripAdvisor™
8.	 Dragon City
9.	 Pinterest
10.	 Bing
11.	 Criminal Case
12.	 Bitstrips
13.	 FarmVille 2
14.	 Give Hearts
15.	 Papa Pear Saga
16.	 Skype

0/1 0/2

Moves:
33

Score:
4520





CASTLEVILLE™ BETA



BUILD A HAPPY KINGDOM WITH YOUR FRIENDS!

Getting stuck



GLOOMED AREA



Would you like to Explore this land for



Have 140 Castle Level

130/140



Have 4 Crystals

0/4

BUY 7

100/100000



Have 17000 Coins


133/17000

BUY

EXPLORE



DownloadAtoZ



You still need some parts to expand and
for quests. Ask your Friends for them now!

6/10

Have 10 Spy Glasses. We must keep a watchful eye!

POST TO FRIENDS

6/8

Have 8 Rolling Pins to use in baking.

POST TO FRIENDS

Ask friends for Shards, then craft those Shards into Crystals to expand!

POST TO FRIENDS

Playing God

CastleVille Bot - Facebook Game Cheats

[Like](#) 416 [Send](#) [Tweet](#) 0 [+1](#) 0 [Share](#) 104 [Comments](#)



This CastleVille Bot will automate your task and will help you play better! The Bot is easy to use and absolutely free.

CastleVille Bot Features:

[Like](#) 416

1. Coins Cheat & Get +Castle
2. Enhanced Neighbors v1.0
3. Crafting Plugin v2.6
4. Enhanced Kingdom v2.0
5. Collect houses
6. Feed animals
7. Chop trees
8. Mine rocks
9. Clear grass, rocks, logs

ADL Uncompressor

Open Compressed Files in 1 Click

Rating: ★★★★★
...Recommended Download

Free Download

Size: 547kb Version: 1.2



Fast forward

Gamers Unite! Snag Bar – Get your bonuses and help your friends at the same time too!



G Search Stop Items G Home Friends (NEW) 1-Click Gifts Feeds Play Earning

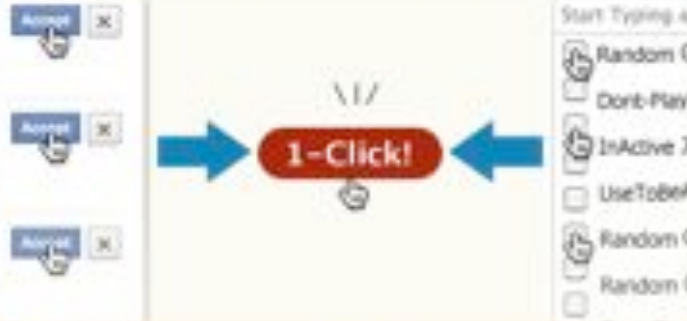
SNAG BONUSES

1-CLICK TOOLS

MY ACTIVE FRIENDS

EARN GUI COINS

MY GAMES FEEDS



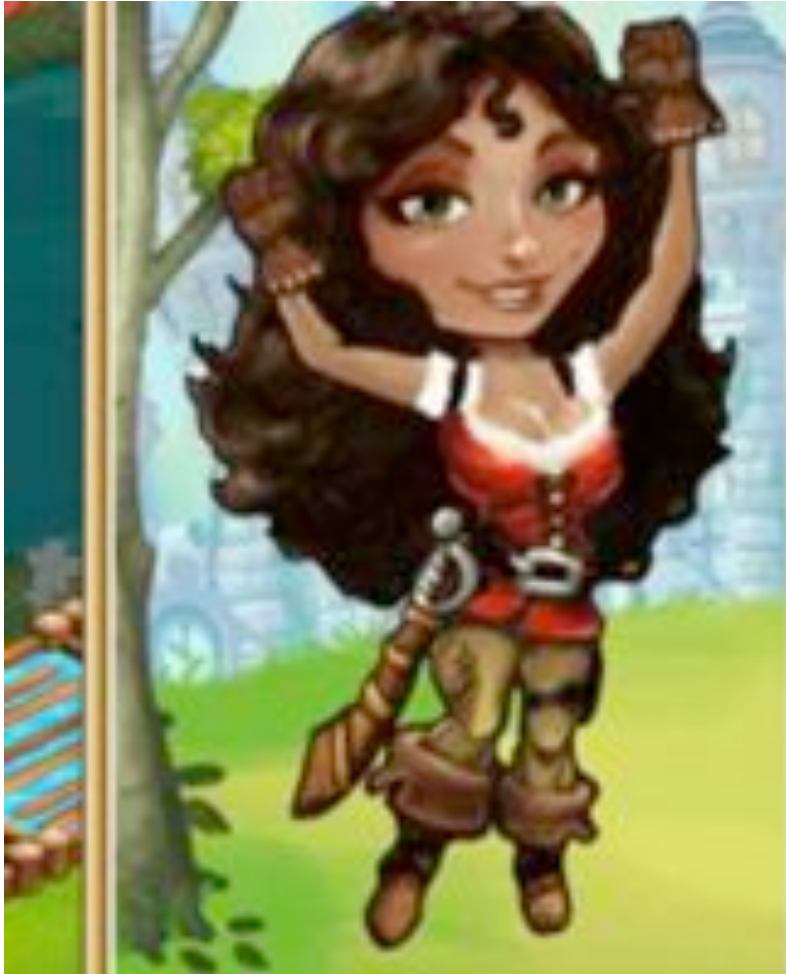
Accept & send requests all at once! No more clicking one by one or randomly selecting friends!

Install Toolbar

It's free and it installs in seconds.

This toolbar is not affiliated or associated with Zynga or Farmville in any way.

***official* fast forward**



PURCHASE WAS SUCCESSFUL!

You're on your way to Creating Your
Happy Ending!



Continue growing your Kingdom!

Every possible advantage



View Poll Results: What is your opinion of cheating?

Voters: 41. You may not vote on this poll.

Anyone that uses anything other than the tools Zynga gave them is cheating period!	12	29.27%
As long as they don't have an unfair advantage.. its not really cheating	3	7.32%
Its really none of my business. I play my way you play your way!	16	39.02%
It might be cheating, but I've never read the TOS so I'm not sure...	1	2.44%
I don't care if it is cheating, I play how I want.	1	2.44%
This poll is pointless, rules are rules and they are pretty clear!	8	19.51%

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If this is your first visit, be sure to check out the FAQ by clicking the link above. You may have to register before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

Closed Thread

Results 1 to 10 of 19 [Page 1 of 2](#) [1](#) [2](#) [Last >](#)**Thread: Shameless cheater**[Thread Tools](#) [Display](#)

09-16-2010, 10:22 AM

#1

[Profile](#)**New to the Forums**

Join Date: Jul 2010

Posts: 19

Shameless cheater

Hi there, how is it possible that a farmer gets over 400 levels in 10 days?

I'm really disappointed...he's now at level 459, growing up more than 40 levels per day...
Can Zynga stop this?



A

V

A

A

is level 459 up to level 400 in Farmville?

The maximum of experience and achieved in the highest levels of Farmville.

[2200 is levels Farmville](#) [Comments](#) [Wishes](#) [Real Farmville user](#)

Congrats

@ user to 459 level

The importance of platforms





ATARI 2600

E.T. THE EXTRA TERRESTRIAL



PLATFORM STUDIES



Facebook and game design

Player survey: social network games

- April – June 2012
- 151 completed surveys
- Age: 18-70 (most 30-39)
- 47.5% reported playing more than once a day
- 17 in-depth interviews

Our questions

- How do norms for social interaction on Facebook impact play practices and expectations related to cheating in social games?
- How do players negotiate and understand the differences between Facebook's ToS and individual game rules relative to cheating?
- How does Facebook as a game platform mediate, change or alter player definitions of cheating?

Player survey

- Would you consider it cheating if someone convinced a friend or family member to play a Facebook game solely for the purpose of advancing gameplay?
 - Yes 6.3%
 - No 93.7%

Player survey

- Would you consider it cheating if someone added strangers solely to advance gameplay?
 - Yes 10.1%
 - No 89.9%

Player survey

- Have you ever **logged into someone else's account** to advance your own gameplay?
 - Yes 20.2%
 - No 79.8%
- Would you consider logging into someone else's account cheating?
 - Yes 50.4%
 - No 49.6%

Player survey

- Would you consider it cheating if someone **made additional accounts** for the sole purpose of advancing gameplay?
 - Yes 41.4%
 - No 58.6%

Player survey

- Have you ever used cheat codes in a Facebook game to advance gameplay?
 - Yes 7.0%
 - No 93%
- Would you consider it cheating if someone were to use a cheat code to advance Facebook gameplay?
 - Yes 71.9%
 - No 28.1%

Player survey

- Have you ever purchased game currency or point cards to advance Facebook gameplay?
 - Yes 39.4%
 - No 60.6%
- Would you consider buying game currency or point cards to advance Facebook gameplay cheating?
 - Yes 7.1%
 - No 92.9%

Player survey

- Is cheating in a console or computer game different than cheating in a Facebook game?
 - Yes 34.1%
 - No 65.9%

Facebook social interaction norms & cheating

- Majority of respondents played games with their 'real' profile
- And most played games with others they knew in daily life



Facebook social interaction norms & cheating

- Differs from past models of online play such as MMOs where many play partners are strangers



Facebook social interaction norms & cheating

- Knowing the people you are playing with affects how you play the game
 - Consider how family might respond to your choices
 - Players can be more/less approving of friends and family members' actions they might consider cheating compared with actions of strangers

Facebook social interaction norms & cheating

- Differing definitions of what is ‘social’ in a game
 - Some players feel the games are social because you need other players to progress
 - Others feel the asynchronous nature of most games eliminates sociality- you are not playing “with” or “alongside” others
 - A few believed Facebook games’ less “in-depth play” meant they couldn’t be very social

Terms of service v. Game rules

- The majority of interviewees never thought about the differences between Facebook ToS and a game's rules
 - Yet some indicated that such games 'force you' to add strangers and act in ways that can violate FB ToS
 - In survey 58% said they wouldn't consider it cheating if someone made additional accounts for the sole purpose of advancing gameplay

Terms of service v. Game rules

- Logging into another player's account (prohibited by FB)
 - Roughly half of SURVEY participants said this was cheating
 - Several did admit to this practice
 - Many saw it (in their own words) as something slightly different- as an invasion of privacy

Facebook as a game platform & definitions of cheating

- Evolving payment models
 - Most players agree that purchasing currency in such games does NOT constitute cheating
 - As companies have legitimized purchasing in-game items and advancements, so too have players
 - Moral judgments have disappeared (i.e. gold farmers)

Facebook as a game platform & definitions of cheating

- Players privilege certain groups of players over others when engaging in online play (friends and family over strangers) – Eklund, 2013
- The Facebook community/network is quite different from other online game networks, and is not solely dedicated to gameplay
- Ties with others persist before/after gameplay
- Cheating becomes defined relative to *who* is engaging in an action, not just *what* the action

Social Network Games & Facebook as Platform

- Players are fine with the legitimation of virtual currency, but still often violate FB ToS for their own advantage
- Blurring of lines: rules of individual games versus Facebook ToS
- Structure of games works against deep investment in gameplay
 - Players don't take games as 'seriously'
 - Cheating is differently valued
 - Fast forward cheat has been integrated into gameplay
 - Cheating is not the 'social' activity it has been in MMOGs

(Re)thinking platform implications

Questions to consider

- How does gameplay via a social network like Facebook impact those networks after gameplay is concluded? How are relationships changed, if at all?
- What finer grain distinctions do players make about who is cheating?
- How do users re-shape game platforms?

Thanks!
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