



ALPHA

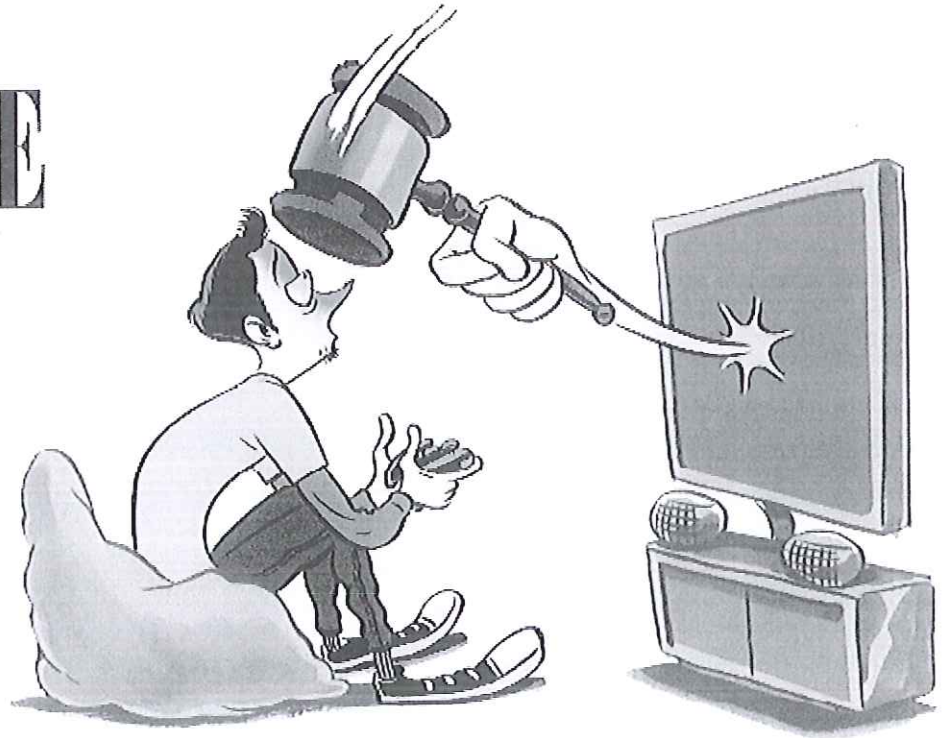
GOOD BEHAVIOR



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PLAY NICE MAKING ONLINE GAMING A BETTER PLACE



LEAGUE OF LEGENDS is a massively multiplayer strategy game that happens to be insanely tense. That leads to a lot of unsporting conduct: According to *LoL* developer Riot Games, “toxic player behavior” became a top reason for people quitting. So last year Riot created a Player Behavior team to combat the problem. Turns out the malfeasance “isn’t about anonymity but about a lack of consequence,” says Jeffrey Lin, the neuroscientist who leads the team. So they built some consequences. A system called the Tribunal now receives player grievances and presents them to the community, which can then levy punishments or banish players. The team began showing behavioral tips on the loading screen. (“Teammates perform worse if you harass them after a mistake.”) Showing those tips in red generally led to nicer play, with both verbal abuse and “negative attitude” dropping, and more than 280,000 players reformed.