# Game Principles: Initial Non-Proprietary Notes
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## 1. Purpose
- Recruit and retain the best available players using a free, multiplayer public game.
- Start with training sets comprised of the Twitter followers and accounts followed.
- Invite trusted friends to work together to solve social identity problems.
- Build groups based on trust, teams based on winning, identities rooted in a cause.
- The primary goal is to authenticate social identities as a puzzle or quest.
- An application to report red flags to the platform about accounts that are potentially:
    - Spies, bots or trolls interfering in elections by violating the law or platform rules;
    - Teens, Vets, active duty service members on a trajectory to suicide; or
    - Cases of teenage social alienation on a pathway to school shooter violence.

## 2. Strategy
- Use the public version of the game to identify elite players for private games.
- Intelligence, language skills, domain knowledge, empathy, and other player traits rated.
- Visualize the properties and behavior of Twitter accounts in new ways:
    - De-identify representations that are Office of Sponsored Research compliant;
    - Create novel visualizations of account metadata, such as a synthetic bot score, using a neural network derived from account features such as status/day, Circadian rhythm, percent retweets, followers and followings per day, and other text and metadata features, including n-gram derived naïve Bayes classifiers;
    - Express, navigate, explore, and strategically engage with the most important real-time network actors, alone or in a team, to probe for signs of life; and
    - Access and visualize historical user and time-series network-formation data.

## 3. Structure
- Unlimited players versus limited players per instance.
    - Ex., <=10, OR <=50, OR <=100 in an infinite hierarchy challenge scenario.
- Optimized first for phones and gaming consoles, later for immersive VR technologies.
- Levels of network views and high-speed graphical navigation:
    - Individual and filtered network account visualizations,
        - Progress through the game to earn ranking and prizes.
        - In particular languages, networks, specific domains, for certain tasks.

## 4. Themes
- Context sensitive scenarios and visualizations, for example:
    - **"Hunt"** for malicious bots & authoritarian trolls, *a defender of democracy*,
    - **"Protect"** family, friends, and peers, *a lifesaving hero*, or
    - **"Help"** find and connect authentic communities, be *a networking champ*.

## 5. Monetization and Sustainability
- Ad streams and sponsor prizes or a possible early exit to a platform for development.
- Public games to solve public problems. Private games to solve private problems.
- Government contracts through the Department of Defense and Veterans Affairs.
- A confidential VR version for national defense and Cyber Command.