



Video Gaming Case Study



The **Language** of Gamers: Using **Generative AI** to Bring Audiences to Life

- Ayzenberg + Glimpse

- Prominent ad agency Ayzenberg, along with a major global game publishers asked Glimpse to help them understand experiences of female-identifying, BIPOC, and LGBTQIA+ gamers at scale.

Concerns included receiving negative attention for 'toxic gaming culture.'

They were also worried that they were losing gamers and failing to attract as many new gamers as possible due to toxic experiences.

- Ayzenberg chose Glimpse because...

- They needed an agile and scaled approach to elicit first-party data the experiences of 'excluded gamers' in their own words.

They wanted to focus on natural language questions and responses as well as on traditional survey questions.

They needed global reach.

They were looking for the emotions and sentiments underlying gaming behaviors.

- 70% of participants witnessed toxic behavior in gaming.

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“My in real life friends and I met some people on a game we played together. They seemed nice at first but then they quickly showed their true colors. They were toxic, they trash talked all of my friends and I behind our backs. They took all of our other mutual online friends and turned them against us. They pretended they were the victims and they got my friend’s account banned on the game.”

– A Gen-Z Female from Arizona

● Glimpse + Generative AI showed differences by Segment

BIPOC

- Reported slurs include racial slurs, derogatory names, and even sexism.
- One story included people having been trash-talked or even had friends turn against them, while others faced hacking or cheating issues.
- Other examples include ridicule based on accents, sexual orientation, or gender identity.

LGTBQIA+

- Reported slurs include sexism, sexual orientation, and experiencing hackers and cheaters.
- Other mentions of being fetishized, insulted, or criticized for playing certain games.
- Experiences also include homophobic slurs and comments, dealing with general rude behavior, profanities, and personal attacks.

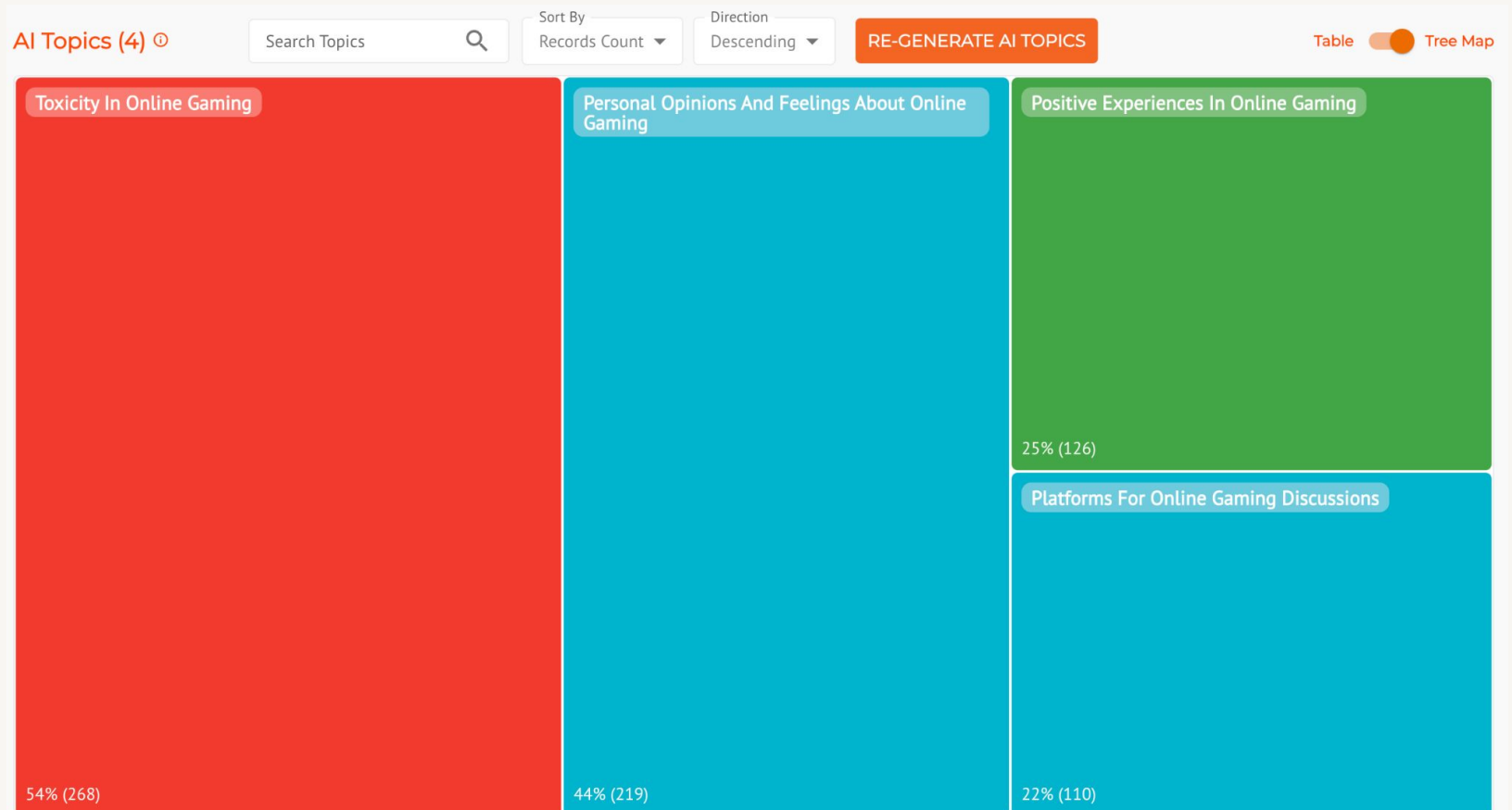
Females

- Reports include being sexually harassed, insulted, or treated poorly due to their gender.
- Others mentioned being targeted, bullied, or singled out for various reasons, including their skill level or simply for playing games.
- Some shared interesting strategies for dealing with harassment, such as muting chat or learning to ignore negative comments.

Glimpse's Gen AI capabilities mean our dashboard goes way beyond simple word clouds . . .



... and instantly organizes open-ended responses into smart topics ...



... and even AUTOMATICALLY surfaces Newsworthy Topics and Key Messages tailored to the needs and language of specific audience segments ...

created

June 22, 2023 11:02 AM

type: broad

Key Message

Comments

181 Of 181 (100%)

To engage this audience of BiPOC Gamers, Female Gamers, and LGBTQ+ Gamers, we should focus on promoting inclusivity, respect, and a safe gaming environment for all. Key phrases to include in our message could be:

1. "Inclusive gaming community" - Emphasize that everyone is welcome, regardless of their race, gender, or sexual orientation.
2. "Respectful interactions" - Encourage players to treat each other with kindness and understanding, avoiding derogatory language and harassment.
3. "Safe gaming space" - Highlight the importance of creating a secure environment where everyone can enjoy gaming without fear of discrimination or bullying.
4. "Zero-tolerance policy" - Make it clear that any form of harassment, racism, sexism, or homophobia will not be tolerated and will result in consequences.

We can also use actual comments from respondents to emphasize the need for change and improvement in the gaming community:

- "As a female gamer, I am targeted regularly, but I've learned to ignore it."
- "I have been called slurs for being part of the LGBTQ+ community."
- "The opposition found out my race and started saying racial slurs."

By addressing these concerns and promoting a positive gaming experience, we can engage and support this diverse audience of gamers.

Opportunity for Publishers

Results show that toxicity leads gamers to change who they play with, and even avoiding certain games when the toxicity is too extreme.

Big opportunity for game publishers!

Q13: How have you changed your gaming behaviors due to toxicity? Please choose all that apply.



- Clients' planned response...

- Expand listening & monitoring by engaging key target audiences

- Integrate Glimpse data and insights with gameplay data

- Track positive and negative issues

- Revisit and adjust regularly

- Expand project to look at all global markets and a broader array of community platforms



This gaming project is just one example of how Glimpse enabled clients to uncover the sentiment, emotion, top-of-mind awareness and human experience of their customers and audiences.

Ask us how the Glimpse platform (and/or Glimpse services) can help you accomplish similar goals!