

The Listening-at-Scale Challenge

Customer and audience understanding are undoubtedly the core of any successful strategy, whether you're a brand, a political party, or a not-for-profit organization.

But how do we ensure that we're listening to the right people, that the data is representative, that it's high quality, and that it allows for the creation of insights that are both differentiated and actionable?

Reasons Why Social Listening Alone Isn't Enough

- Representation: Social listening data is valuable but it represents the views of a
 relatively small number of people who discuss brands or organizations on social
 media. (When's the last time you waxed lyrical about your laundry detergent on
 lnstagram?). Here are a few reasons why:
- Access: People move across social platforms, only some of which (like X/Twitter or Instagram) are readily accessible to listening. Others (like WhatsApp or even WeChat) aren't. Also what about all of the real-world conversations, texting, and FaceTime-ing?
- **Listening:** Major social platforms can be under-representative of people in marginalized groups and of conversations about sensitive topics by all but the most committed partisans.
- **Engagement:** It's difficult to ask questions of social platform posters and engage them in conversations at scale.

Video Game Community Case Study

It's clear that the video game industry is one of the most important providers of media and entertainment, captivating hundreds of millions of players worldwide. Yet, it's also clear there's an issue that threatens the enjoyment of many gamers: toxicity within gaming communities.

A Glimpse study revealed a disconcerting fact: that over 70% of female, BIPOC, and LGBTQ+ gamers have reported encountering toxic behavior while engaging in their favorite pastime. It is crucial to shed light on this persistent problem, understand its scope, and explore potential solutions, both because it's the right thing to do and because (as our research revealed, gaming companies are losing out on substantial revenue opportunities.

The Elusive Nature of Gaming Toxicity

Toxicity in gaming communities manifests in various forms, from derogatory slurs and hate speech to cyberbullying and harassment. Many gamers, especially those from marginalized backgrounds, have had their experiences marred by these negative interactions. The question is: How widespread is this issue, and what can be done to combat it?

In collaboration with the <u>Ayzenberg Group</u>, a leading creative agency in the gaming industry—and especially <u>Jocelyn Harjees</u>, VP of Insights & Analytics at Ayzenberg, who co-sponsored, strategized, and presented initial findings with us—Glimpse embarked on a project to delve into the culture of gaming communities. The Fair Gaming Alliance had previously asserted that studying these communities was a daunting task due to the lack of scalable interviews, representative social listening, and comprehensive traditional surveys. However, Glimpse uses an approach that enables us to identify specific areas where improvements are warranted.

Listening to Gamers at Scale

Glimpse harnessed the power of generative AI to truly listen to the language of gamers, their emotions, and their experiences on an unprecedented scale. This methodology allowed us to uncover patterns and extract invaluable insights that were previously hidden from view. Our commitment to understanding the nuances of gaming culture led us to the heart of the matter - the experiences of gamers themselves. By doing so, we not only address issues but also create the possibility of working together with gamers and with game publishers to create more inclusive spaces.

Case Study Insights

Our collaborative effort with the Ayzenberg Group resulted in a revealing case study that sheds light on the culture of gaming communities. By looking at the slideshow below, you can gain a deeper understanding of the challenges and opportunities presented by the gaming world:



Video Gaming Case Study



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

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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.



"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

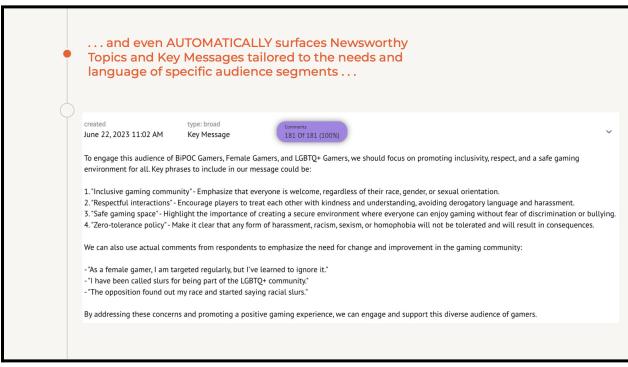
- Reports include being sexually harassed, insulted, or treated poorly due to their gender.
- Others mentioned being targeted, bullied, or singled out for various reasons, including their skill level or simply for playing games.
- Some shared interesting strategies for dealing with harassment, such as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

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

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community each other
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                    reason
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                                        ways call duty little
                                 rude
     cheats
            reviewsmen
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                                           V guy some people
                                          girl team offense
 racial slurs women people call behavior
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 video game Good gamer time female best comment
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 sexist comments victim
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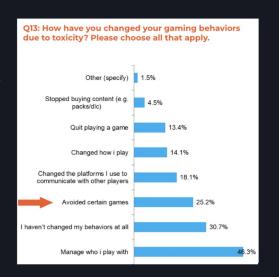


Opportunity for Publishers

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!



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!