GAMERSAFER

Strategies

PROACTIVE PROTECTIONS WITHIN GAMES:
A Hierarchy of Measures

May 2021, Version 1.1

CONTENT SUMMARY

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This document is intended to be a snapshot of the hierarchy of measures to promote player safety and well-being at scale. Starting from the top, the four tiers are categorized by their ability to protect players from criminal, predatory and harmful conduct.

All measures are expanded in the blog post **"Proactive Protection: A Holistic Approach".**

Additonal notes to consider:
The discussions around player safety design and measures is a complex matter. Understanding this topic takes continually monitoring, researching, and analysing the results and trends as they evolve across a wide range of games, cultures, demographics, and company needs.

We introduce these concepts as a way to continue tough conversations and form a basic understanding of where some of them can be more or less effective than others. Still, there will need to be many more conversations and articles in the future as we continue to investigate and illustrate the concepts here.

HIERARCHY OF MEASURES
PROACTIVE PROTECTION WITHIN GAMES

Most effective

PLAYER SAFETY & WELL-BEING

Least effective

PREVENTION

MITIGATION

INFORMATION, EDUCATION & AWARENESS

ENCOURAGEMENT
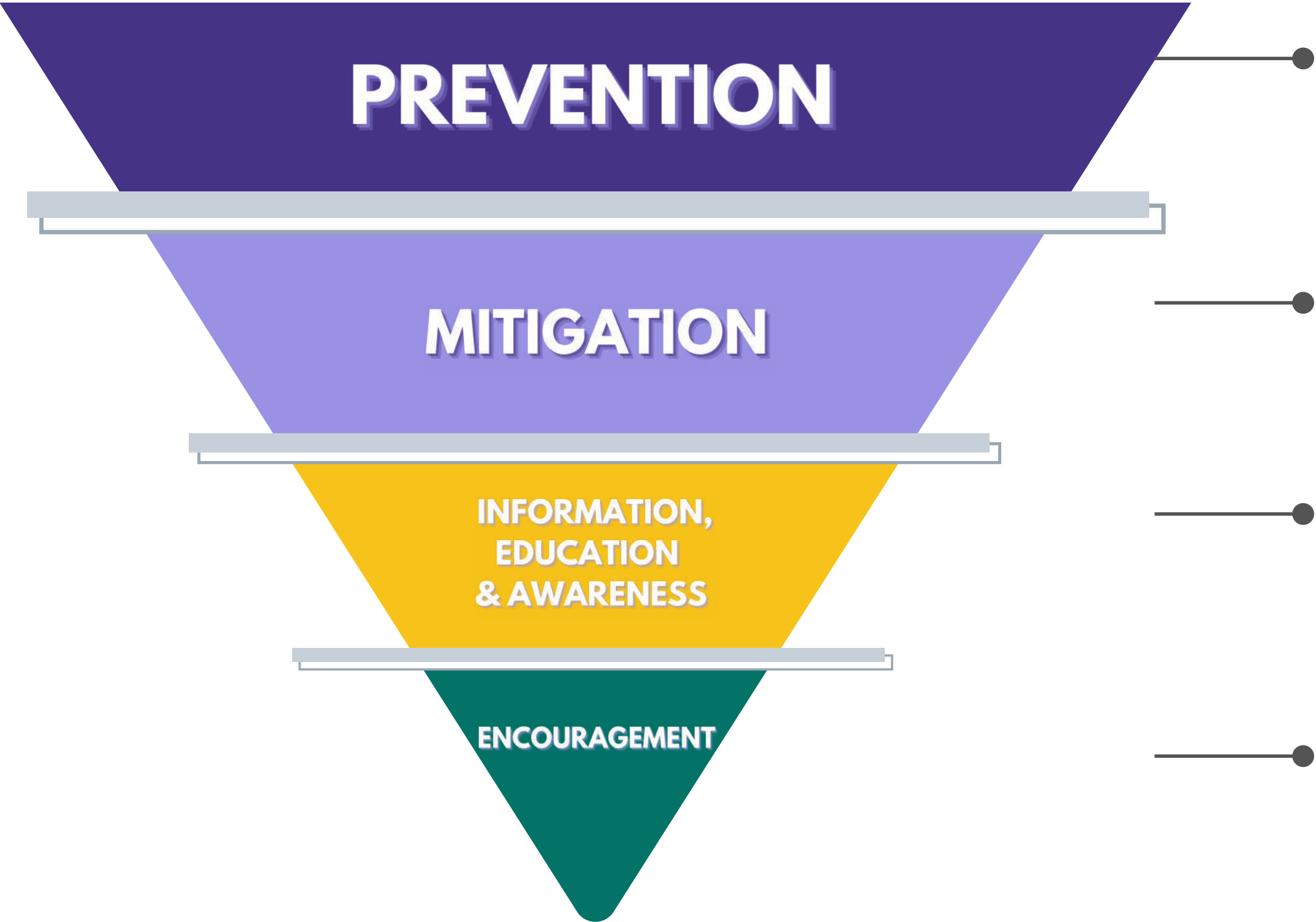
Ultimate Goal

Stop and/or significantly reduce the sources of criminal, predatory, and harmful conduct

Identify, manage and minimize severity, frequency, and impact of crimes and harms

Inform and educate players and communities for safety, respect, well-being

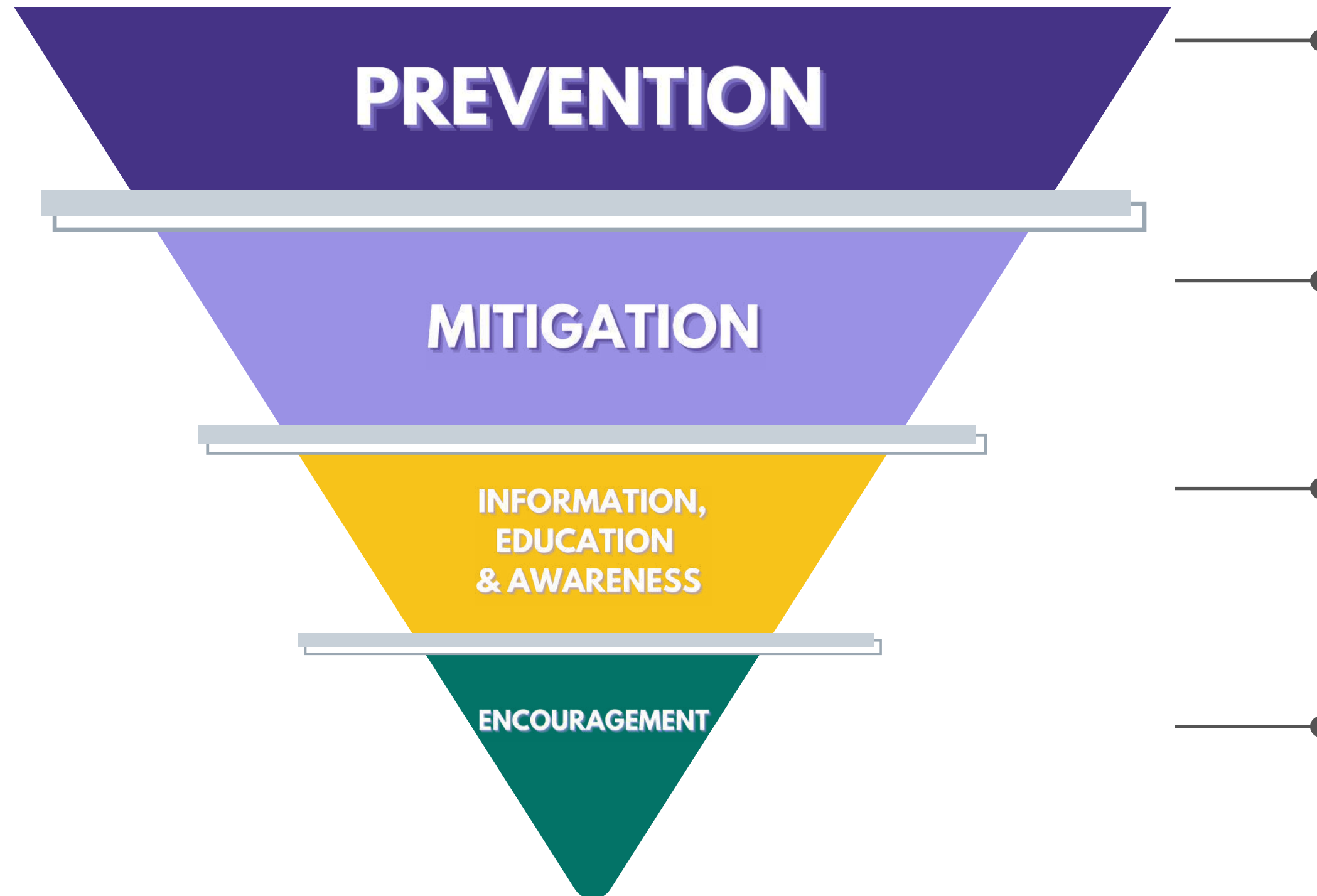Foster individual behavior change

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Examples of Interventions

- Player verification / authentication
- Age verification
- Parental controls
- Compatible matching

- Moderation
- Chat filtering
- Anti-cheating
- Redesign player experience and features

- Awareness about community guidelines
- Modeling the behavior
- Digital citizenship

- Individual incentives, player dashboard

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