



Resonance

A deck-building game of audience and influence

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Game Overview

- Resonance is a competitive **deck-building** game about **audiences** and **influencers** on a fictional social network called Prism.
- Players take on the role of influencers trying to **build and capture the attention of audiences** through their **responses** to real-world **events**.
- The first player to accumulate **100 attention points** wins the game.



Player Experience Goal

Players will feel cunning yet morally dubious as they strategically respond to events and shape their audiences.

This player experience goal creates tension between **optimizing for victory** and **confronting the social implications** of players' actions.

Target Audience

- College-educated players aged 21-32
- Engaged with U.S. political media
- Experienced tabletop gamers
- Interest in media literacy, information systems, and social media dynamics
- Appreciation for games with commentary

Publishing Approach

- **Hybrid publishing model:**
 - **Traditional publisher** for professional production and distribution networks
 - **Print-and-play option** for educational settings and casual players
- Similar approach to **Secret Hitler**
 - Published under Creative Commons license
 - Manufactured through Breaking Games



Game Treatment and Design

Core Mechanics

- **Deck-building:** Add and remove cards to optimize your deck
- **Resonance:** When your audience matches with responses or events, they resonate, providing bonuses
- **Resource management:** Balance your influence points and selection of personas and responses
- **Strategy:** Choose responses that will resonate with your current audience

Core Components

- **81 persona cards** (the people who might follow you)
- **50 response cards** (how you react to events)
- **25 event cards** (things happening in the world)
- **40 influence cards** (currency to improve your decks)
- Playing time: **60-90 minutes**
- Players: **2-4**

81



25



50



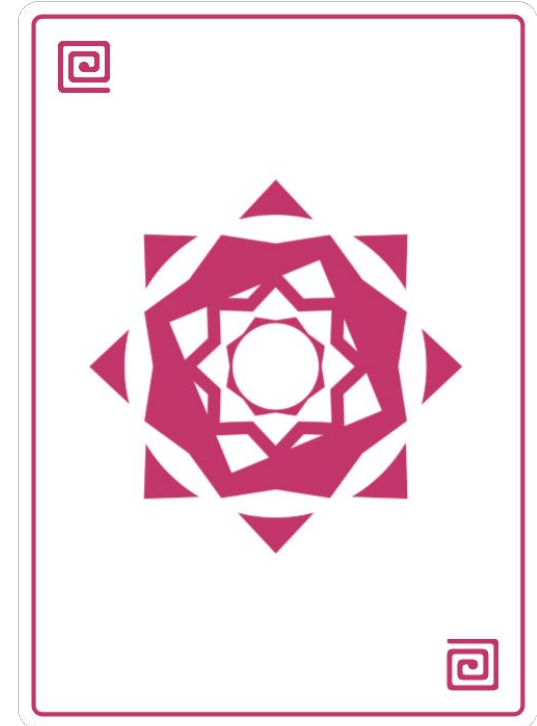
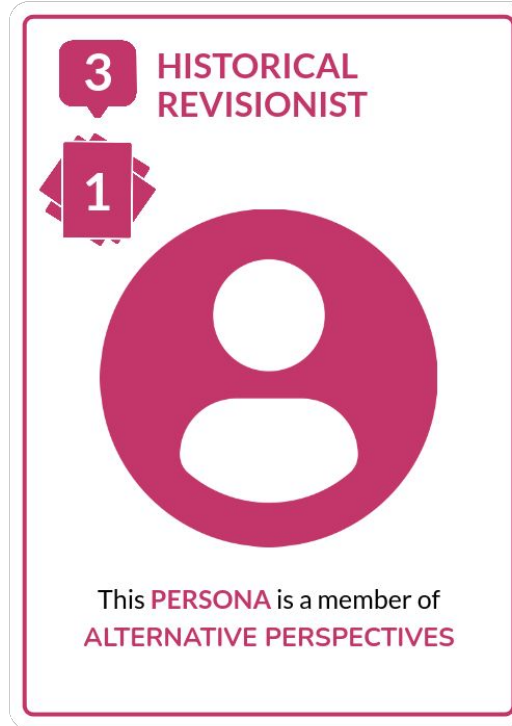
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Card Examples: Personas

Persona card: *Historical Revisionist*

- Belongs to the *Alternative Perspectives* audience
- Has a **point value** and **draw value**
- Earns points and influence when it **resonates** with events or responses
- Influencers **grow** and **curate** a deck of personas



Card Examples: Responses

Response card: *Dog Whistle*

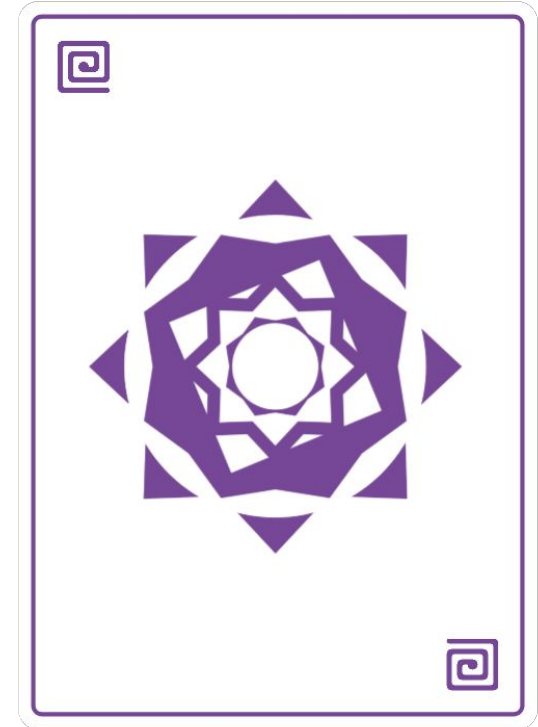
- **Resonates** with the *Professional Communicators* audience
- Used to **respond** to events
- Influencers **curate** a deck of responses



Card Examples: Events

Event Card: *Scientific Breakthrough*

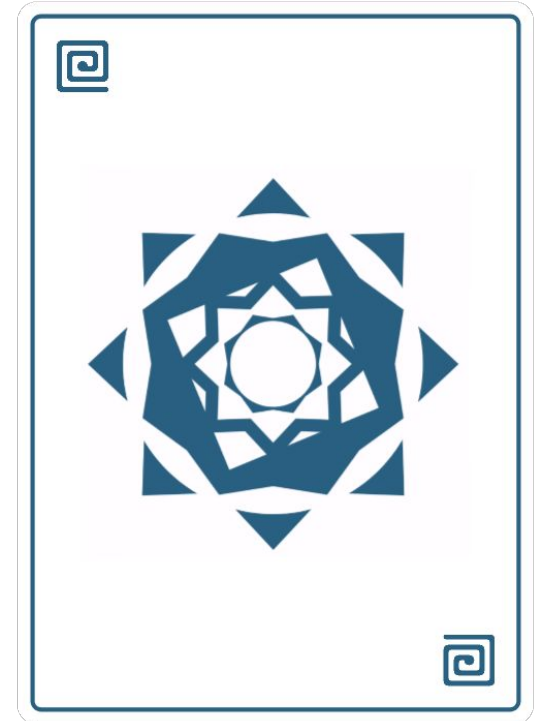
- Worth **16 attention points**
- **Resonates** with *Professionals, Everyday Citizens, and Professional Communicators*
- Players **win** event cards through persona and response cards



Card Examples: Influence

Influence card

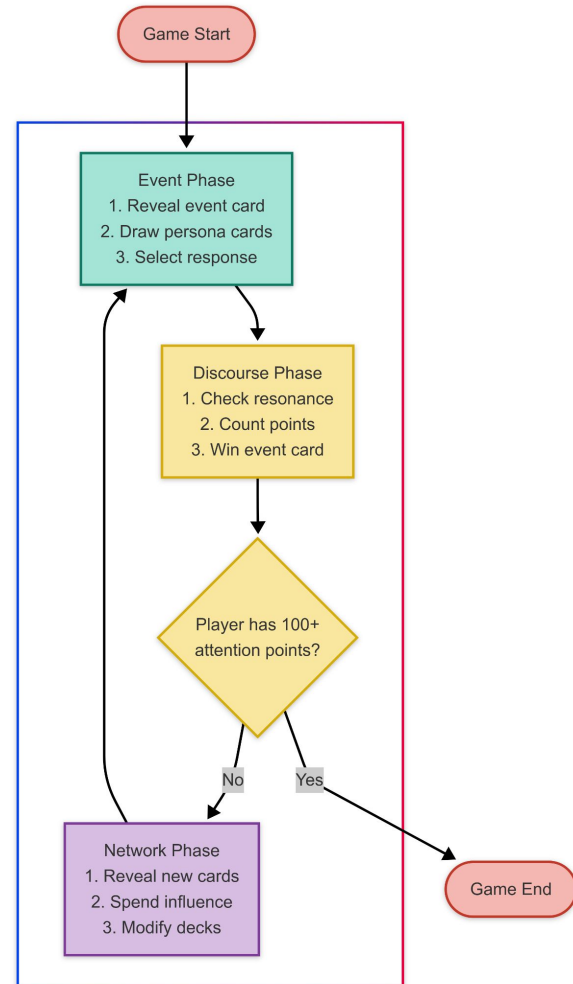
- Worth **1 influence point**
- Players **earn** influence when personas **resonate**
- Players **spend** influence to curate their persona and response decks



Gameplay Flow

Each round has three phases:

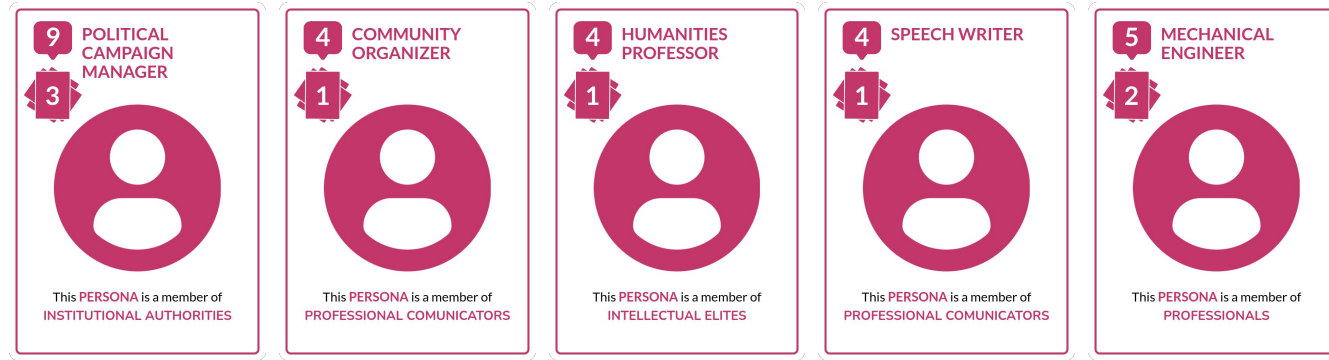
1. **Event Phase:** Draw personas and choose a response to an event
2. **Discourse Phase:** Resolve resonances and determine who wins the event
3. **Network Phase:** Spend influence to modify your decks



The Resonance Mechanic

- When personas match with events or responses, they "resonate"
- Resonating personas:
 - Earn influence points
 - Allow drawing additional persona cards
 - Contribute their point value to your hand
- Creates powerful cascading effects when optimized
- Models how real influencers build and engage audiences

The Resonance Mechanic



The Resonance Mechanic



The Resonance Mechanic




TRIBAL SIGNALING



Use specific language and references that mark you as a member of a particular group.

RESONATES with PERSONAS in INTELLECTUAL ELITES

9 POLITICAL CAMPAIGN MANAGER
3



This PERSONA is a member of INSTITUTIONAL AUTHORITIES

4 COMMUNITY ORGANIZER
1



This PERSONA is a member of PROFESSIONAL COMMUNICATORS

4 HUMANITIES PROFESSOR
1




This PERSONA is a member of INTELLECTUAL ELITES

4 SPEECH WRITER
1



This PERSONA is a member of PROFESSIONAL COMMUNICATORS

5 MECHANICAL ENGINEER
2

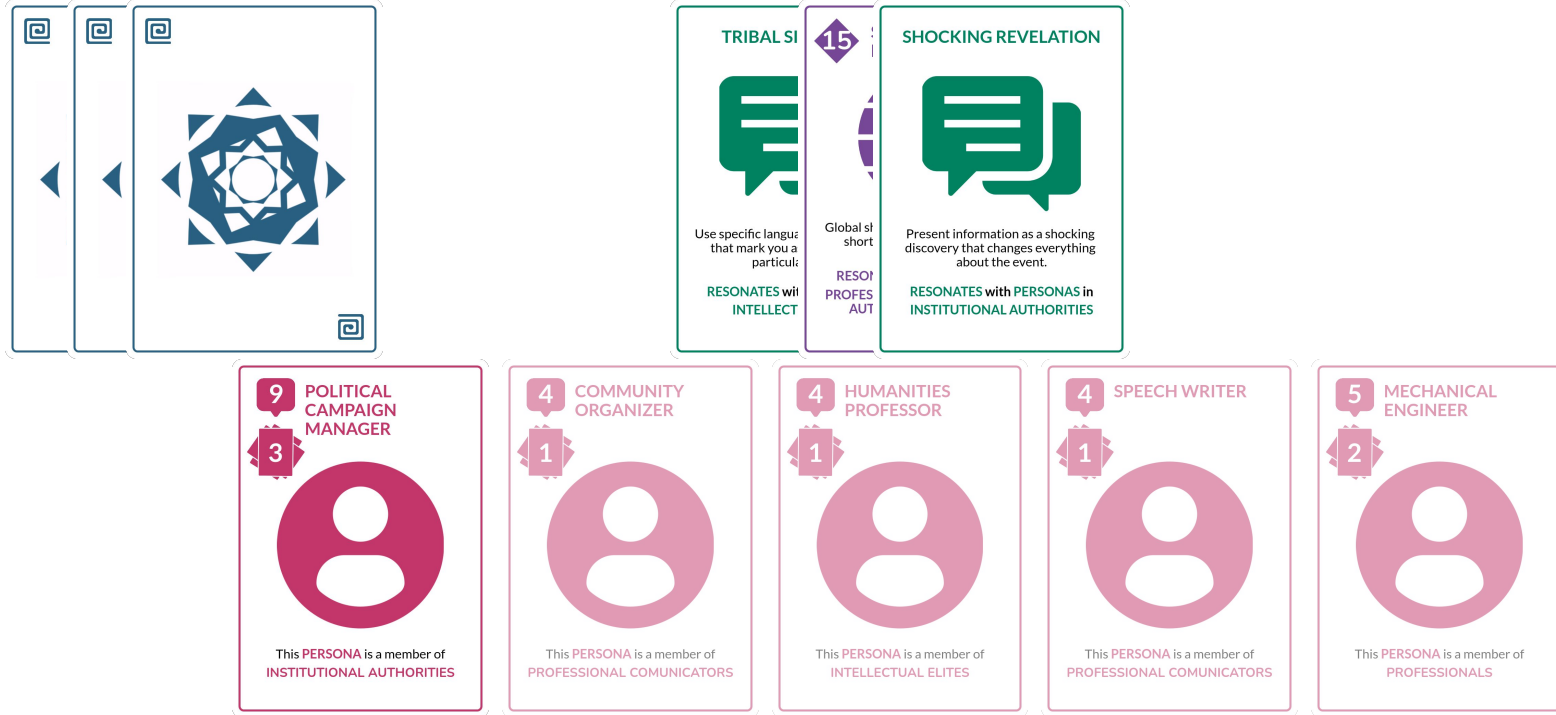


This PERSONA is a member of PROFESSIONALS

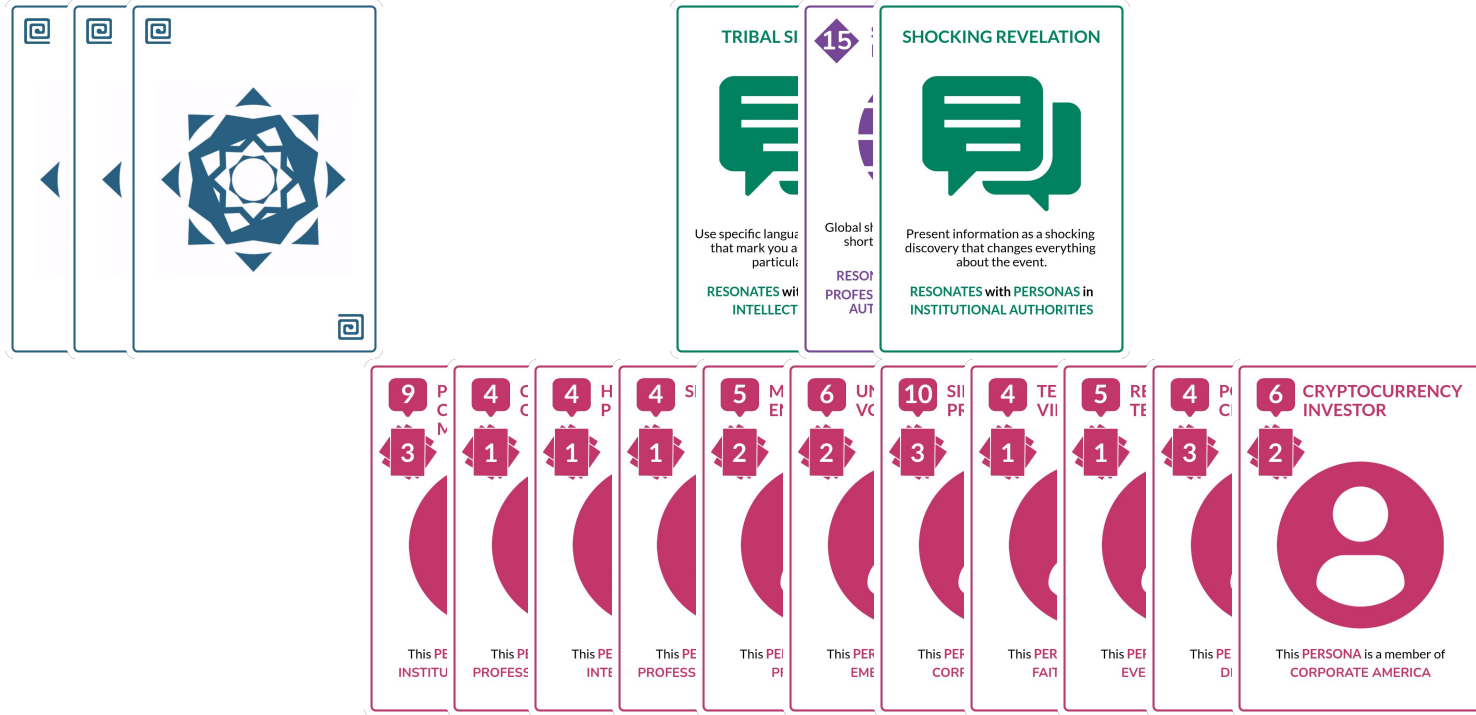
The Resonance Mechanic



The Resonance Mechanic

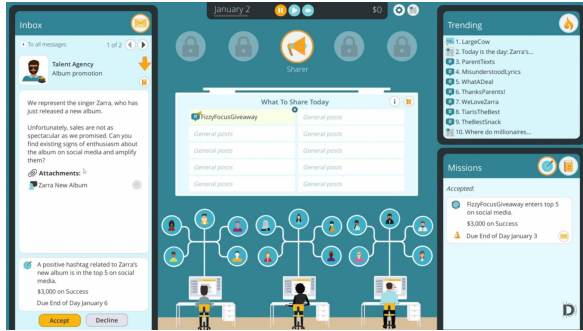


The Resonance Mechanic



Comparative & Competitive Research

Surveyed Games



Influence Inc.: Digital simulation game focused on manipulating social media



Influencers In The Wild: Board game poking fun at social media stars



Influenc'd: Single-player game about becoming a social media influencer

Key Comparative & Competitive Insights

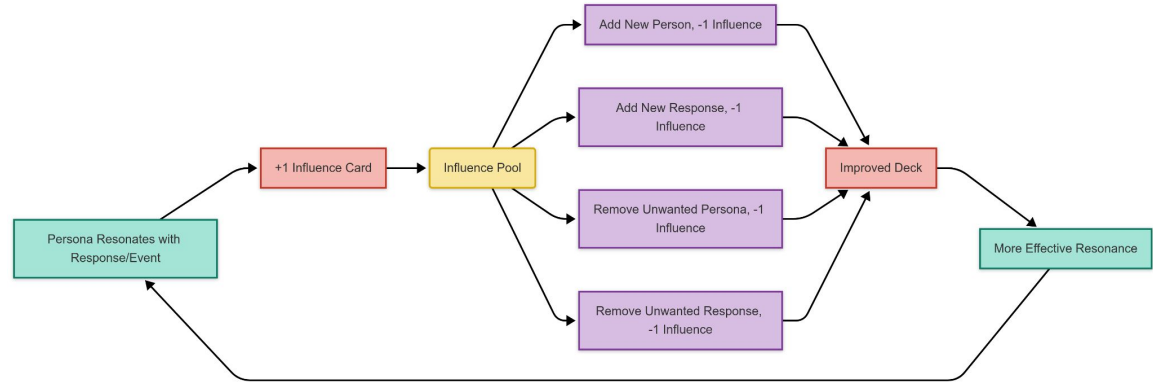
Our unique position: Resonance offers strategic depth while modeling the reciprocal relationship between influencers and audiences, with educational commentary on social media dynamics.

Systems and Modeling

Modeling Reality

Resonance models how:

- Political influencers shape and are shaped by their audiences
- Strategic messaging resonates with specific audience segments
- Attention accumulates and creates a snowball effect
- Real-world events present opportunities for audience growth



Conclusion

Resonance delivers a tabletop experience that balances **strategic gameplay** with **timely commentary** on social media dynamics and political discourse.

Players experience **firsthand** how **strategic choices** in messaging and audience targeting lead to success, while **confronting** the implications of these mechanics.