

Exploring the Interaction of Language and ChatGPT

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Big Picture

If English is not your second language, should you use ChatGPT in English or in your first language? That is the question this paper addresses.

It has been established that in purely factual issues (such as answering exam questions) ChatGPT tends to be more accurate in English [see ChatGPT Beyond English: Towards a Comprehensive Evaluation of Large Language Models in Multilingual Learning, 2023, Viet Dec Lai *et al*]. What does this mean for users who have English as their second language? Should they use their native tongue or English? Whilst purely factual matters might be more accurate when asked in English, what about other types of questions? Might asking in another language sometimes unlock different and potentially useful insights?

In this informal note, the authors share the results of an experiment looking at the impact of asking questions to ChatGPT in different languages. These questions were asked in the context of market research and insights.

The key findings were:

- When asked a question in English, the answers appeared to be longer and more analytical.
- Although though the questions did not identify a location, asking in different languages tended to highlight different cultural and social phenomena.
- Using a human translation of the question to Thai or Japanese and then using a machine to backtranslate the text did not generate the original question. This reminds us that it is often not possible to ask the same non-trivial question in two languages – increasing the chances of ChatGPT providing a different answer to the same question asked in two languages.
- Asking the same question twice or regenerating the answer can generate differences, so some of the differences observed will be chance, and some will relate to the language being used.
- ChatGPT coped well with Thai and Japanese, but it struggled with Yorùbá in some cases.
- For speakers of a second language there are potential benefits to asking the question in both English and in their first language.

High and Low Context Languages

The authors speculate that one reason for differences between languages is whether they are high or low context. “*A high-context communication ... is one in which most of the information is already in the person, while very little is in the coded, explicit, transmitted part of the message. A low-context communication is just the opposite.*” (Hall, ET (1976) *Beyond Culture*). English is a low-context language. Communication is done with direct statements, and little shared knowledge is assumed. Thai and Yorùbá is classed as moderately high-context and Japanese as high-context. High-context languages rely in more shared knowledge, context and even non-verbal clues. An answer provided in a high-context language may be providing more insight to a native speaker than a simple translation to English might suggest.

Experiment

The starting point was to pose a question to ChatGPT in English, to establish a benchmark response. The question was then translated into Japanese, Thai and Yorùbá by the authors. The translated questions were then used as prompts to ChatGPT to elicit responses in the same language. The question asked in Japanese generated an answer in Japanese and the same for Thai and Yorùbá.

The authors then contrasted the ChatGPT outputs with the English response to the English question to qualitatively assess any differences. The team noted any differences in the responses.

To explore further nuances, the two authors based in Japan used separate translations of the English Question, and in Thailand the author contrasted her responses with those of her 20-year-old daughter.

The ChatGPT that was used was the main version in use before the o-series, reasoning models.

The Data

The English, Reference Question and Reference Response

Ray Poynter took the lead on the English question, creating the Reference Question and collecting the Reference Response.

Question:

“My client makes computer games. Most of their players of their games are women in the age 25 to 55. My client has developed a new game, and they have to decide the best day of the year to launch it. How should they find the best answer?”

Note the question does not mention the location of the market where the product is to be launched.

ChatGPT's Response:

"Choosing the best day of the year to launch a new game—especially when the target demographic is women aged 25 to 55—requires a structured, data-driven approach. Here's a roadmap for how your client can discover the ideal launch date:

1. Analyze Player Behavior and Data

A Current User Analytics

If your client has other games, leverage existing user data to see patterns of peak playtime, engagement, and spending. Are certain days, weeks, or months more active than others?

B Seasonal Trends

Look at traffic, sales, and in-game activity across the calendar year. Identify if there are seasonal dips or surges (for instance, around holidays, vacations, or back-to-school periods).

C Device or Platform Insights

If the game is mobile, are engagement rates higher on weekends or weekday evenings? If it's PC/console, does engagement follow different rhythms?

2. Conduct Market Research

A Surveys and Focus Groups

Invite players from the target demographic (women, 25–55) to offer feedback on their preferred times to discover or start a new game. Gather data on their daily routines, work schedules, and entertainment habits.

B Social Listening

Monitor social media and community forums to see what current players or potential players discuss about gaming schedules, especially around holidays, family commitments, or seasonal changes.

C Competitive Analysis

Research other game releases in the same genre or with the same target audience. Avoid launching on a day when a massive title or a direct competitor is releasing or running a big event.

3. Consider External Calendar Events

A Major Holidays and Travel Seasons

For a demographic of women 25–55, holidays like Mother's Day or school breaks might play a role in whether they have more or less free time to explore new games.

B Promotional Opportunities (Sales, Awareness Days)

Check if there's a natural "tie-in" date—e.g., if the game has a theme that aligns with a known awareness day or event.

C Advertising and Marketing Cycles

Factor in the times of year when marketing dollars go further or are more expensive (e.g., Q4 holiday season is competitive and costly).

4. Plan & Test

A Soft Launch / Regional Launch

Test on a smaller scale (regional launch or a closed beta) to see if the day of the week or time of year influences key metrics such as user acquisition, retention, and monetization.

B A/B Testing Launch Periods

If possible, run timed promotions or content drops on different days to see which timeframe resonates best with the audience.

5. Weigh Practical/Operational Factors

A Internal Team Availability

Make sure your development, marketing, and support teams are at full capacity for a smooth launch. A release date right before a major holiday or weekend could leave the team stretched too thin.

B Lead Time for Marketing

Ensure there's enough runway to build anticipation and awareness before launch. The best date still needs lead time to execute campaigns (ads, influencer collaborations, social media teasers).

Putting It All Together

- 1. Gather Data from analytics, surveys, and competitive research.*
- 2. Identify Key Dates that align with peak engagement or minimal competition.*
- 3. Validate Through Testing (soft launch or targeted promotions).*
- 4. Confirm Operational Readiness to handle any post-launch support.*
- 5. Choose the Date that balances marketing advantage, audience availability, and the team's ability to provide a smooth rollout.*

Final Thoughts

By combining quantitative data (user analytics, seasonal trends, competitor analysis) with qualitative insights (user surveys, team capabilities), your client can pinpoint a launch date that maximizes visibility, drives engagement, and resonates with their core demographic of women aged 25–55.”

The response was very structured and comprised 590 words. Western cultural references included Mother's Day and that during the Q4 holidays money is less readily available.

The Thai Question and Response

Dangjaithawin Anantachai (Orm) took the lead on the Thai question and response.

In Thai the question was:

Question:

ลูกค้าของฉันเป็นผู้พัฒนาเกมคอมพิวเตอร์ โดยส่วนใหญ่ผู้เล่นเกมของพวกเขาคือผู้หญิงที่มีอายุระหว่าง 25 ถึง 55 ปี
ขณะนี้ลูกค้าได้พัฒนาเกมใหม่ขึ้นมาและต้องการตัดสินใจเลือกวันที่ดีที่สุดในปีที่จะเปิดตัวเกมดังกล่าว
ควรใช้วิธีใดในการค้นหาคำตอบที่ดีที่สุด?

ChatGPT's Response:

A: การตัดสินใจเลือกวันที่ดีที่สุดในการเปิดตัวเกมใหม่สำหรับกลุ่มเป้าหมายที่เป็นผู้หญิงอายุ 25-55 ปี
ควรพิจารณาหลายปัจจัยโดยใช้วิธีวิเคราะห์ข้อมูลและวิจัยตลาด ดังนี้:

1. วิเคราะห์พฤติกรรมของกลุ่มเป้าหมาย

- **ช่วงเวลาในการเล่น:** สักรวจว่าเวลาใดในปีผู้หญิงกลุ่มนี้มีแนวโน้มที่จะมีเวลาว่างมากขึ้น เช่น ช่วงวันหยุดเทศกาลหรือลาหยุดพักร้อน
- **ความสนใจในเกม:** ศึกษาว่าแนวเกมของคุณตรงกับกระแสหรือความนิยมในช่วงเวลาใด เช่น เกมแนวผจญภัยในช่วงที่คนต้องการพักจากความเครียด

2. วิเคราะห์ข้อมูลคู่แข่ง

- ตรวจสอบว่าเกมใหม่ของคุณจะเปิดตัวเมื่อไหร่ เพื่อหลีกเลี่ยงการชนกับเกมที่มีลักษณะใกล้เคียงกัน
- วิเคราะห์เกมที่เปิดตัวในอดีตว่าเดือนหรือช่วงเวลาใดที่มียอดผู้เล่นสูง

3. วิเคราะห์ฤดูกาลและเทศกาล

- **วันหยุดยาวและเทศกาล:** ช่วงที่ผู้คนมีเวลาว่าง เช่น วันปีใหม่ วันหยุดหน้าร้อน หรือเทศกาลสำคัญในประเทศเป้าหมาย
- **ช่วงโบนัส:** ช่วงที่ผู้คนมีกำลังซื้อสูง เช่น หลังจากได้รับโบนัสปลายปี

4. การสำรวจความเห็นกลุ่มเป้าหมาย

- ใช้แบบสำรวจในกลุ่มเป้าหมาย เช่น การตั้งคำถามในโซเชียลมีเดียหรือกลุ่มผู้เล่นเกมที่มีอยู่ เพื่อค้นหาความคิดเห็นว่าช่วงเวลาไหนที่เหมาะสมที่สุด

5. การวิเคราะห์ข้อมูลประวัติการขาย

- ศึกษาประวัติการขายของเกมเก่าหรือเกมในอุตสาหกรรมเดียวกัน เพื่อดูว่าเกมมักจะขายได้ดีในช่วงไหน

6. การใช้เทคนิคการวิเคราะห์ข้อมูลและ AI

- ใช้ AI เพื่อวิเคราะห์ข้อมูลพฤติกรรมผู้บริโภค เช่น การใช้ Google Trends ดูความนิยมในคำค้นหาหรือการสนใจเกี่ยวกับประเภทเกมในช่วงเวลาต่างๆ
- ใช้ซอฟต์แวร์วิเคราะห์ข้อมูลผู้เล่นเพื่อคาดการณ์ช่วงเวลาที่มีศักยภาพสูง

7. วางแผนการตลาดรอบการเปิดตัว

- พิจารณาเวลาในการทำแคมเปญการตลาดล่วงหน้าก่อนเปิดตัวเกม เช่น การใช้เวลา 3-6 เดือนในการโปรโมต

การตัดสินใจวันเปิดตัวที่ดีที่สุดควรใช้ข้อมูลทั้งเชิงคุณภาพและเชิงปริมาณจากปัจจัยที่กล่าวมาร่วมกันวิเคราะห์ให้รอบด้าน และปรับให้เหมาะกับกลยุทธ์การตลาดของเกมใหม่โดยเฉพาะ

The Thai Response

The Thai answer was translated to English by Translated by Dangjaithawin Anantachai. The English version of the Thai response is shown below.

"To decide on the best date for launching a new computer game targeted at women aged 25-55, several factors should be considered through data analysis and market research as follows:

1. Analyze Target Audience Behavior

- **Gaming Time Patterns:** Investigate when this audience is more likely to have free time, such as during holiday seasons or vacations.
- **Interest in the Game Genre:** Study whether your game aligns with trends or preferences during specific periods, e.g., relaxing games during times of high stress.

2. Analyze Competitor Data

- Check when competing games are being launched to avoid overlapping with similar titles.
- Analyze historical launches of similar games to see which months or seasons performed best.

3. Seasonal and Festive Considerations

- **Holidays and Festivals:** Choose periods when people are more likely to have free time, such as New Year, summer holidays, or significant national holidays.
- **Bonus Periods:** Target times when consumers have higher purchasing power, such as after receiving year-end bonuses.

4. Survey Target Audience Opinions

- Use surveys within your target audience, such as through social media or existing player communities, to gather opinions on the most suitable release period.

5. Analyze Historical Sales Data

- Review past sales performance of your previous games or similar games in the industry to identify high-performing periods.

6. Leverage Data Analysis and AI Techniques

- Use AI to analyze consumer behavior data, such as Google Trends, to examine search interest or demand for your game genre during different times of the year.
- Use player analytics software to predict periods with high potential.

7. Plan Marketing Activities Around the Launch

- *Consider the time needed to execute marketing campaigns before the game's release, such as allocating 3-6 months for promotions.*

Choosing the best launch date should incorporate both qualitative and quantitative data from the factors above. Conduct a thorough analysis and tailor the decision to the specific marketing strategy for the new game."

The English translation comprised 312 words (compared with 590 for the Reference Response).

Differences from the English Response

The key differences between the English reply and the Thai reply are:

- Length and specificity. The English benchmark response was nearly twice as long and provided a more step-by-step prescription for launching the game.
- In the English reference answer, the text highlights that women might have more or less free time during periods like holidays. The answer in Thai seems to assume that women having more time during holiday seasons and vacations.
- In Thai there is a reference to times when people have more money, such as when year-end bonuses are paid, which is relevant in Thailand, but not the English-speaking worlds of USA and UK. In the English there is a reference to Mothers Day, which is relevant to USA and UK.
- The English reference answer includes soft launches and A/B testing, the Thai response includes the use of AI.

The Japanese Question and Response

Tomoko Yoshida and Noriko Kishida took the lead on the Japanese question and responses. This section details the experiment conducted by Tomoko Yoshida and then reports Noriko Kishida's experiment.

Tomoko Yoshida

Question:

#マーケティング #コンピューターゲーム 私のクライアントはコンピューターゲームメーカーです。クライアントが提供するゲームのユーザーは、大半が 25-55 歳の女性です。このたび、新しいゲームを開発しましたが、最も効果的なローンチのタイミングを見極めたいと思っています。最適解を見出すために、どのようなアプローチが有効でしょうか？

(Back translation from Japanese to English)

Marketing # Computer Games

My client is a computer game manufacturer. The majority of the users of the games my client offers are women between the ages of 25-55. We have developed a new game and would like to determine the most effective launch timing. What would be the best approach to find the optimal solution?

ChatGPT's Response:

新しいゲームのローンチタイミングを最適化するために、ターゲットユーザーである 25～55 歳の女性の特性を踏まえたアプローチが重要です。以下のステップを参考に、効果的なローンチタイミングを見極めていくとよいでしょう。

1. ターゲットユーザーのライフスタイルと行動を理解する

25～55 歳の女性はライフステージがさまざまで、家庭や仕事、趣味に費やす時間帯が異なります。この層の行動パターンを把握することで、どのタイミングが最も効果的かが見えてきます。

- **仕事や家庭とのバランス:** 平日の日中は忙しくても、夜間や週末はリラックスする時間が増えることが予想されます。特に、金曜日の夕方から日曜にかけてはゲームの利用頻度が増える傾向があるかもしれません。
- **ライフイベントやシーズン要因:** 例えば、子育て中の女性は学校の休み期間にゲームに時間を使う可能性があり、年末年始や夏休み、または祝日シーズンにゲームへの注目が高まりやすいです。

2. 競合と市場の動向を調査する

同じターゲット層を狙う競合他社のゲームリリース時期やプロモーション活動を調べることは、ローンチタイミングの決定に大いに役立ちます。競合が強力なゲームをリリースしているタイミングに合わせてしまうと、目立ちにくくなります。そのため、競合のスケジュールを避けるのが理想的です。

3. シーズンごとの特性を活かす

特定の季節やイベントに合わせてローンチを計画することは非常に効果的です。以下は、特定のシーズンやイベントを活かすための考慮点です。

- **春**: 新生活や新しいスタートの時期。新しい挑戦や癒しを求めるユーザーに訴求しやすい時期です。
- **夏**: バケーションや休暇期間中にリラックスする時間が増えるため、ゲームプレイ時間も増加しやすい。
- **秋**: 新しいシーズンに向けた準備が始まる時期。ゲームは長時間プレイする余裕があるときに好まれることがあります。
- **冬**: 年末年始やクリスマスなどのイベントがあるため、プレイヤーがゲームに時間をかける傾向があります。

4. 過去のデータとユーザーの行動パターンを分析する

もし過去に別のゲームやベータ版などを展開していた場合、そのデータを活用して、どの時期にユーザーが最もアクティブであったかを調べると良いでしょう。オンラインプラットフォームや SNS での反応を見て、どの時間帯、曜日、季節が最も効果的だったかを把握します。

5. ソーシャルメディアとインフルエンサー活用

ターゲット層が活発に使用しているソーシャルメディア（Instagram、TikTok、Twitter など）でのプロモーションを検討する際、これらのプラットフォームで人気のある時期やトレンドを狙ってキャンペーンを展開すると良い結果が出やすいです。特に、インフルエンサーとのコラボレーションは、ローンチ時期を選ぶ上で大きな影響力を持ちます。

6. 事前プロモーションとテストマーケティング

ゲームの正式ローンチ前に、ティーザーや事前登録キャンペーンを実施して、ユーザーの反応を観察します。これにより、どのタイミングで最も関心を集めやすいか、どのチャネルが効果的かが分かり、正式なローンチを最適化できます。

7. 地域ごとのタイミング調整

グローバル展開を考えている場合、地域ごとの文化や祝祭日、季節の違いを考慮することが重要です。特に、アジア市場、欧米市場で異なる行動パターンがあるため、それぞれに合わせたローンチタイミングを調整する必要があります。

これらのアプローチを組み合わせることで分析し、ターゲット層が最もアクティブで反応しやすい時期を選定することが、ゲームの成功につながります。

(Translation by Tomoko Yoshida)

“In order to optimize the launch timing of a new game, it is important to take an approach that takes into account the characteristics of the target audience: women between the ages of 25 and 55. The following steps will help you determine the most effective launch timing.

1. Understand the lifestyles and behaviors of your target users

Women aged 25-55 are at different life stages and spend different amounts of time on family, work, and hobbies. By understanding the behavioral patterns of this demographic, it will be possible to determine which timing is most effective.

- **Balance with work and family:** While busy during the weekday, expect more time to relax in the evenings and on weekends. In particular, there may be a tendency to use games more frequently on Friday evenings and Sundays.

- **Life event and seasonal factors:** For example, women raising children may spend more time gaming during school vacations, and attention to gaming is likely to increase during the New Year holiday, summer vacation, or holiday season.

2. Research competitors and market trends

Researching the timing of game releases and promotional activities of competitors who are targeting the same target audience can be very helpful in determining launch timing. It is difficult to stand out if the timing coincides with a competitor releasing a strong game. Therefore, it is ideal to avoid the competitor's schedule.

3. Take advantage of seasonal characteristics

Planning your launch to coincide with a specific season or event can be very effective. Below are some considerations for taking advantage of specific seasons and events

- **Spring:** Time of new life and new beginnings. This is a good time to appeal to users seeking new challenges and healing.

- **Summer:** Vacation and vacation periods provide more time to relax, which also tend to increase gameplay time.

- **Fall:** A time when people begin to prepare for a new season. Games may be preferred when there is room to play for longer periods of time.

- **Winter:** players tend to spend more time playing games because of events such as New Year's Eve and Christmas.

4. Analyze historical data and user behavior patterns

If you have rolled out different games or beta versions in the past, you may want to leverage that data to find out which times of the year users were most active. Look at the response on online platforms and social networking sites to understand which times of day, days of the week, and seasons were most effective.

5. Social media and influencer utilization

When considering promotion on social media (Instagram, TikTok, Twitter, etc.), which are actively used by your target audience, you are likely to see better results if you target your campaign at popular times and trends on these platforms. Collaboration with influencers can be particularly influential in choosing the right time to launch.

6. Pre-launch promotion and test marketing

Before the game's official launch, run a teaser or pre-registration campaign to observe user response. This will help you determine which channels are most likely to generate interest and which channels will be most effective, allowing you to optimize the official launch.

7. Regional timing adjustments

When considering global expansion, it is important to take into account differences in culture, holidays, and seasons in each region. In particular, there are different behavioral patterns in Asian, European, and U.S. markets, so launch timing needs to be adjusted for each.

Analyzing a combination of these approaches and selecting the time of year when the target audience is most active and responsive will lead to a successful game.”
(597 words, very similar to the English Question’s 590 words).

Comparing the English and Japanese Responses – Tomoko Yoshida

Comparing the English answers to Ray Poynter’s question with the Japanese answers to Tomoko Yoshida both of which provided by ChatGPT, the most distinctive difference was that the answers to Ray (in English) are logical, comprehensive, and data-driven, whereas the Japanese answers to Tomoko are more focused on target understanding, including their lifestyle and game-playing behavior.

For example, in the case of seasonal considerations, answer to Ray in English focused on quantitative trends across the calendar year, such as traffic and sales, whereas answer to Tomoko in Japanese focused on the seasonal dynamics between the user and the game and advised to take advantage of these phenomena.

In addition, while the English answer to Ray’s question offers practical advice such as testing on a smaller scale and A/B testing, as well as advices related to team availability and lead time for launch, the Japanese answer to Tomoko’s question is unique in that it consistently focuses on advice that is close to the user, such as observing the user’s reaction to teasers, the pre-registration campaign, etc.

Why this difference?

My guess is that characteristic of the English and Japanese languages influenced to these differences. The fact that Japanese is more ‘high context’ and uses more emotional phrases than English may have contributed to this result. What seems to be an important point in this regard is the terminology used in the prompt.

The English prompt included the phrase “they have to **decide the best day of the year** to launch it” whereas when back translate the Japanese prompt, it includes “would like to determine **the most effective launch timing**. What would be the best approach to find the **optimal solution?**”. In other words, “best day” in English prompt is more specific and direct than “most effective launch timing” in Japanese prompt.

Noriko Kishida

私のクライアントはコンピューターゲームを制作しています。そのゲームのプレイヤーの大半は 25 歳から 55 歳の女性です。依頼人は新しいゲームを開発し、その発売に最適な日を決定しなければなりません。どのようにして最善の答えを見つけるべきでしょうか？

Back translation by Noriko Kishida

“My client makes computer games. Most of their players of their games are women in the age 25 to 55. My client has developed a new game, and they have to decide the best day of the year to launch it. How should they find the best answer?”

ChatGPT's Answer

クライアントが新しいコンピューターゲームの発売日を決定する際に考慮すべきいくつかの要因があります。以下のステップで検討を進めることをお勧めします：

1. **ターゲットオーディエンスの分析：** ゲームの主なターゲット層が 25 歳から 55 歳の女性であるため、このグループが最も活動的で興味を持ちやすい時期や日を特定することが重要です。例えば、特定の休日やイベント（母の日や女性向けの健康月間など）に合わせると良いかもしれません。
2. **市場調査：** 類似のターゲット市場を持つ他のゲームや製品の発売日やマーケティング戦略を調査する。これには、発売された日、プロモーション活動、販売成績などのデータが含まれる場合があります。
3. **競合分析：** 同じ時期に計画されている他の大型ゲームやイベントとの競合を避けることも考慮に入れるべきです。競合が少ない時期を選ぶことで、注目度が高まり、販売促進につながる可能性があります。
4. **プロモーションとマーケティング：** 発売前に十分なマーケティングとプロモーション活動を行う計画を立て、対象とする女性層にリーチできるようにします。ソーシャルメディアキャンペーン、インフルエンサーとのコラボレーション、広告戦略などを検討してください。
5. **季節性の考慮：** 特定の季節に商品の関心が高まる可能性があります。例えば、夏休みや年末年始は家庭で過ごす時間が長くなるため、新しいエンターテインメント商品に対する需要が高まります。
6. **データに基づく決定：** 可能であれば、過去の販売データや市場調査から得られる洞察を利用して、最も効果的な発売日を予測します。データ分析を通じて、特定の日に発売するメリットを定量的に評価できるかもしれません。

これらのステップを踏むことで、クライアントは新しいゲームの成功を最大化するための戦略的な発売日を選定することができるでしょう。

Translation of ChatGPT's responses by Noriko Kishida.

“There are several factors to consider when deciding on a release date for a new computer game. We recommend considering the following steps:

1. Target audience analysis: *Since the main target audience for the game is women aged 25 to 55, it is important to identify the times and days when this group is most active and likely to be interested. For example, it might be a good idea to tie in with a specific holiday or event (such as Mother's Day or Women's Health Month).*

2. Market research: *Research the release dates and marketing strategies of other games or products that have a similar target market. This may include data such as release dates, promotional activities, and sales results.*

3. Competitive analysis: *You should also consider avoiding competing with other major games or events that are planned for the same period. Choosing a time with less competition may lead to greater attention and sales promotion.*

4. Promotion and marketing: Plan sufficient marketing and promotional activities before the launch to reach your target female audience. Consider social media campaigns, influencer collaborations, and advertising strategies.

5. Seasonal considerations: There may be certain seasons when interest in your product increases. For example, during summer vacation and the year-end and New Year holidays, people spend more time at home, so there is a higher demand for new entertainment products.

6. Data-driven decisions: Where possible, we use insights from historical sales data and market research to predict the most effective launch date. Through data analysis, we may be able to quantitatively assess the benefits of launching on a particular day. By following these steps, clients can select a strategic launch date to maximize the success of their new game.” (285 words, compared with 590 words for the English question)

Comparing the English and Japanese Responses – Noriko Kishida

ChatGPT's response to Noriko Kishida is very simple. The amount of information written is small compared with Tomoko's and the English version.

In the Noriko version, for example, it only says, “Consider seasonal factors. There is a possibility that interest in the product will be concentrated in a particular season”, but in the English version, specific checkpoints are mentioned

In the English version, there are many specific references to the research method and things to investigate.

Elements that are in the English version but not in Noriko's include:

- Insights into devices and platforms
- Surveys and focus groups
- Social listening
- Planning and testing
- Considering practical/operational factors

Differences between the Responses to Tomoko Yoshida and Noriko Kishida

It is unclear what is causing the differences between the Tomoko and Noriko versions. The differences in the questions are minimal.

Tomoko wrote # Marketing # Computer Games. Some of the differences will be caused by the probabilistic nature of ChatGPT – asking it the same question twice tends to generate different answers.

The answer to Tomoko was longer and more detail than to Noriko. Thus, we asked ChatGPT to review how such difference occurred by uploading these two documents. The answer was interesting, so we are posting the main points here.

1. Differences in respondent (generated AI) orientation

- Answer to Noriko: Relatively simple, with a structure that clearly shows strategic steps.
- Answer to Tomoko: In-depth analysis of target users' lifestyles and behaviors.

2. Differing interpretations of the question

- Answer to Noriko: Interpreted that the purpose was to show “the procedure (framework) for determining the correct launch date
- Answer to Tomoko: Interpreted as focusing on “measures to succeed in the actual market”.

3. Influence of background knowledge and training data

This may have been created by differences in training data or differences in which information is emphasized during the prompting process.

4. Subtle differences in question wording

Even if the questions were nearly identical, the following subtle differences could have affected the results.

- differences in the generation process, including the influence of ChatGPT’s version and settings
- the number of times the prompt is regenerated (Noriko generated once, Tomoko generated twice)

The Nigeria/Yorùbá Question and Response

Seyi Adeoye took the lead on the Nigerian Question and Response. Note, Nigeria has multiple languages, including English, but Yorùbá is central to Nigeria and areas such as Lagos in particular, and Yorùbá was selected for this experiment.

Question:

Onibara mi   awon ere konputa. Pupo jul  awon osere won ti awon ere won je awon obinrin ni ojo-ori 25 si 55. Onibara mi ti   agbekale ere tuntun kan ati pe won ni lati pinnu ojo ti o dara jul  ti odun lati   ifil le. Bawo ni won   le rii idahun ti o dara jul ??

ChatGPT’s Response:

Lati pinnu ojo ifil le ti o dara jul  fun ere naa, onibara re le   awon igbese wonyi:

1.   Atupale Data Awon osere – Sayewo bi awon osere   n sere awon ere won tele.   awon osere n sise die sii ni awon akoko kan pato ninu odun?
2. Wo Awon Sese ati Awon Isinmi – Awon obinrin 25 si 55 le ni akoko die sii lati sere lakoko isinmi bii Keresimesi, awon isinmi ile-iwe, tabi awon ose dida.
3.   ayewo Ifil le Awon ere miiran – Yago fun idije pelu awon ere nla ti o le gba ifojusi lo.
4. Sayewo Igbaradi Ipolowo – Ojo ifil le naa ye ki o ba ipolowo ati igbelaruge oja mu, lati rii daju pe o saseyori.
5.   Ifil le Idanwo (Soft Launch) – Won le   ifil le ere naa fun agbegbe kan lati sayewo esi ati yan ojo to dara jul .
6. Yan Ojo ose to dara – Ojo Tuesday tabi Thursday maa n je ojo ti opolopo awon ere ti n jade, sugbon fun awon obinrin, ipari ose le sise dara jul .

Differences from the English Response?

My client makes computer games. Most of their players of their games are women in the age 25 to 55. My client has developed a new game and they have to decide the best day of the year to launch it. How should they find the best answer?”

Onibara mi   awon ere konputa. Pupo jul  awon osere won ti awon ere won je awon obinrin ni ojo-ori 25 si 55. Onibara mi ti   agbekale ere tuntun kan ati pe won ni lati pinnu ojo ti o dara jul  ti odun lati   ifil le. Bawo ni won   le rii idahun ti o dara jul ?

This was a literal interpretation of the questions with no errors. I noticed that the numbers 25 (“Arundilogbon”) and 55 (“aadota marun”) were mentioned ‘as is’ instead of using the actual Yorùbá words to describe them

Lati pinnu ojo ifil le ti o dara jul  fun ere naa, onibara re le   awon igbese wonyi:

1. **Analyze Player Data** – Look at past engagement trends for their games. Identify spikes in activity, purchases, or downloads throughout the year.

Şe Atupale Data Awọn oşere – Şaęwo bi awọn oşere şe n şere awọn ere wọn tẹlẹ. Şe awọn oşere n şişẹ diẹ sii ni awọn akoko kan pato ninu ọdun?

This was also accurately translated. The word DATA is used “as is” because it does not have a Yorùbá translation just like Christmas(keresimesi) and so many other words

2. **Seasonal & Holiday Impact** – Check if their audience has more free time during specific holidays, school breaks, or seasons. For example, launching around holiday shopping periods (e.g., Black Friday, Christmas) could be beneficial, but competition might be high.

Wo Awọn Sẹşę ati Awọn Isinmi – Awọn obinrin 25 si 55 le ni akoko diẹ sii lati şere lakoko isinmi bii Keresimesi, awọn isinmi ile-iwe, tabi awọn oşę dídà.

It was not accurate in its interpretation: from the very beginning, words like *seasonal and holiday impact* which translates as *akoko ati ipa isinmi* were not mentioned and it even mentioned words like awon obinrin 25 to 55 i.e. women ages 25 to 55; this was not even in the English ChatGPT feedback

Below is an interpretation from an elderly Yorùbá person (with a solid command of the language), using the right words in the proper context

Akoko & Ipa Isinmi - Şayęwo boya awọn olugbo wọn ni akoko ọfẹ diẹ sii lakoko awọn isinmi kan pato, awọn isinmi ile-iwe, tabi awọn akoko. Fun apeşere, ifilọlẹ ni ayika awọn akoko riraja isinmi (fun apeşere, Black Friday, Keresimesi) le jẹ anfani, şugbọn idije le jẹ giga.

3. **Industry Trends & Competitor Launches** – Avoid releasing near major gaming industry launches that could overshadow their game. Looking at past industry patterns can help.

Şe ayęwo Ifilọlẹ Awọn ere miiran – Yago fun idije pẹlu awọn ere nla ti o le gba ifojusi lọ. “*Looking at past industry patterns can help*” was completely ignored and not translated

4. **Marketing Readiness** – Ensure their marketing campaigns can build enough momentum before launch. The best day should align with peak ad performance times

Şayęwo Igbaradi Ipolowo – Ọjọ ifilọlẹ naa yẹ ki o ba ipolowo ati igbelaruge ọja mu, lati rii daju pe o şaşeyọri.

Point 4 was kept short but words like “*The best day should align with peak ad performance times*” were totally missed out in the interpretation. This is a surprise considering the fact that all these words have Yorùbá translations. Even the word ‘ad’ which is ‘ipolowo’ in Yorùbá was exempted

5. **Soft Launch & A/B Testing** – If possible, do a small-scale release or test different marketing pushes on potential launch dates to measure response.

Şe Ifilọlẹ Idanwo (Soft Launch) – Wọn le şe ifilọlẹ ere naa fun agbegbe kan lati sayewo esi ati yan ojo to dara julọ.

Literally translated as they can “*do a launch in a community instead of testing different markets*”. The Yorùbá word for market is ‘Oja’ and this was not picked up in ChatGPT’s translations

I would have translated this as “*Se itusile iwonba kekere tabi ke şe idanwo awon titaja orişirişi*” instead of sayewo (sayewo also means testing but the word idanwo means “to test”. This word makes it more informative and impactful).

6. **Day of the Week Matters** – Historically, Tuesdays and Thursdays are common for game releases, but for a female audience (25-55), weekends might be more effective

Yan Ojo oşẹ to dara – Ojo Tuesday tabi Thursday maa n jẹ ojo ti oṣoṣo awon ere ti n jade, şugbon fun awon obinrin, ipari oşẹ le şişẹ dara julọ.

The two days of the week Tuesday (Ojo Isegun) and Thursday (Ojobo) were not translated into Yorùbá; We noticed the same pattern of not having the ability to translate numbers as shown in the way Ray’s initial question was phrased in Yorùbá....As shown below

“Onibara mi şe awon ere konputa. Pupo julọ awon oşere won ti awon ere won jẹ awon obinrin ni ojo-ori 25 si 55”

Compared with Japanese and Thai, ChatGPT struggled with Yorùbá. This imbalance will hopefully reduce over time, but it should be borne in mind when considering how to ask questions.

Appendix

Thai

Here is a fuller set of exercises looking at using Thai, including the experiences of two different people. The session starts with the question and answer in Thai, as report by Dangjaithawin Anantachai (Orm) earlier in this paper.

Orm: ลูกค้าของฉันเป็นผู้พัฒนาเกมคอมพิวเตอร์ โดยส่วนใหญ่ผู้เล่นเกมของพวกเขาคือผู้หญิงที่มีอายุระหว่าง 25 ถึง 55 ปี ขณะนี้ลูกค้าได้พัฒนาเกมใหม่ขึ้นมาและต้องการตัดสินใจเลือกวันที่ดีที่สุดในปีที่จะเปิดตัวเกมดังกล่าว ควรใช้วิธีใดในการค้นหาคำตอบที่ดีที่สุด?

A: การตัดสินใจเลือกวันที่ดีที่สุดในการเปิดตัวเกมใหม่สำหรับกลุ่มเป้าหมายที่เป็นผู้หญิงอายุ 25-55 ปี ควรพิจารณาหลายปัจจัยโดยใช้วิธีวิเคราะห์ข้อมูลและวิจัยตลาด ดังนี้:

1. วิเคราะห์พฤติกรรมของกลุ่มเป้าหมาย

- **ช่วงเวลาที่เล่นเกม:** สรุจว่าเวลาใดในปีผู้หญิงกลุ่มนี้มีแนวโน้มที่จะมีเวลาว่างมากขึ้น เช่น ช่วงวันหยุดเทศกาลหรือลาหยุดพักร้อน
- **ความสนใจในเกม:** ศึกษาว่าแนวเกมของคุณตรงกับกระแสหรือความนิยมในช่วงเวลาใด เช่น เกมแนวผจญภัยในช่วงที่คนต้องการพักจากความเครียด

2. วิเคราะห์ข้อมูลคู่แข่ง

- ตรวจสอบว่าเกมใหม่ของคุณจะเปิดตัวเมื่อไหร่ เพื่อหลีกเลี่ยงการชนกับเกมที่มีลักษณะใกล้เคียงกัน
- วิเคราะห์เกมที่เปิดตัวในอดีตว่าเดือนหรือช่วงเวลาใดที่มียอดขายผู้เล่นสูง

3. วิเคราะห์ฤดูกาลและเทศกาล

- **วันหยุดยาวและเทศกาล:** ช่วงที่ผู้คนมีเวลาว่าง เช่น วันปีใหม่ วันหยุดหน้าร้อน หรือเทศกาลสำคัญในประเทศเป้าหมาย
- **ช่วงโบนัส:** ช่วงที่ผู้คนมีกำลังซื้อสูง เช่น หลังจากได้รับโบนัสปลายปี

4. การสำรวจความเห็นกลุ่มเป้าหมาย

- ใช้แบบสำรวจในกลุ่มเป้าหมาย เช่น การตั้งคำถามในโซเชียลมีเดียหรือกลุ่มผู้เล่นเกมที่มีอยู่ เพื่อค้นหาความคิดเห็นว่าช่วงเวลาไหนที่เหมาะสมที่สุด

5. การวิเคราะห์ข้อมูลประวัติการขาย

- ศึกษาประวัติการขายของเกมเก่าหรือเกมในอุตสาหกรรมเดียวกัน เพื่อดูว่าเกมมักจะขายได้ดีในช่วงไหน

6. การใช้เทคนิคการวิเคราะห์ข้อมูลและ AI

- ใช้ AI เพื่อวิเคราะห์ข้อมูลพฤติกรรมผู้บริโภค เช่น การใช้ Google Trends ดูความนิยมในคำค้นหาหรือการสนใจเกี่ยวกับประเภทเกมในช่วงเวลาต่างๆ
- ใช้ซอฟต์แวร์วิเคราะห์ข้อมูลผู้เล่นเพื่อคาดการณ์ช่วงเวลาที่มีศักยภาพสูง

7. วางแผนการตลาดรอบการเปิดตัว

- พิจารณาเวลาในการทำแคมเปญการตลาดล่วงหน้าก่อนเปิดตัวเกม เช่น การใช้เวลา 3-6 เดือนในการโปรโมต

การตัดสินใจวันเปิดตัวที่ดีที่สุดควรใช้ข้อมูลทั้งเชิงคุณภาพและเชิงปริมาณจากปัจจัยที่กล่าวมาารวมกันวิเคราะห์ให้รอบด้าน และปรับให้เหมาะกับกลยุทธ์การตลาดของเกมใหม่โดยเฉพาะ

Orm: English translation

“To decide on the best date for launching a new computer game targeted at women aged 25-55, several factors should be considered through data analysis and market research as follows:

1. Analyze Target Audience Behavior

- **Gaming Time Patterns:** Investigate when this audience is more likely to have free time, such as during holiday seasons or vacations.
- **Interest in the Game Genre:** Study whether your game aligns with trends or preferences during specific periods, e.g., relaxing games during times of high stress.

2. Analyze Competitor Data

- Check when competing games are being launched to avoid overlapping with similar titles.
- Analyze historical launches of similar games to see which months or seasons performed best.

3. Seasonal and Festive Considerations

- **Holidays and Festivals:** Choose periods when people are more likely to have free time, such as New Year, summer holidays, or significant national holidays.
- **Bonus Periods:** Target times when consumers have higher purchasing power, such as after receiving year-end bonuses.

4. Survey Target Audience Opinions

- Use surveys within your target audience, such as through social media or existing player communities, to gather opinions on the most suitable release period.

5. Analyze Historical Sales Data

- Review past sales performance of your previous games or similar games in the industry to identify high-performing periods.

6. Leverage Data Analysis and AI Techniques

- Use AI to analyze consumer behavior data, such as Google Trends, to examine search interest or demand for your game genre during different times of the year.
- Use player analytics software to predict periods with high potential.

7. Plan Marketing Activities Around the Launch

- Consider the time needed to execute marketing campaigns before the game's release, such as allocating 3-6 months for promotions.

Choosing the best launch date should incorporate both qualitative and quantitative data from the factors above. Conduct a thorough analysis and tailor the decision to the specific marketing strategy for the new game."

This is quite interesting as I saw a few differences from answers I got from Gpt yesterday and today. So I copied and pasted the answer I got earlier and asked it to compare similarities and differences in table format.

Orm: This is the answer got from you yesterday, can you put this in the same table above to compare similarities and difference?

A: Here's a table comparing the similarities and differences between the two sets of guidance for selecting the best launch date for a game:

Category	Yesterday's Answer	Today's Answer
Understand the Target Audience's Behavior	- Analyze playing habits (e.g., weekends, holidays). - Identify seasonal trends, such as holidays or cold-weather months when gaming activity spikes.	- Investigate when the audience has free time (e.g., holidays, vacations). - Align with game genre trends.
Review Market Trends	- Avoid major competitor release dates. - Leverage gaming conventions or festivals.	- Avoid launching during competing game releases. - Analyze historical launches of similar games for best periods.
Consider Demographics	- Focus on holiday preferences (e.g., school breaks, New Year). - Consider cultural or regional holidays.	- Target holidays and significant festivals (e.g., New Year, summer). - Focus on bonus periods for higher purchasing power.
Survey Potential Players	- Use social media polls, email newsletters, or in-game surveys to gather player input. - Organize focus groups for insights.	- Conduct surveys or polls to gather direct input from the target demographic.
Test with Marketing Data	- Run a soft launch in a smaller market or beta test phase. - Use A/B testing to evaluate player engagement during different periods.	- Use data analytics to determine the best sales windows based on historical performance.
Use Analytics Tools	- Utilize analytics tools for behavioral insights and market trends.	- Use tools like Google Trends to examine search interest. - Use player analytics to predict high-potential periods.
Plan Marketing Activities	Not specifically mentioned.	- Allocate 3-6 months for promotions leading up to the launch.

Similarities:

1. Both emphasize **understanding the audience's behavior** and **analyzing seasonal trends** to determine optimal timing.
2. Both stress the importance of **avoiding major competitor launches** and utilizing **analytics tools** for decision-making.
3. Both suggest **surveying players** to gather direct input about preferences.

Differences:

1. Yesterday's answer includes **soft launches** and **A/B testing** to refine timing, while today's answer focuses more on **historical sales data** and **bonus periods**.
2. Today's answer explicitly mentions **allocating marketing campaign time** (3-6 months), which wasn't covered yesterday.
3. Yesterday's answer highlights leveraging **gaming conventions** and cultural holidays, while today's answer focuses more broadly on holidays and purchasing power periods.

Orm: Why do you think there are differences in answers you gave me to the same question?

A: The differences in the answers arise from variations in context, focus, and how the question's nuances were interpreted at the time. Here are the key reasons for these differences:

1. Depth of Context Provided in the Question

- In each interaction, the level of detail you provide may vary. For example, if yesterday's question emphasized player engagement strategies, the answer leaned toward tactics like soft launches or A/B testing. Today's framing might have highlighted strategic planning, leading to a focus on long-term marketing and sales windows.

2. Focus on Different Aspects

- Answers are often tailored based on perceived priorities in your question. Yesterday's answer put more weight on **testing and validation through player feedback** and **small-scale launches**, while today's answer leaned toward **broader strategic planning and competitor analysis**.

3. Evolving Context in Conversation

- Your intent behind the question can subtly shift even if the wording is similar. For instance, yesterday's focus might have been perceived as tactical (how to refine timing), whereas today's focus appeared more strategic (how to determine the best timing overall).

4. Differences in Assumptions

- Yesterday's answer assumed a focus on iterative approaches (e.g., testing in smaller markets or conducting A/B tests). Today's answer leaned more heavily on industry trends and marketing preparation, which may reflect an assumption of a larger-scale launch readiness.

5. Balancing Short-term vs. Long-term Approaches

- Yesterday's suggestions included practical steps to refine the launch through **direct feedback** and **experimentation**. Today's answer prioritized **data analysis and planning**, which aligns more with long-term strategic thinking.

Bridging the Gap

Both answers complement each other and can be synthesized for a more comprehensive strategy. By combining **practical tactics** (e.g., soft launches, player surveys) with **broad strategic insights** (e.g.,

leveraging seasonal trends, analyzing competitor data), you can build a well-rounded plan tailored to your needs.

Comparing with my 20 years old daughter answer

ในการตัดสินใจเลือกวันที่ดีที่สุดสำหรับการเปิดตัวเกมใหม่ที่มีผู้เล่นหลักเป็นผู้หญิงอายุ 25-55 ปี สามารถใช้วิธีการดังต่อไปนี้เพื่อค้นหาคำตอบที่ดีที่สุด:

- 1. การวิเคราะห์ข้อมูลเชิงตลาด (Market Analysis)
 - ศึกษาช่วงเวลาของกลุ่มเป้าหมายของคุณมีแนวโน้มจะมีกำลังซื้อสูงสุด เช่น: ฤดูกาลลดราคา (เช่น Black Friday, 11.11, 12.12)
 - ช่วงวันหยุดยาวที่ผู้คนมีเวลาร่วมมากขึ้น เช่น ปีใหม่, วันหยุดนักขัตฤกษ์
 - วิเคราะห์พฤติกรรมการใช้จ่ายในอุตสาหกรรมเกมสำหรับกลุ่มเป้าหมายโดยเฉพาะ
 - 2. การสำรวจและเก็บข้อมูลจากผู้เล่น (Surveys & Focus Groups)
 - ทำแบบสอบถามหรือสัมภาษณ์กลุ่มเป้าหมายเพื่อค้นหาวางช่วงเวลาใดที่พวกเขามีแนวโน้มที่จะทดลองหรือซื้อเกมใหม่
 - ใช้โซเชียลมีเดียและฟอรัมเกมเพื่อสำรวจความคิดเห็นของกลุ่มเป้าหมาย
 - 3. การวิเคราะห์ข้อมูลการแข่งขัน (Competitor Analysis)
 - ศึกษาวันเปิดตัวของเกมที่เคยคล้ายคลึงกัน เพื่อหลีกเลี่ยงการชนกับเกมใหญ่ที่อาจดึงดูดความสนใจไป
 - ตรวจสอบแนวโน้มการเปิดตัวของคู่แข่ง และหาช่วงเวลาที่มีการแข่งขันน้อยลง
 - 4. การวิเคราะห์แนวโน้มออนไลน์ (Google Trends & Social Listening)
 - ใช้เครื่องมือเช่น Google Trends เพื่อดูความนิยมของคำค้นหาเกี่ยวกับเกมในช่วงเวลาต่างๆ
 - ใช้ Social Listening Tools เพื่อติดตามแนวโน้มการสนทนาเกี่ยวกับเกมในกลุ่มเป้าหมาย
 - 5. การทดสอบตลาดเบื้องต้น (Soft Launch & Beta Testing)
 - เปิดตัวเกมในช่วงทดลอง (Beta) เพื่อดูความพร้อมของตลาดและเก็บฟีดแบ็กก่อนเปิดตัวจริง
 - ตรวจสอบข้อมูลการมีส่วนร่วมของผู้เล่นในช่วงทดลองเพื่อนำมาวิเคราะห์ช่วงเวลาที่เหมาะสม
 - 6. การวิเคราะห์ข้อมูลภายในบริษัท (Internal Data Analysis)
 - วิเคราะห์พฤติกรรมการเล่นเกมของผู้ใช้จากฐานข้อมูลเดิมของบริษัท เพื่อระบุแนวโน้มเวลาที่มีการเล่นสูงสุด
 - ตรวจสอบข้อมูลสถิติจากเกมเก่า เพื่อดูแนวโน้มการเปิดตัวที่ประสบความสำเร็จ
 - 7. การทดสอบแคมเปญการตลาด (Marketing Campaign Testing)
 - ลองปล่อยแคมเปญโฆษณาแบบทดลองในช่วงเวลาต่างๆ เพื่อดูช่วงที่มีอัตราการตอบสนองดีที่สุดก่อนตัดสินใจเปิดตัวจริง
- การใช้แนวทางข้างต้นแบบผสมผสานจะช่วยให้คุณตัดสินใจเลือกวันที่ดีที่สุดในการเปิดตัวเกมได้อย่างมีประสิทธิภาพ

Orm: can you compare the answer from my daughter to mine, in table format, on similarities and difference?

Here’s a comparison of the two answers in table format, highlighting similarities and differences:

Category	Your Daughter’s Answer	My Earlier Answer
Target Audience Behavior	- Study when the target audience is likely to have free time (e.g., holidays, long weekends). - Analyze spending behavior in gaming.	- Investigate gaming patterns (e.g., holidays, vacations). - Study trends or preferences for the game genre.

Category	Your Daughter's Answer	My Earlier Answer
Competitor Analysis	<ul style="list-style-type: none"> - Avoid launch dates overlapping with major competitors. - Identify periods with lower competition. 	<ul style="list-style-type: none"> - Check competitor launch dates to avoid overlap. - Analyze historical launches of similar games for insights.
Seasonal and Festive Considerations	<ul style="list-style-type: none"> - Focus on sales seasons (e.g., Black Friday, 11.11). - Target long holiday periods (e.g., New Year, public holidays). 	<ul style="list-style-type: none"> - Consider holidays and festivals when people have free time (e.g., New Year, summer). - Target bonus periods.
Surveys and Feedback	<ul style="list-style-type: none"> - Conduct surveys or interviews to find out preferred timing. - Use social media or forums to gather player opinions. 	<ul style="list-style-type: none"> - Use surveys or player communities to gather opinions on the best release period.
Historical Data Analysis	<ul style="list-style-type: none"> - Use internal data to analyze player behavior. - Review sales data from past games for successful trends. 	<ul style="list-style-type: none"> - Analyze historical sales data from previous games or the industry to identify high-performing periods.
Online Trend Analysis	<ul style="list-style-type: none"> - Use tools like Google Trends for search interest. - Leverage social listening tools to track conversations about gaming trends. 	<ul style="list-style-type: none"> - Use AI tools like Google Trends for consumer behavior and demand analysis. - Predict high-potential periods using analytics.
Soft Launch & Beta Testing	<ul style="list-style-type: none"> - Conduct beta testing to gather feedback before the full launch. - Analyze engagement during test phases for optimal timing. 	Not explicitly mentioned.
Marketing Campaign Testing	<ul style="list-style-type: none"> - Test advertising campaigns during different periods to evaluate player response. 	<ul style="list-style-type: none"> - Allocate 3-6 months for marketing campaigns before the launch.

Similarities:

1. **Audience Behavior:** Both answers emphasize the importance of understanding when the target audience has free time or higher spending potential.
2. **Competitor Awareness:** Both suggest avoiding overlapping with major game launches from competitors.
3. **Survey and Feedback:** Both recommend gathering opinions directly from the target audience to refine the launch timing.
4. **Data Analysis:** Both highlight analyzing historical data and leveraging online tools like Google Trends to understand timing opportunities.

Differences:

1. **Sales Seasons:** Your daughter's answer explicitly highlights key sales periods (e.g., Black Friday, 11.11), whereas my earlier answer focuses on general holidays and bonus periods.
2. **Soft Launch:** Your daughter's answer includes beta testing or soft launches to gather feedback, which is not covered in my earlier answer.
3. **Marketing Campaigns:** My earlier answer stresses allocating sufficient time (3-6 months) for promotions, which your daughter's answer discusses in the form of campaign testing.
4. **Internal Data Analysis:** Your daughter's answer emphasizes using the company's internal data, while my earlier answer relies more on historical and industry-wide trends.

By integrating both approaches, a comprehensive strategy can be developed that addresses both tactical testing and long-term strategic planning for the launch.