



University of Calgary

PRISM: University of Calgary's Digital Repository

Alberta Gambling Research Institute

Alberta Gambling Research Institute

2018-04

Alberta Gambling Research Institute Conference 2018: Current Issues in Gambling Research

Binde, Per; Christensen, Darren; Delfabbro, Paul; Dixon, Mike;
Euston, David; Gainsbury, Sally; Hodgins, David; Johnson, Mark;
Kairouz, Sylvia; Kim, Hyoun S. (Andrew)...

<http://hdl.handle.net/1880/106510>

conference paper

<https://creativecommons.org/licenses/by/4.0>

Downloaded from PRISM: <https://prism.ucalgary.ca>

The intersection between gaming and gambling

Sylvia Kairouz, Ph.D.

Research Chair on Gambling

Department of Sociology and Anthropology

Concordia University

Alberta Gambling Research Institute conference 2018

Banff, April 12-14 2018

Disclosure

- Funding sources
 - Fonds de recherche du Québec (FRQ-SC)
 - Social Sciences and Humanities Research Council (SSHRC)

- No conflict of interest

Outline

- Historical perspective

- Divergence of the two-fields:
 - Theoretical perspectives
 - Methodological approaches
 - Cultural interpretations

- Convergence of the two-fields:
 - The case of FTP/P2W games
 - Gambling/gaming patterns and problems

- Conclusion and future directions

Historical evolution

(Blumer, 1969; Goffman, 1961)

GAMING



PLAY

GAMBLING



Society of the study of play

Symbolic interactionism



Social Psychology



(Bandura, 1986)

Micro-social encounters

Both fields went in different directions

Disciplinary divide

Focus on the benefits of consuming games

Qualitative approach based on the lived experience

Context-based analysis

Predominance of sociological theories



Individually-based analysis

Predominance of psychological theories

Quantitative population-based approaches

Problem-based analysis



Contrasting the fields



Cultural interpretation of gambling/gaming experiences

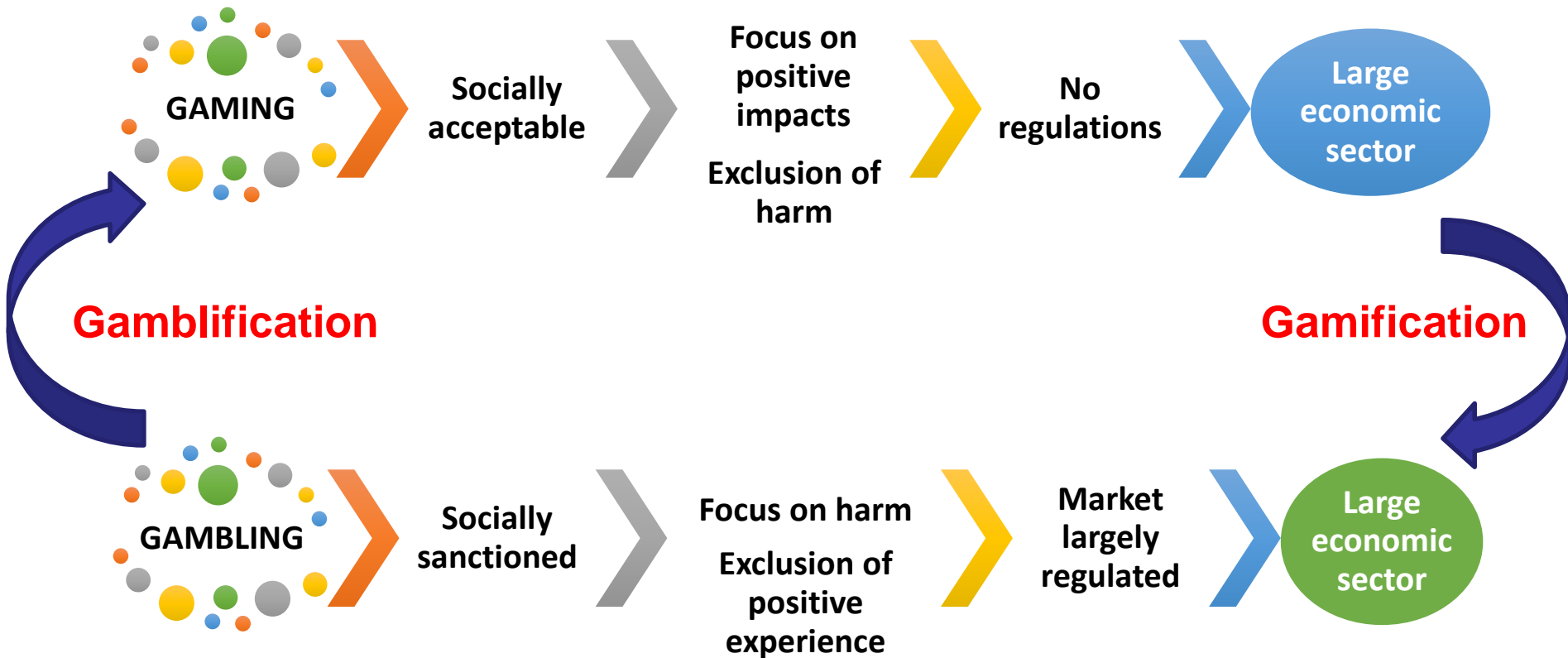
- Gambling recognized as a social problem
- Responsibility of public institutions in dealing with the problem
- Institutions are required to pose public actions
- Structures are created to deal with gambling as a social problem

(Gusfield, J., 1989; Cefai, D. & Terzi, C., 2012)

Convergence of the two fields



Digitalization and convergence



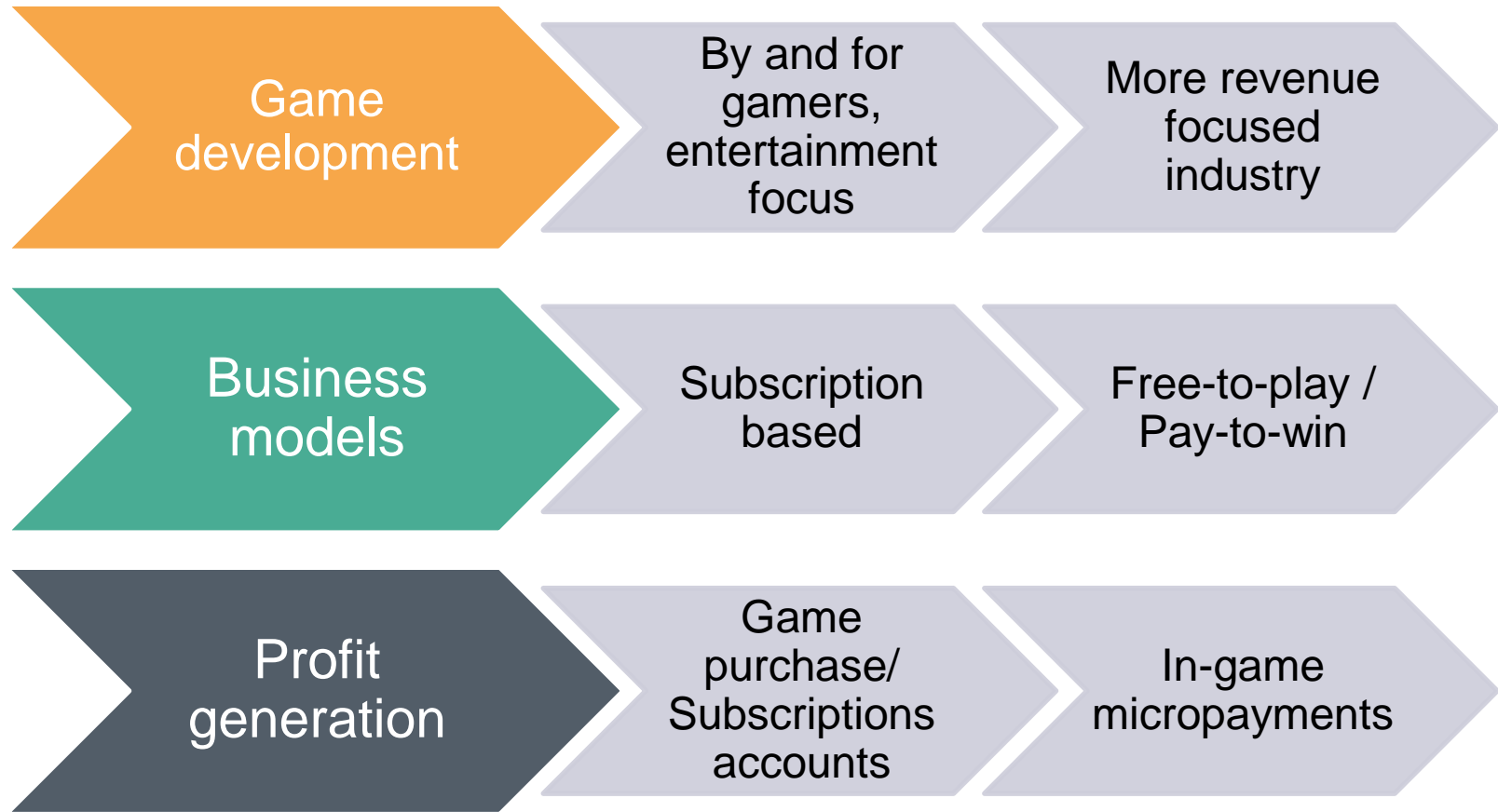
New forms of mobile games
Pay-to-win games

Convergence of gaming and gambling

- **Gamification** - leveraging engagement towards some kind of end. For the user the end might be:
 - Fun
 - Entering the zone
 - Time on device
 - A more knowable self

- **Gamblification** - Introduction in the game of gambling features:
 - Chance (Alea)
 - Enabling monetary micro-transaction
 - (for some games), less competitiveness
 - (for some games), less predictable outcomes
 - (for some games), more blurred rules

Mobile games – the new (business) model



P2W games – Risky characteristics?

Recruit, Retain and Convert

- *P2W* Business model is based on the ability to incite players to spend more time and money in the game

Principle of chance

- Integrated seamlessly in the games (e.g. Lootboxes)
- Associate entertainment activities with gambling principles

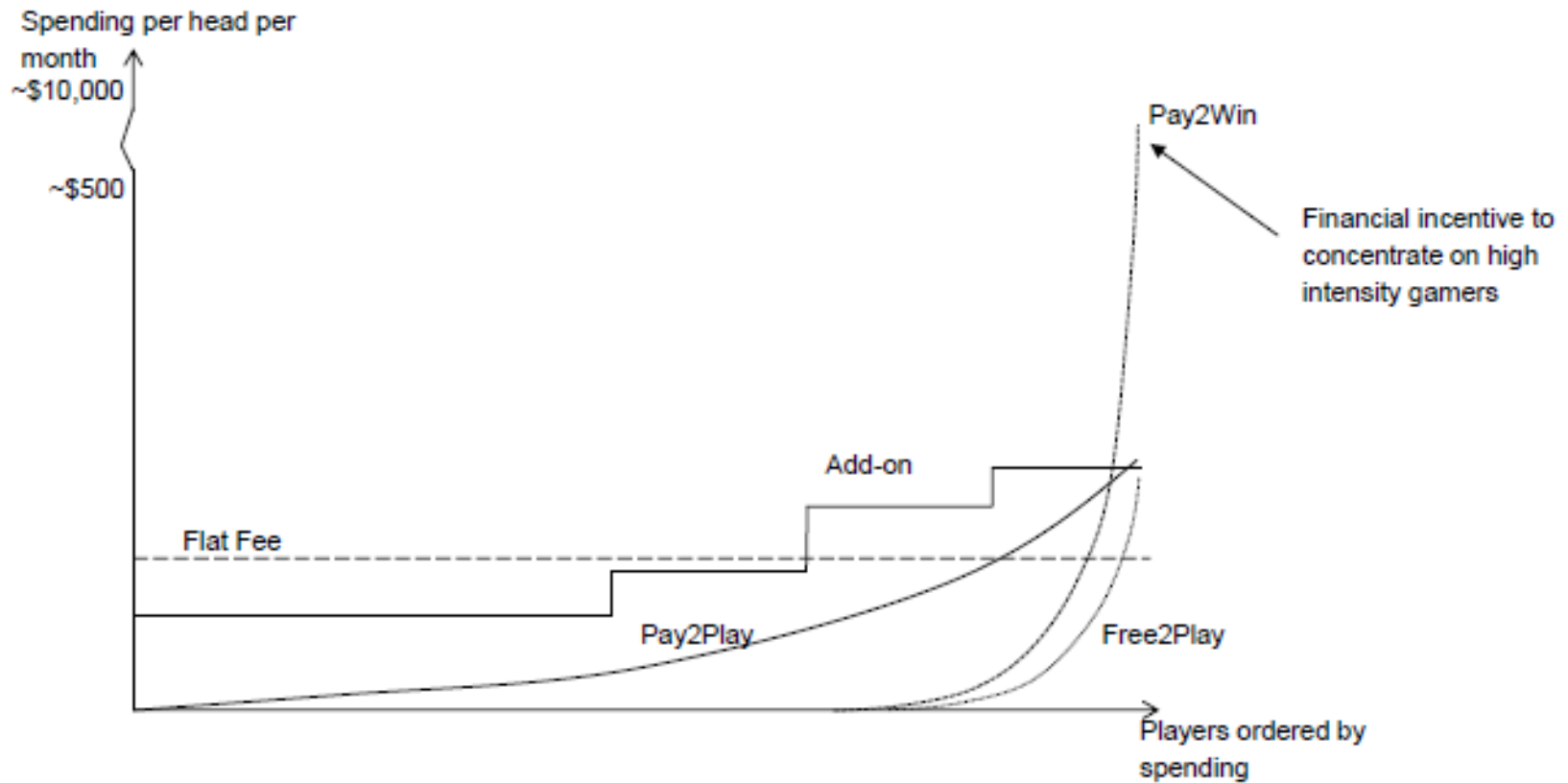
Accessibility and connectivity

- Multiple interconnected platforms
- Highly flexible and tailored prices to fit consumer needs
- Micropayments available at all times, from anywhere

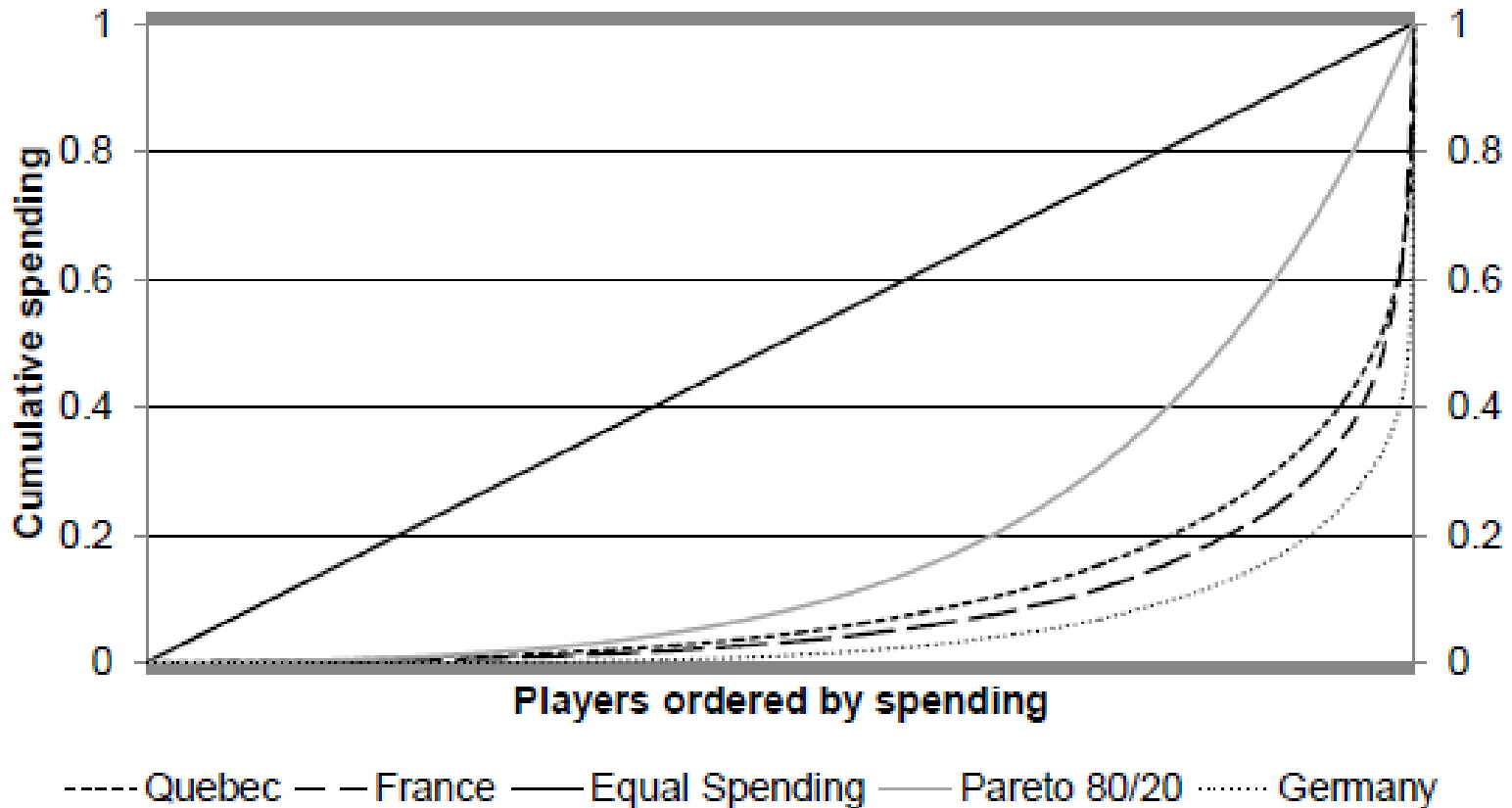
Concentrated revenues

- 10% of gamers provide 50% of profit, the ‘whales’
- *P2W* ‘whales’ gamers have at-risk gaming practices, similar to excessive gamblers

Concentration of demand in gaming (theoretical, no data)



Demand for gambling in general is highly concentrated



Fiedler, Kairouz, Costes (2017).



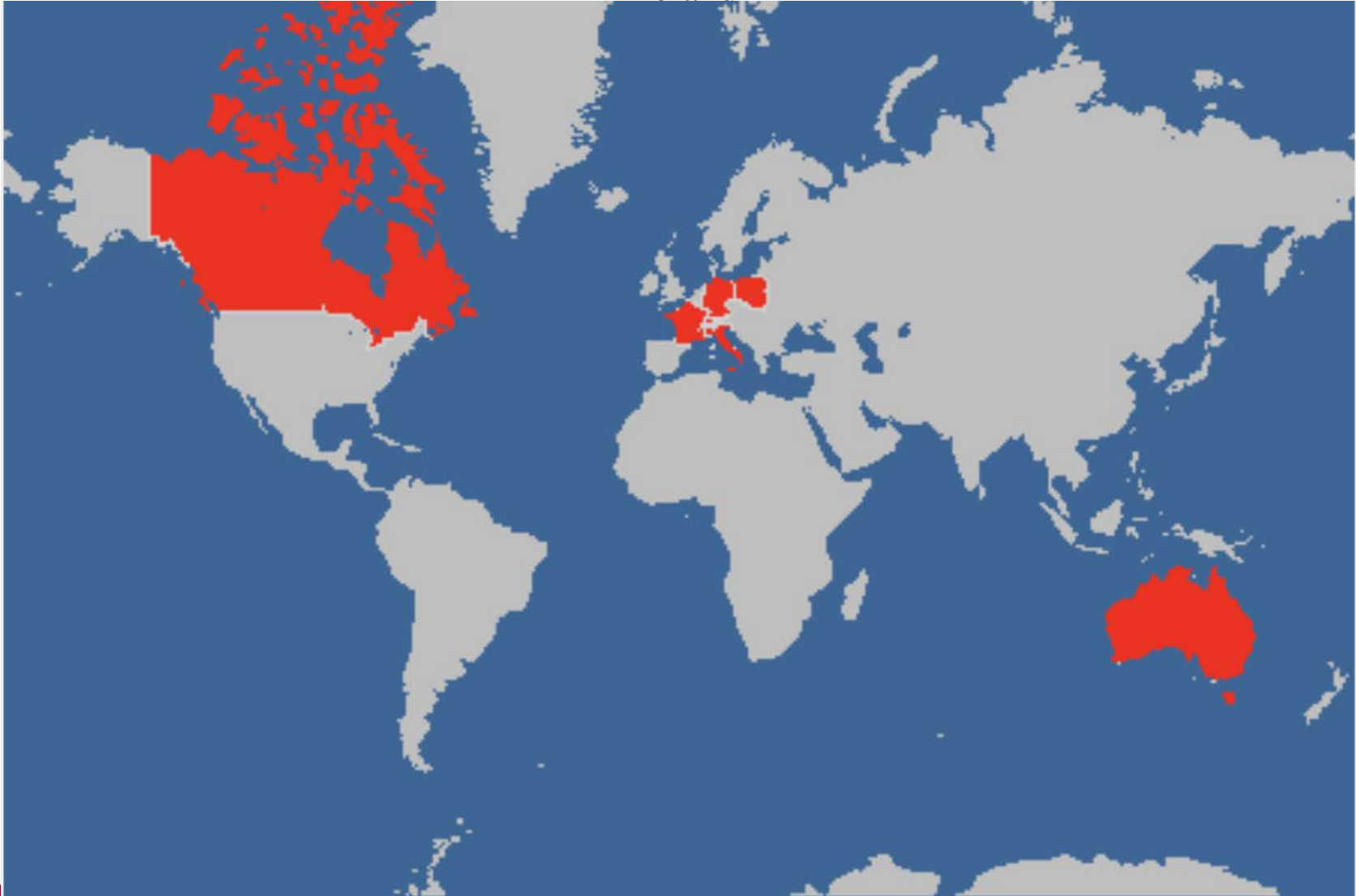
E-GAMES

Electronic Gam(bl)ing: Multinational Empirical Surveys Project

Canada

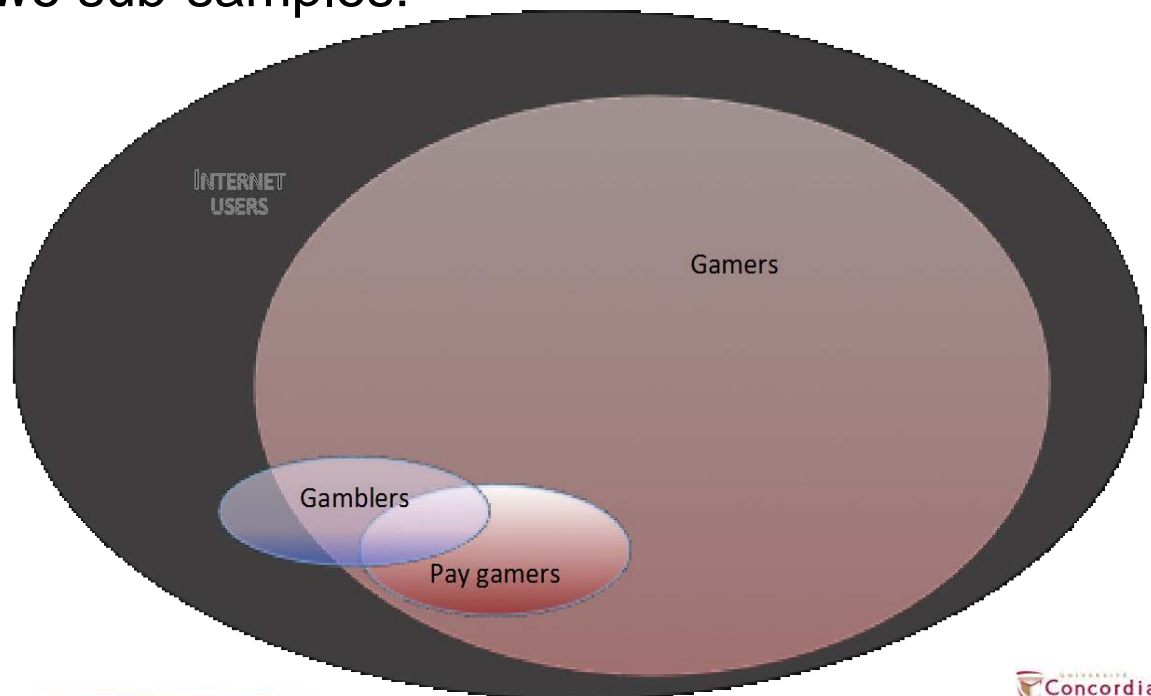
France
Germany
Italy
Switzerland
Poland

Australia



Methodology – the sample

- Internet panel
- Selection of sample is stratified on main demographic characteristics - Age and gender
- The study targets two sub-samples:
 - Gamblers
 - *P2W* gamers



Methodology – the questionnaire

Pay-to-Win gaming is characterized by the possibility to make payments during the game to significantly **increase players' chances to win** or to help players **better progress or progress faster** in the game compared to players not paying; that is, players do not have to spend money to stay in the game, but they can **pay to get privileges to increase their chances to win or advance to higher levels in the game.**

- Frequency, spending and time
- PGSI adapted to *P2W* gaming

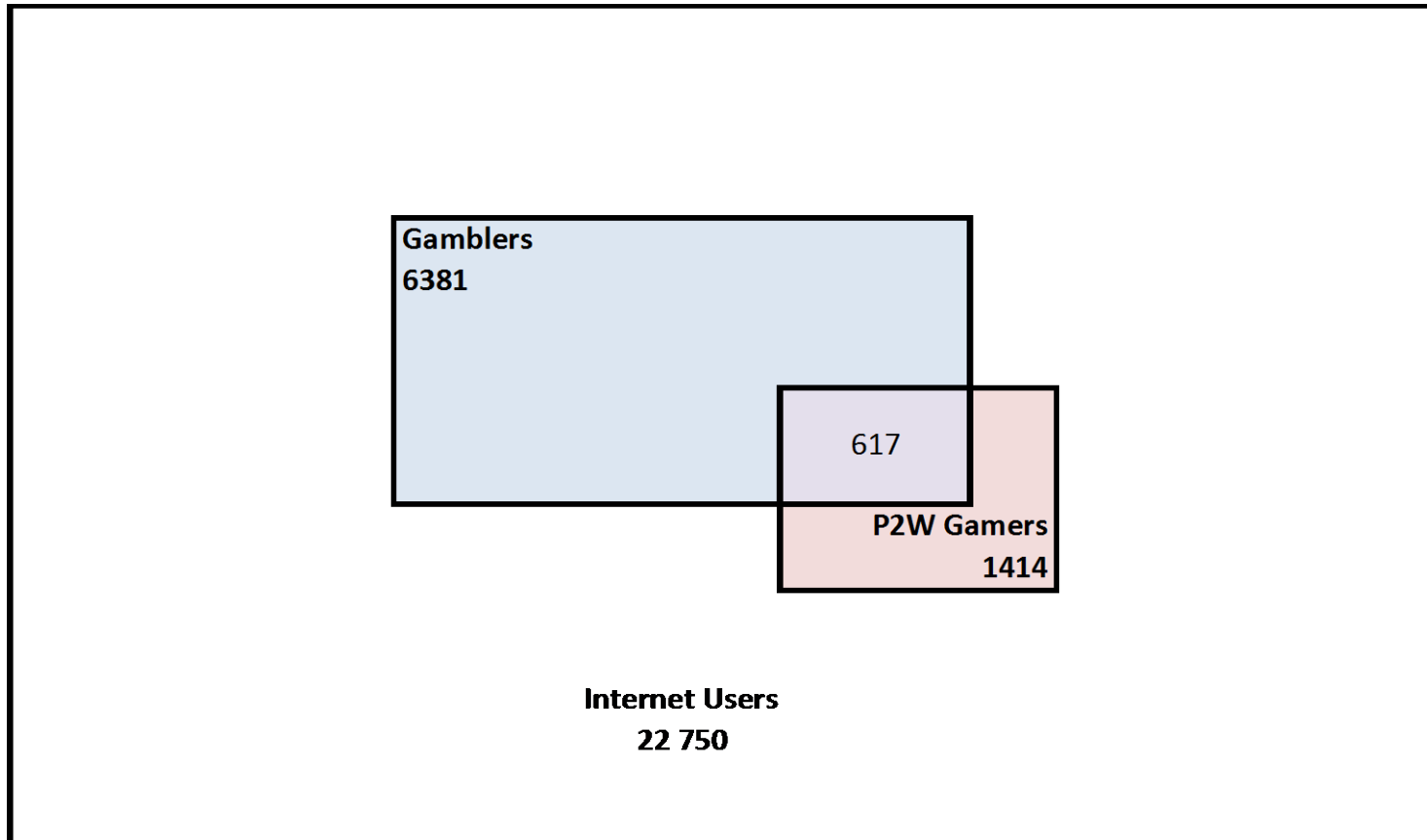


E-GAMES

Preliminary results from the French survey

The sample

5 January 2017 - 24 February 2017



Participate to P2W games

59.2%

Spend money on P2W games

15.4%

Results - Demographic characteristics

Socio-démo	(%)	G1_Gamblers	test G1vsG2	G2_Gamblers & Gamers	test G3vsG2	G3_P2W Gamers
Gender						
man		66.0	*	59.6	*	39.7
woman		34.0	*	40.4	*	60.3
Age						
1-[18-34[37.1	*	44.3	*	35.9
2-[35-54[38.1	*	43.6	NS	42.0
3-[55+[15.8	*	7.4	*	15.2
Graduation						
< Highschool		24.9	NS	25.4	NS	22.6
Highschool to college + 2		75.1	NS	74.6	NS	77.4
At least college + 3		39.7	NS	38.6	NS	33.2
Household Financial Ressources (monthly)						
≤ 1 500 €		37.7	NS	38.0	NS	40.2
[1 500 € ; 3 000 €]		62.3	NS	62.0	NS	59.8
≥ 3 000 €		41.0	NS	37.9	NS	37.5

Online gambling & gaming patterns

P2W Gamers

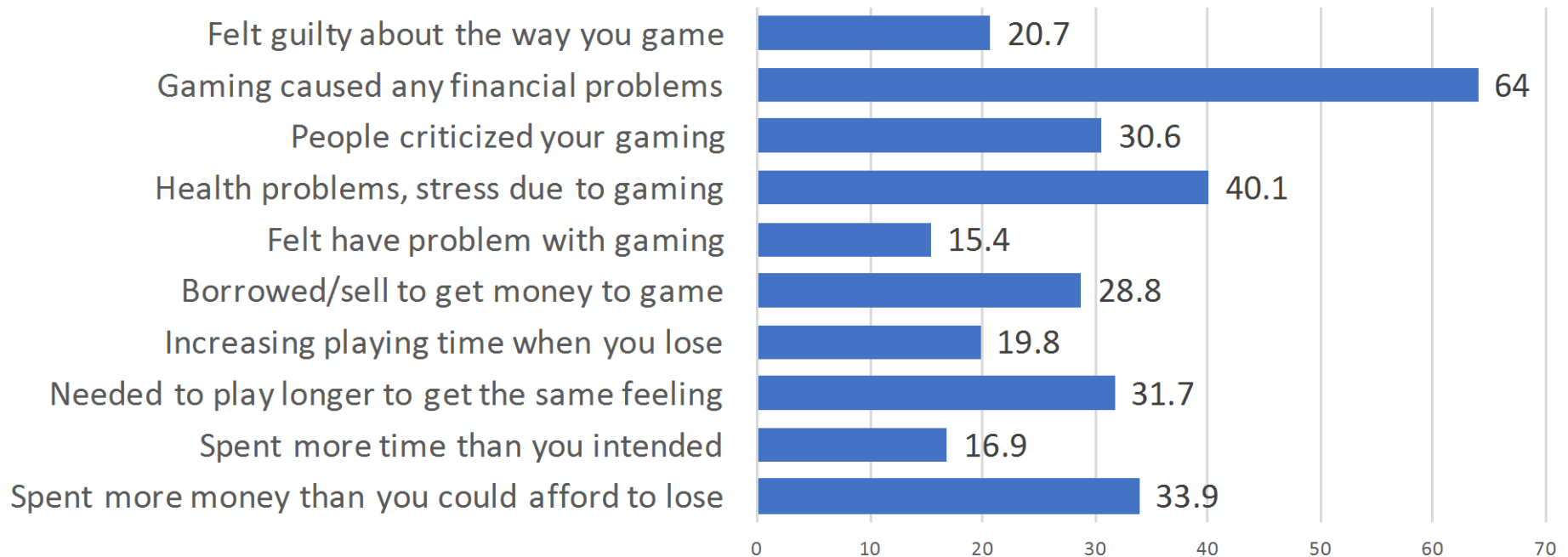
	Mean	SE	Median	Gini
play p2w games / year	551.2	26.8	210	0.62
P2W: frequency spend money / year	32.1	1.7	6	0.67
P2W: spending (€) / year	127.3	8.7	39	0.77
P2W: duration (hours) / year	501.3	39.1	133.5	0.77

Gamblers

Gambling	Mean	SE	Median	Gini
frequency / year	126.4	8.4	38	0.70
spending (€) / year	1483.0	68.5	240	0.83
duration (hours) / year	389.1	44.5	117.0	0.76

P2W gamers – self-declared problems

Percentage of positive scores on adjusted PGSI items



P2W gamers – self-declared problems

PGSI adjusted score	%
0	26.2
1-2	29.4
3-7	24.6
8+	19.8

Gaming patterns

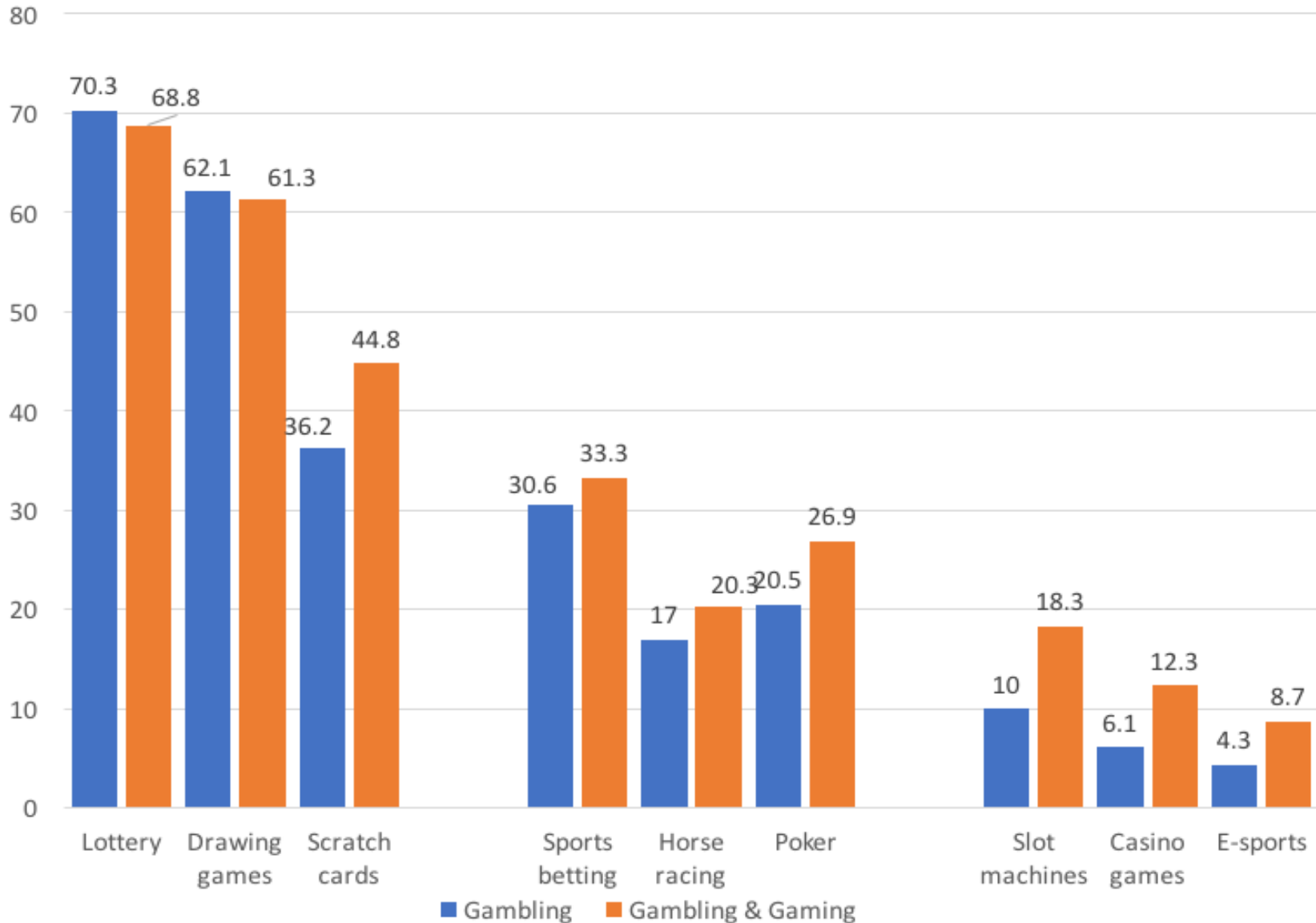
Gambling & Gaming

Patterns gaming	(%)	G2_Gamblers & Gamers	test G3vsG2	G3_P2W Gamers
Annual Frequency				
	[1-26[5.2	NS	4.3
	[26-52[9.4	*	4.7
	[52-104[7.1	*	2.3
	[104 et +[77.0	*	87.8
	[NSP]	1.3	NS	0.9
Annual spending				
	[1 € - 250 € [78.0	*	89.9
	[250 € - 500 € [10.0	*	3.5
	≥ 500 €	8.9	*	1.7
	[NSP]	3.2	NS	4.8

Level of significance: * $p \leq .05$, NS non significant

Online gambling & gaming patterns

Participation to online gambling activities



Gambling/gaming problems

ICJE	(%)	G1_Gamblers	test G1vsG2	G2_Gamblers & Gamers	test G3vsG2	G3_P2W Gamers
Gambling - PGSI \geq 8		11.5	*	27.4		
P2W Gaming - PGSI \geq 8				31.3	*	11.0

Level of significance: * $p \leq .05$, NS non significant



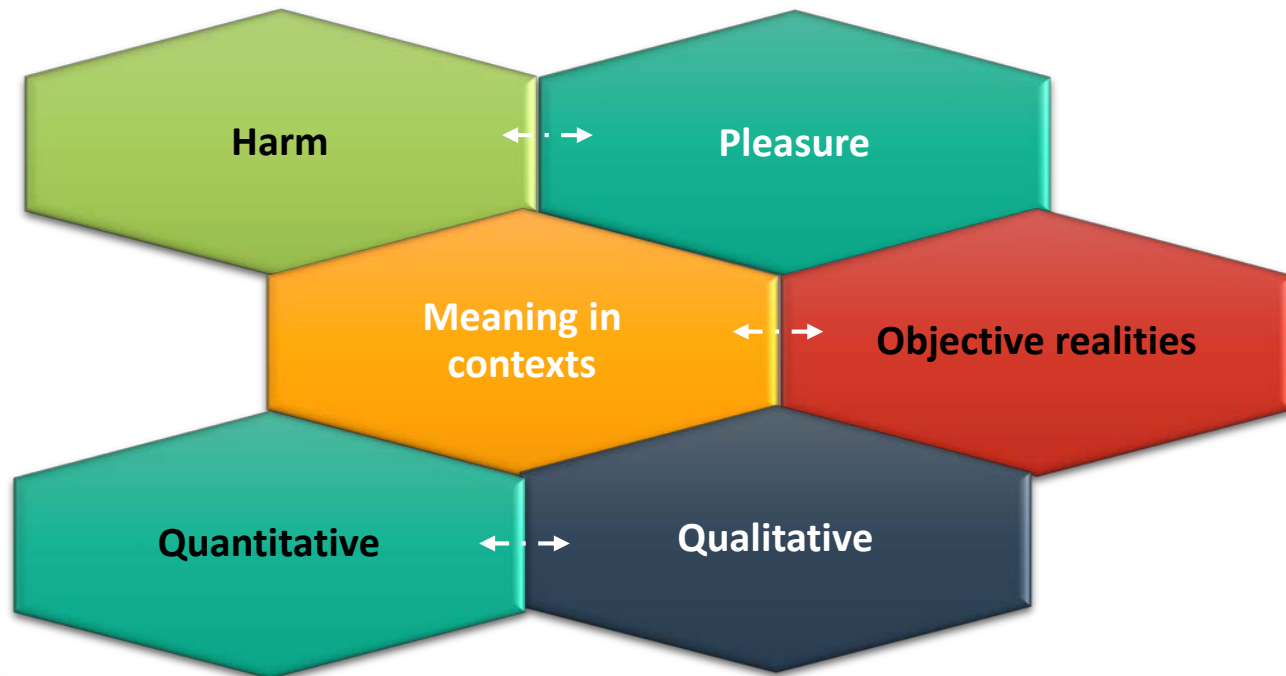
Conclusion

Digitalization and convergence

Emergence

process out of which new, novel, or revitalized social entities arise, that constitute change in everyday routines, practices & perspectives constitutive of new social life.

Call for a better cross-field integration



Digitalization and convergence

Some future directions

- Investigating networked and digitalized forms of social relations in context of gaming/gambling (Castells, 2010)
- Transformation of time and space in the human experience
 - The emergence of timeless time
 - Compressing the occurrence of phenomena
 - Instantaneity
 - Introducing random discontinuity in the sequence
 - Reconfiguration of spatial experiences through augmented realities (e.g. via mobile devices)

P2W games: an emerging public health concern?

- Very limited knowledge about *P2W* gamers and their lived experience
- Very limited knowledge about cost and benefits of these games
 - This raises a point about how to think prevention
 - This leaves a regulatory void

Four gaming companies hit with online gambling lawsuits over 'free-to-play' casino games

BY NAT LEVY on April 10, 2018 at 2:15 pm

CONCORDIA.CA

THANK YOU

concordia.ca/fr/recherche/chairejeu

Fonds de recherche
sur la société
et la culture

Québec 



Chaire de recherche sur
l'étude du jeu
Research chair on gambling studies



UNIVERSITÉ
Concordia
UNIVERSITY