

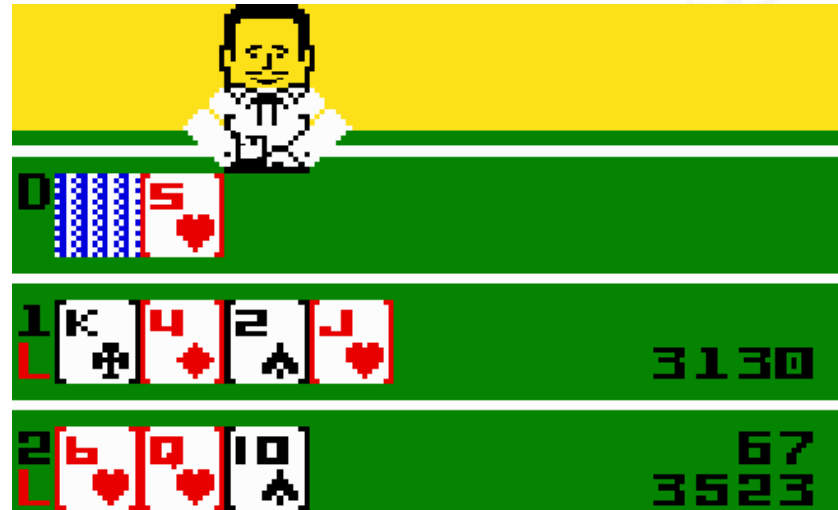
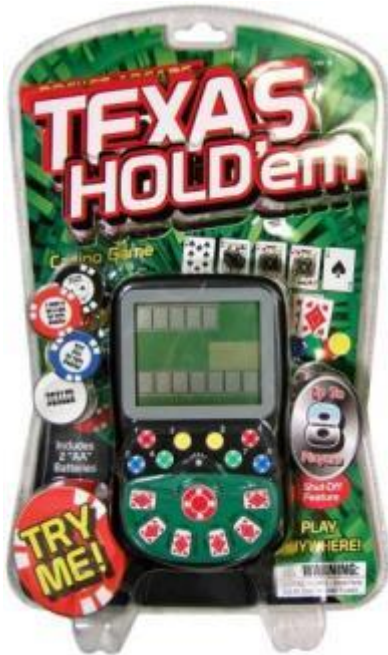
Social media gambling games

Impact on young people

Dr Sally Gainsbury & Professor Jeffrey Derevensky
Southern Cross University McGill University

15th International Conference on Gambling & Risk Taking
May 31, 2013

Gambling games are not new



But, gambling games are now more sophisticated & accessible



What is social gaming?

Online gambling, including via apps & social networking sites

- Real money wagered for monetary prizes

Vs.

Online social gaming, including apps, social networking sites

- Free or 'freemium'
- Practice sites
- No payouts

How is social gaming different from real gambling?

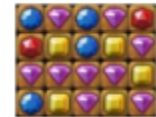
- No money paid out
- Freemium model
 - Micro transactions for additional play features



How is social gaming different from real gambling?

- Behind the scenes – not math and random chance, but algorithms for player enjoyment
- Achievement – levels of play
- Social interaction – play with friends & share achievements
- Aim: continued customer engagement

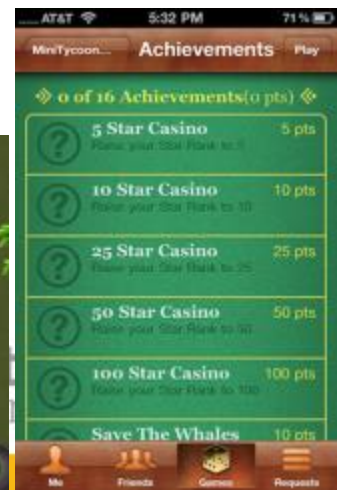
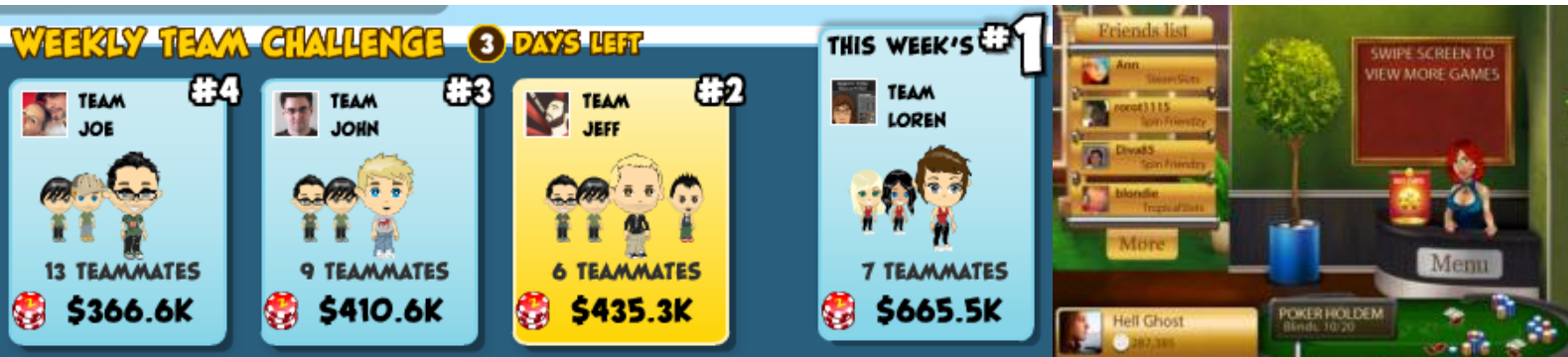
New Game on Facebook



Candy Crush – The new Jewel Game! Click and Play now. Warning: Highly Addictive!

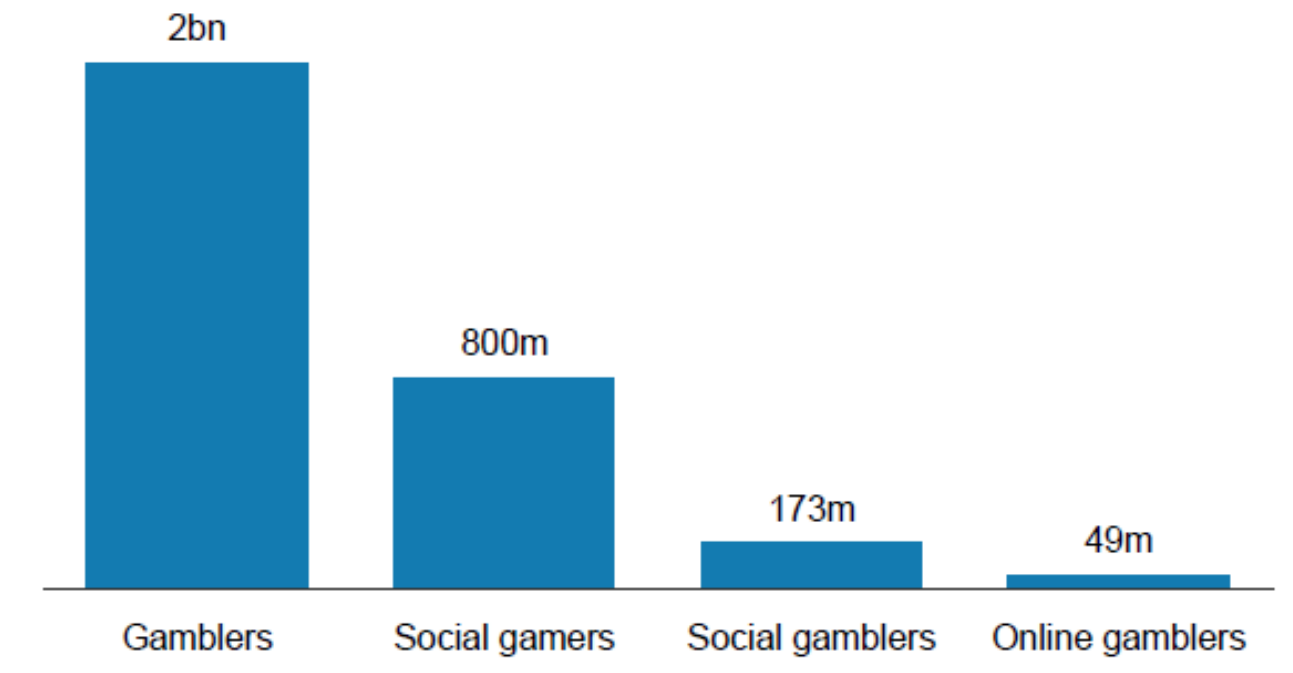
Play Now • Ian R. Candy Crush Saga.

played



Social gaming vs. online gambling: Participation

Player engagement is much higher for social gambling than online gambling: 2012



Source: H2 Gambling Capital, Super Data Research, Morgan Stanley Research

Social gaming vs. online gambling: Revenue



Key concerns for youth

- Normalisation & positive impressions of gambling
- Misrepresenting the odds of winning
- Encouraging transition to real money gambling
- Development of problems

Kids on Facebook

Based on a survey of 1,000 U.S. based parents of Facebook users

38%

of all kids on Facebook are under 13, even though it is against Facebook policy



kindergarteners on Facebook



40 of 1,000 children on Facebook are 6 years old or younger

© 2012

MinorMonitor.com

“If I lie about my age on Facebook, why shouldn’t I lie about my age on other sites?”

Restricting ads to adults is only as good as ID system

- No age checks on social media sites
- Ads are likely to be shown to users before they are adults



Social games normalise gambling

- Exposure to and participation in adult activities is inappropriate for children
- Early onset linked to problematic use



Impact of microtransactions

- Normalises paying to play gambling-type games
 - ‘Free games’ vs. penny slots/poker
- No limits on expenditure



8-year-old girl spends \$1400 in Smurfs Village game for iPad

by Kinsey Jamison, Posted Feb 9th 2011 7:19PM



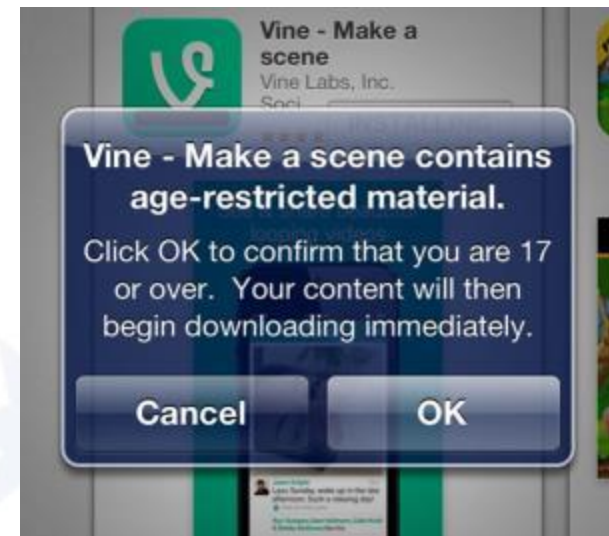
Social games can distort perceptions of winning

- Outcomes are not based on chance, but designed to prolong play
- “If only I was playing for real money..”



Real money gambling sites can be accessed by children

- Youth may gamble with family or friends
- Many sites have delayed age verification, or only to withdraw winnings
- Many gambling sites are appealing to youth





Log In

Have more fun winning!

Play games, win real money

The Betable platform lets the folks behind your favorite titles make their games even more fun. Your account allows you to play any game built with Betable.



Sign up →



Play →



Cash out

Get your free account

First name

Last name

Email address

Password

Repeat password

Underage gambling is an offense.

☐

I am at least 18 years of age and I agree with the [Privacy Policy](#) and [User Agreement](#).

Sign up

Can “gambling” on social media gambling sites be a problem?

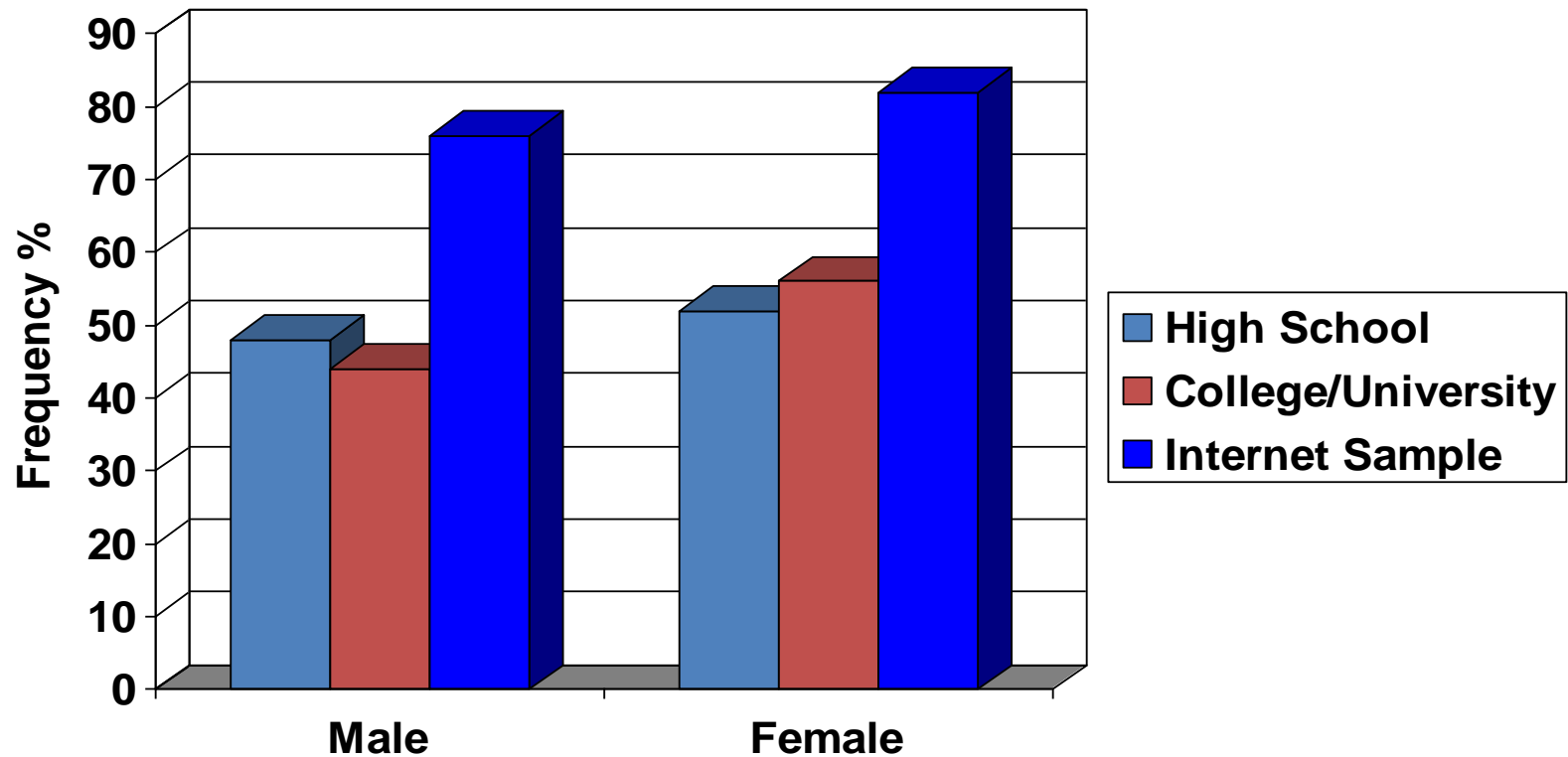
Follow-up study (McBride & Derevensky, 2010)

- Montreal high-school students: N = 1113
- Canadian and U.S. college and university students: N = 1273
- On-line gaming newsletter link: N = 546

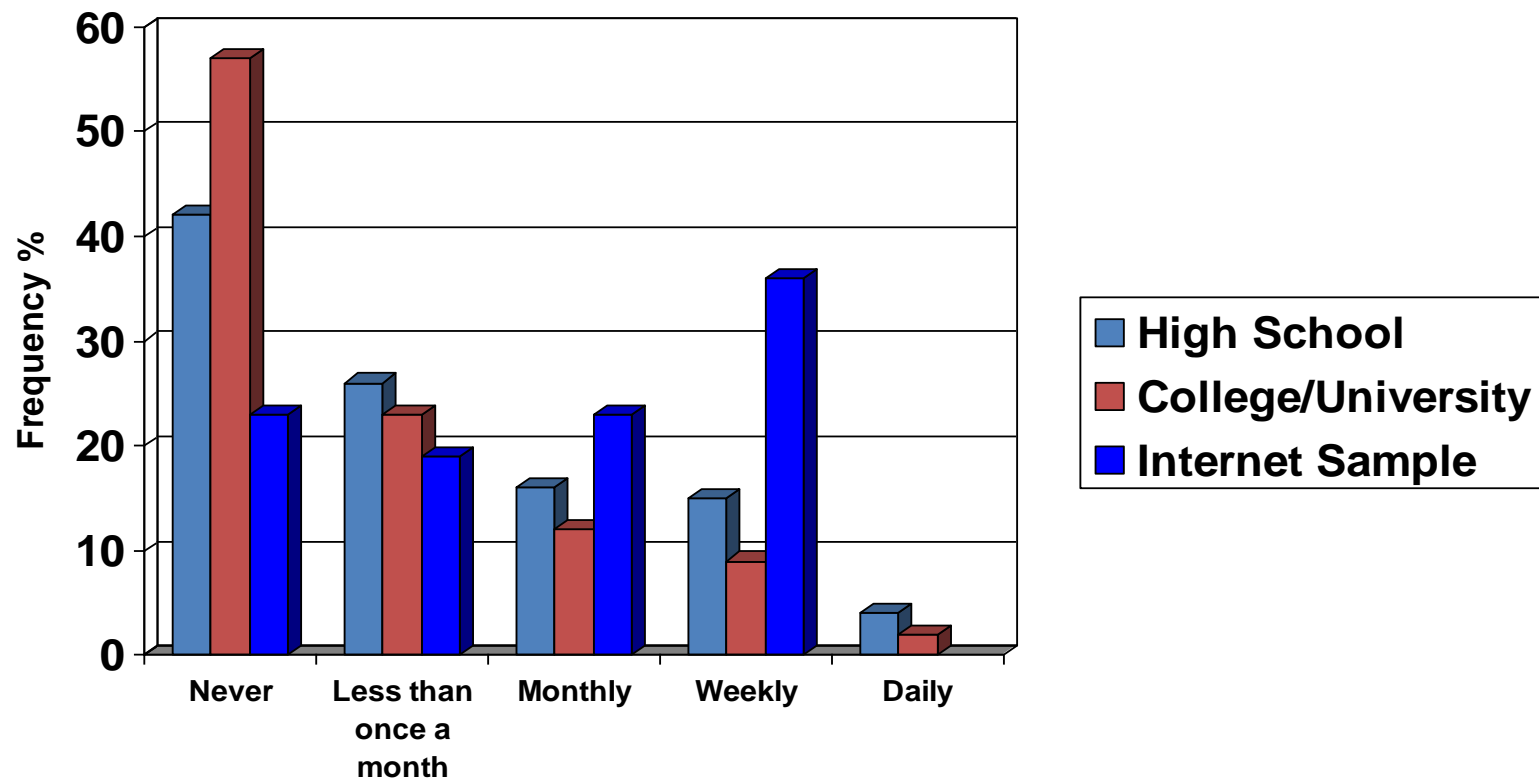
***Frequency of Play on Internet Gambling Sites Without Money
in the Past 12 Months by Gambling Severity
(McBride & Derevensky, 2006)***

	<i>N</i> = 2205		
		Internet Gambling Without Money¹ (<i>n</i> = 1082)	Internet Gambling With Money¹ (<i>n</i> =183)
Gambling Groups***			
Non Gambler	<i>n</i> = 726	33.9	0
Social Gambler	<i>n</i> = 1278	56.6	9.5
At-Risk Gambler	<i>n</i> = 129	74.4	21.6
Probable Pathological Gambler	<i>n</i> = 72	80.6	34.7
Total		49.1	8.0*

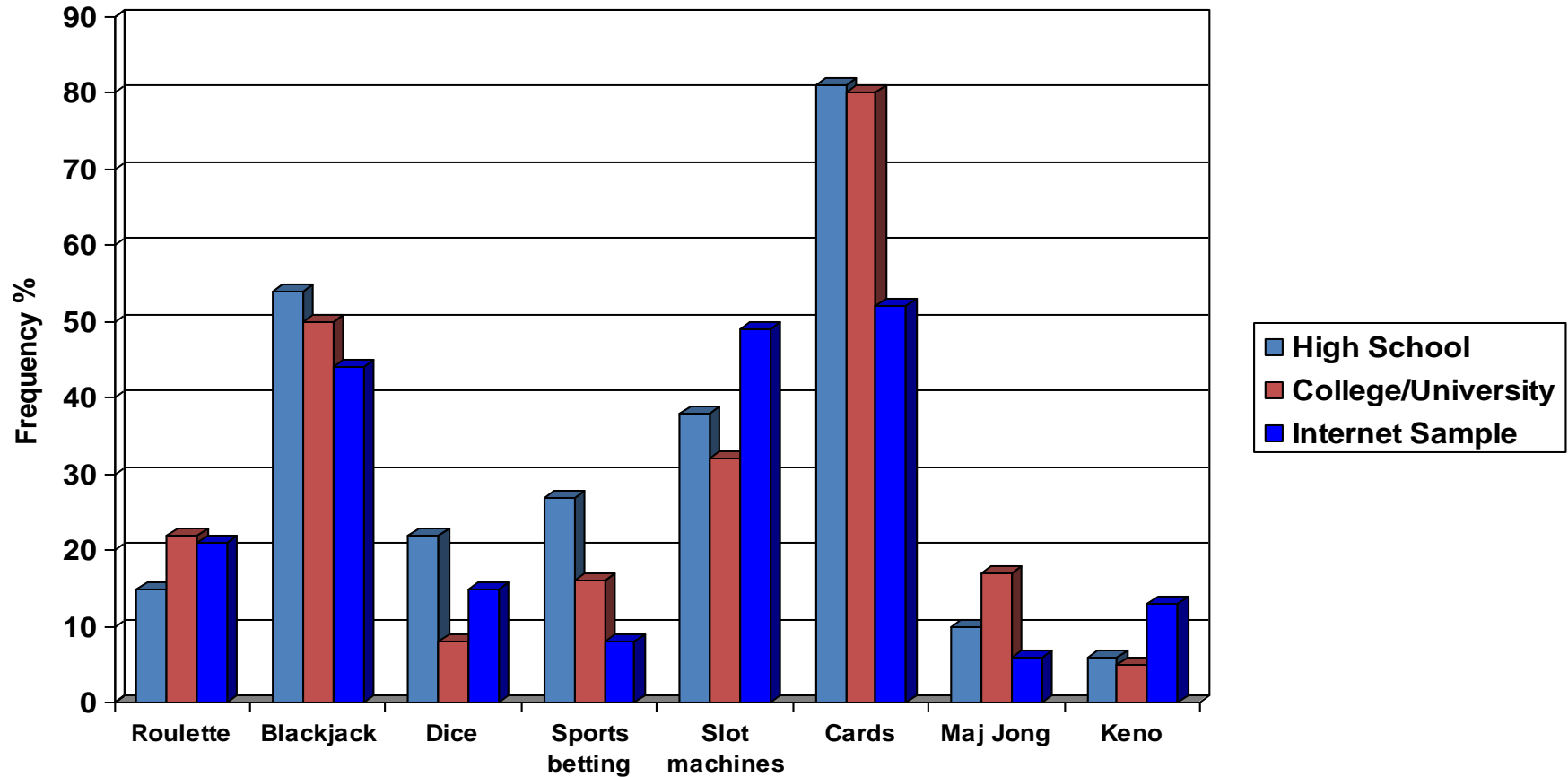
Use of “Demo/Practice” Sites



“Demo/Practice” Site Frequency



“Demo/Practice” Activities



Past-Year Gambling Participation (On and Off the Internet) by Gender and Problem Gambling Severity among college students (McBride & Derevensky, 2013)

	<i>N</i>	Offline gambling	Practice sites	Internet gambling
Gender***				
Male	305	66.2	49.8	11.8 (90)
Female	160	46.9	30.0	0.6 (90)
Problem Gambling Severity				
Non gambler ^a	186	-	22.0 (90)***	-
Social gambler ^b	262	99.2	55.3 (90)***	11.8 (90)**
Problem gambler ^c	17	100	82.4 (90)***	35.3 (90)**
Total	465	59.6 (90)	43.0 (90)	8.0 (90)

¹Percentage, participant numbers in parentheses.

^aDSM-IV score = 0, no gambling activity (on or off the Internet) in the past 12 months.

^bDSM-IV score (0 - 2).

^cDSM-IV score (≥ 3).

*** $p < .001$

** $p < .01$

Student-Athletes Reporting Playing Any Simulated Gambling Activity (Past Year)

(Paskus & Derevensky, 2013)

	2012 Study
Males	28.1%
Females	10.2%

Recommended actions

Social Policy Implications

- Research
 - Monitor changes in gambling as new technologies develop
 - Collaboration between researchers, industry & policy makers
- Preventing problems
 - Educate youth about risks and warning signs for problem gaming & gambling
 - Increase awareness among parents, teachers & community
 - Can social gaming be used to enhance responsible gambling?

Incorporating education into free play



Powerhouse Museum Australia

Social Policy Implications

- Funding
 - More funding needed for research & prevention
- Regulation
 - Industry codes of conducts
 - Regulation

References

- **Monaghan, S., Derevensky, J., & Sklar, A. (2009)** Impact of gambling advertisements on children and adolescents: Policy recommendations to minimize harm. *Journal of Gambling Issues*, 22, 252-274.
- **Monaghan, S., & Derevensky, J. (2008).** An appraisal of the impact of the depiction of gambling in society on youth. *International Journal of Mental Health and Addiction*, 6(4), 537-550.

Thank you. Questions?

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