



Your incredible brain:

How gaming, gambling and addiction affect the brain, and how to take good care of the only brain you'll ever have

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MK in Kenya, Africa, World -view formed by 10 countries



Favorite color is green

SUDP NCTTP WSCGC-II



Creative thinker

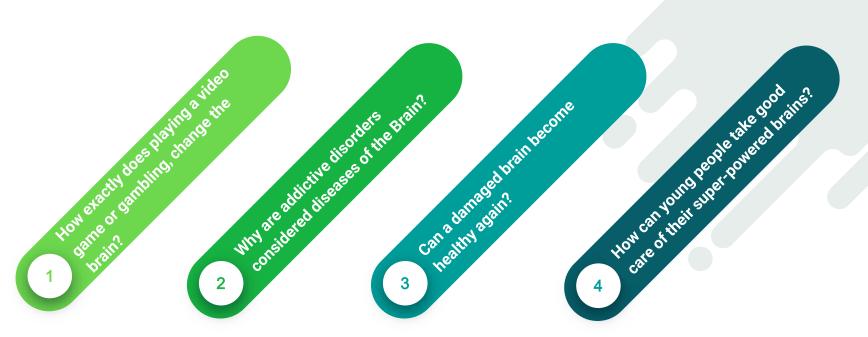
Heterosexual, cisgendered

American, Caucasian -mut, privileged Work hard, Play hard, Work out hard

ECPG is neither FOR nor AGAINST Gambling and gaming

- We are very much FOR help being available to anyone and everyone who needs it, to cope and recover from problems related to gambling and gaming
- Our Mission: The Evergreen Council on Problem Gambling is dedicated to increasing awareness of public health issues around **problem gambling and gaming**, expanding the availability and integration of services, and supporting advocacy, research, and programs for education, prevention, treatment, recovery, and responsible gambling and gaming.

What you'll learn...

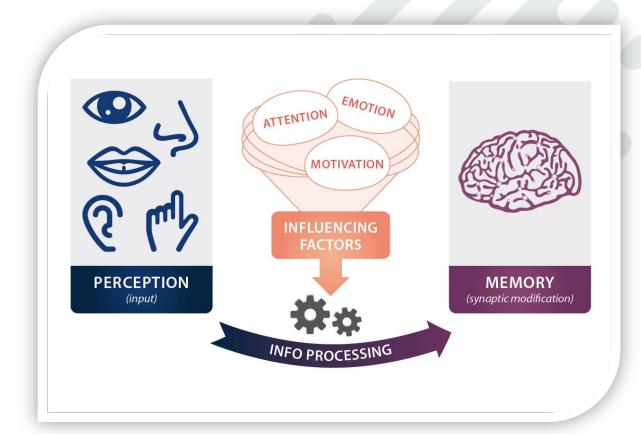








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USER EXPERIENCE

- Signs & Feedback
- Clarity
- Form Follows Function
- Consistency
- Minimum Workload
- Error Prevention / Recovery
- Flexibility

USABILITY

□ Motivation

competence, autonomy, relatedness meaning, rewards, implicit motives

Emotion

game feel, presence, surprises

Game flow

difficulty curve, pacing, learning curve

ENGAGE-ABILITY

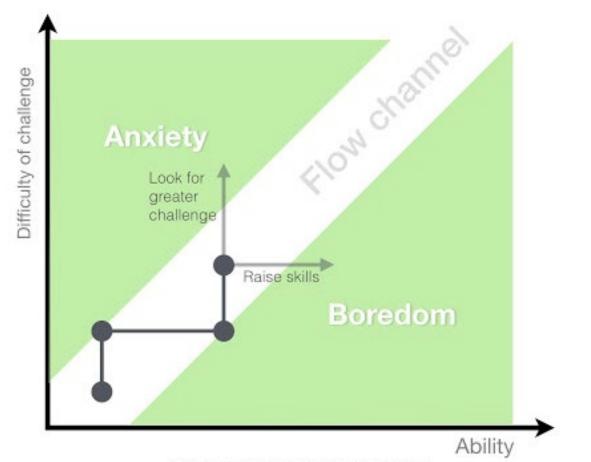


https://uxdesign.cc/thepsychology-behind-thesuccess-of-fortnite-15ad5d4bb6a4

Why Fortnite was so successful:

- Usability
- Avoid as much confusion as possible
- Remove frustrations
- Constant progression toward goals
- Those who lose in "Battle Royale" mode can quickly start again and hopefully get better
- Cosmetic options and dance moves allow for self-expression
- In "Creative Mode" players can build whatever they want
- Strong social component: compete, cooperate, hangout, chat, dance, be creative, watch concerts together
- Goofy and encourages experimentation
- Offers surprises and mysteries







Why play one game over another?

- It's what friends are playing
- Ability to interact
- Skill-building
- Spent money on it







Can you name 5 ways that "free -to-play" games/apps can end up making millions off consumers?

- Advertising
- Microtransactions
- Virtual currencies
- Putting items "on sale"
- Extreme discounts for first time buyers
- Battle bundles and booster packs
- Loot boxes
- Time-limited offers
- Anchoring
- Gachas (slot-machine-like kiosks, delivering game paraphernalia collectables)

- Wealthy in-game economies
- Impulse purchases
- Vanity items
- Power enhancements
- Consumables (one time or limited use items)
- Multiple payment methods
- Player retention strategies
- Add-ons
- Pay-walls (game is free for a limited time of initial play)
- Subscriptions
-and more



Wait what?



Do any of these things sound like gambling?













50 LOOT BOXES

PAYMENT INFORMATION



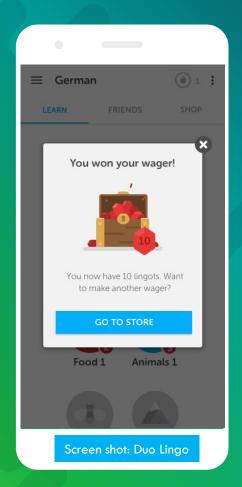






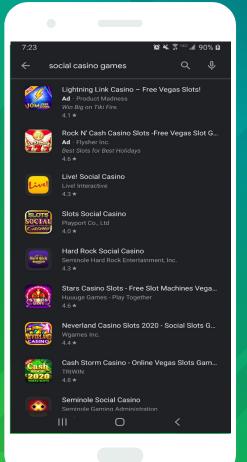
Maybe it's not "REAL gambling", but it sure looks similar!

Games with slot-based mechanics are everywhere, and for all ages.



97% of social casino games are accessible to under 12

- Source: Zendle & Scholten (2020, 3/23/20, in press)
- Screenshot: Hynes / Google Play Store



Microtransactions =

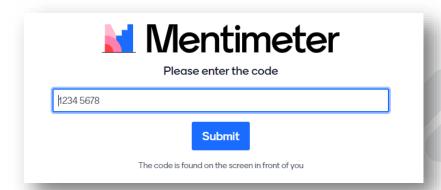
BIG bucks

- Real \$, Virtual prizes
- (BTW, this game earned \$18M in May 2020)
- Data source: sensortower.com



Play smart, stay in control

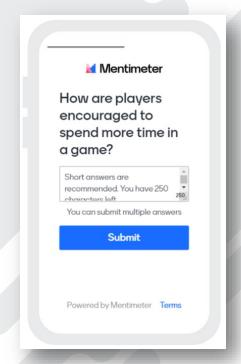
- How are players encouraged to spend more time in the game?
- How are players encouraged to spend money in the game?
- Do you set time limits to you play and stick to them?



Go to: www.menti.com

Enter this code:

Then you should see this...



Healthy gaming

https://learn.problemgambling.ca/PDF%20 library/problem-tech-use-video-gaminghealthy-choices.pdf

VIDEO GAMING: HOW TO MAKE HEALTHY CHOICES



Set priorities (e.g., homework) before gaming).







Don't eat in front of your computer/device.

Turn off computer/smartphones at a certain time each night.



Have tech-free days-challenge yourself to a "media fast".

Take part in offline activities such as sports and in-person events with family and friends.



Set an alarm to go off after a certain amount of time online.

Limit the number of hours you play video games.



Play games that have less of an addictive quality, such as ones that have a definite end.

Keep tech devices in an assigned area in your home and away from your bedroom at night.



Pay attention to how much time you are spending and what you are doing online.

Program your home wi-fi to only be on at certain hours



Listen to others who may recognize the problem first and know when to ask for help.

Be aware of things that might trigger you (e.g., tell your friends not to discuss game play).



Maintain a log of daily video game play and note thoughts and



emotions while playing and not

Adjusted from Soul Crush Story - A Resource to Help Awareness of Healthy and Harmful Video Gaming Facilitators Manual, CAMH, Problem Gambling Institute of Distance



learn.problemgambling.ca





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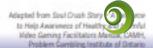
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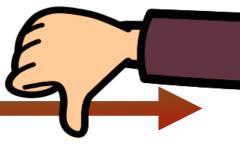
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Healthy behaviors vs unhealthy -addictive behaviors





Healthy Behaviors

- Self-Controlled/Deliberate
- Immediate Discipline/long -term benefit
- Slow fix to deal with problems

Unhealthy Behaviors

- Compulsive/Impulsive
- Immediate Benefit/long -term negative consequences
- Quick fix or avoidance of problems



Healthy behaviors vs unhealthy -addictive behaviors



Healthy Behaviors

- Limited in time/amount
- Balanced
- Increases confidence, esteem, selfimage

Unhealthy Behaviors

- No limits
- Out of balance
- Decreases confidence/esteem/self image



Healthy behaviors vs unhealthy -addictive behaviors



Healthy Behaviors

Guilt-free

#ADULTING

- Bio/psych/ rel/ voc growths
- Outer brain decision-making (logic, reason, planning)

Unhealthy Behaviors

- Guilt/shame
- Bio/psych/ rel/ voc damage or disruption
- Inner brain decision-making (instincts, fight/flight, pleasure -seeking)

Problem Gambling (which is correct?)

A. When someone gambles every day and spends at least \$500 per week.



B. A term used loosely to refer to any range of problems associated with gambling, from losing more than you can afford, to a severe loss of control, cravings, and major life problems.

Compulsive Gambling (which is correct?)



- A. A term generally used to describe compulsive gambling behaviors. Used in GA literature.
 - B. Someone who has gambled every dollar, to the point of living under a bridge.

Pathological Gambling (which is correct?)

A. When a person resorts to lying, cheating, and stealing to support their gambling habit.



B. The diagnostic term used in the DSM-IV. Also used in many research studies.

Gambling Disorder (which is correct?)

A. A silly phrase that professionals use to talk about someone's moral ineptitude.



B. The current diagnosis according to the DSM-5 (published May 2013). Mild, Moderate, or Severe Gambling Disorders can be episodic or persistent, or in early or sustained remission.

BONUS! – Professional Gambling (which is correct?)



- A. Someone who gambles on skill-based games as a profession, usually are sponsored, and generally does not display life problems associated with their gambling.
- B. Someone who is so good at a gambling game that they win more than they lose.



LOVE THE PERSON. FIGHT THE DISEASE.





What constitues as "gambling"?

PRIZE

Anything of value the sponsor awards in a promotion in the event of a certain outcome.

CHANCE

Outcome is beyond the participant's direct control.

CONSIDERATION

Staking something of value as consideration. (Investing something of value, the bet, the wager)





Gambling – inside the brain



Maintaining Healthy Play

- Set a time limit (before you go) and stick to it
- Set a money limit (before you go) and stick to it
- Gamble only for fun (it's an expense for entertainment)
- Accept losing as part of the game (paying to play a game)

DON'T

- Borrow money to gamble not even from yourself
- Let gambling interfere with family, friends, or work
- Gamble to win back losses (expect to lose)
- Gamble to get money (don't think of it as an income)
- Gamble to cope with emotional or physical pain

Signs of gambling problems

Do you ever...

Lose track of time while gambling?

Spend more than intended?

Become irritable when your gambling is interrupted?

Borrow from credit cards, friends, family or work to gamble

Gamble to escape

Have you ever...

Covered up or hidden gambling activity?

Neglected relationships or responsibilities b/c of gambling?

Pushed boundaries beyond what you thought you'd do, to gamble?

Has financial problems or late fees because of gambling?

Hidden signs of gambling, or of lost \$ or time?



COVID-19 Impacts

Casinos closing / Large numbers resuming play at re-opening

Increase in lottery sales

Less calls to helplines

Less treatment seeking

Increase telehealth services

Increased online support groups

Where to find help for gambling problems

ECPG website

Gamblers Anonymous

Gam-Anon

HCA Problem Gambling Program

Social Support

- PG Recovery Social Media
- PG Recovery Podcasts



You are not alone.



CALL. TEXT. CHAT. 1-800-547-6133 EVERGREENCPG.ORG



What is gaming and problem gaming?

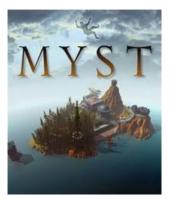
Moderate gaming can be positive

- Hand Eye Coordination
- Can Reduce Anxiety and Depression
- Enhances Memory
- Training Tool
- Solving Science Problems
- Coping with PTSD
- Pain Management
- Prosocial behavior





Gaming has come a long way







The Gaming Evolution







Checkers



Board Games



Video Games



PC Games



Game Conloses Mobile Games Tablet Games





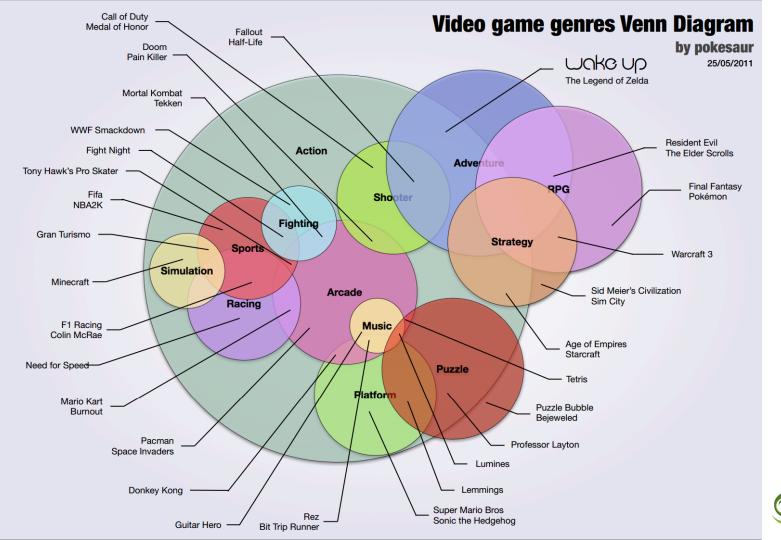


VR Games



AR Games





America's Favorite Video Game Genres

Distribution of all U.S. video game sales by genre in 2014

Action 28.2%

Family entertainment

3.3%

Shooter 21.7%

Casual 1.3%

Sport games 13.3%

Other/compilations 1.1%

Role-playing 9.5%

Children's entertainment 0.1%

Adventure 6.0%

Arcade 0.1%

Fighting 6.0%

Flight 0.1%

Racing 5.2%

Strategy









COVID-19 Gaming Trends

- A. 30% growth in gamers playing > 5hrs/week
- B. 39% growth in money spent
- C. 11% increase in time spent gaming

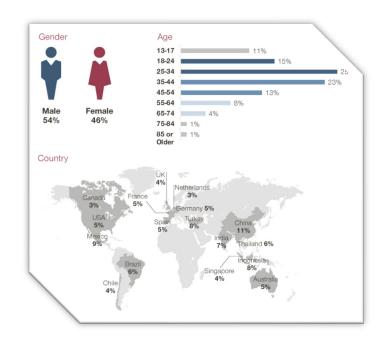
https://www.simon-kucher.com/en-us/blog/new-global-gaming-industry-study-gamers-spend-more-money-and-time-increase-social-contact

Simon - Kucher Global Gaming Study: Impacts of COVID-19 analyzes gamer's behaviors

Our study identified two key effects the pandemic has had on gaming:

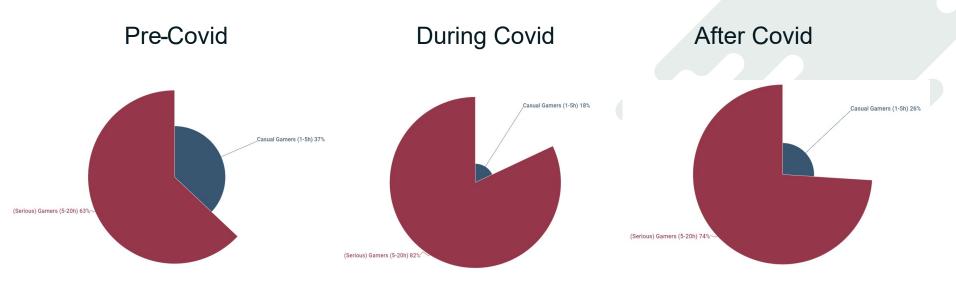
- 1. A lasting increase in money and time spent on gaming, and
- 2. A shift in what types of games are being played (more **multiplayer games**) and how gaming content is being consumed (more **video game streaming**).

https://www.simon-kucher.com/en-us/blog/new-global-gaming-industry-study-gamers-spend-more-money-and-time-increase-social-contact

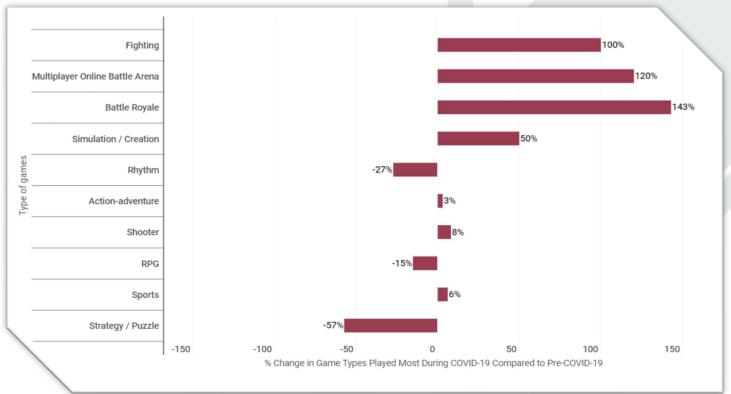


Increase in Serious Gamers during COVID, expected to remain higher than pre-COVID rates.

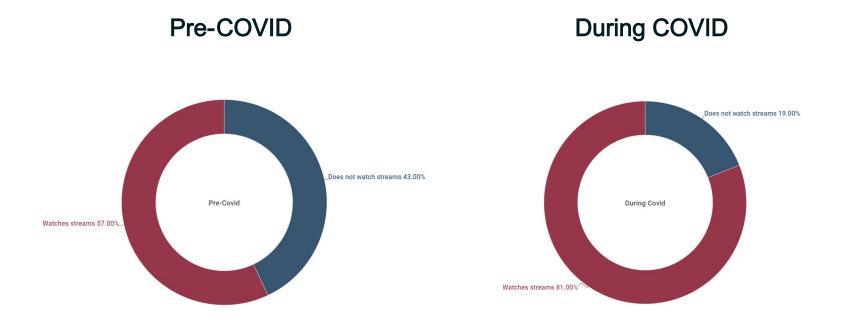
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Gamers are selecting more social games, compared to pre -COVID



Streaming is now mainstream



What is Gaming Disorder?

- Classification of Diseases (ICD-11) as a pattern of gaming behavior ("digital-gaming" or "video-gaming") characterized by impaired control over gaming, increasing priority given to gaming over other activities to the extent that gaming takes precedence over other interests and daily activities, and continuation or escalation of gaming despite the occurrence of negative consequences.
- For gaming disorder to be diagnosed, the behavior pattern must be of sufficient severity to result in significant impairment in personal, family, social, educational, occupational or other important areas of functioning and would normally have been evident for at least 12 months.
- https://www.who.int/news-room/g-a-detail/addictive-behaviours-gaming-disorder#



Similarities with other Disorders (DSM-5)

Substance Use	Gambling Disorders	<u>Gaming</u>
<u>Disorders</u>		<u>Disorders</u>
Using larger amounts	Chases losses	
than intended		
Unable to cut back or	Unable to cut back or quit	Unable to cut back or
quit		quit
Excessive time spent	Preoccupied with it	Preoccupied with it
doing it	·	'
Cravings		
Interfering with role	Lies	Deceiving family
obligations		members
Interfering with	Jeopardized relationships,	Giving up other
activities	job, educational	activities
Interfering with	opportunities	Jeopardized job or
relationships		relationships
Use in hazardous	Bail outs for desperate	Continued despite
situations	financial situations	problems
Use despite	Gambles when distressed	Use of gaming to
physical/psychological		relieve negative
problems		moods
Tolerance	Tolerance	Tolerance
Withdrawal	Withdrawal	Withdrawal



Prevalence of Gaming

- 65% of American Adults plays video games
- The average age of a gamer is 33 years old
- They have been playing for 14 years on average
- 75% of Americans have at least one gamer in their household

Source: Entertainment Software Association. Essential Facts about the computer and video game industry. (2019)

https://www.theesa.com/wp-

content/uploads/2019/05/ESA Essential facts 2019 final.pdf

of gamers are **female** are **male** for women for men

- Overall average age of gamers is 33
- They have been playing for 14 years on average

Healthy Gaming

https://learn.problemgambling.ca/PD F%20library/problem-tech-use-videogaming-healthy-choices.pdf

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Adapted from Soul Crush Stary - A Resource to Help Awareness of Healthy and Harmful Video Gaming Facilitators Manual, CAMH, Problem Gambling Institute of Ontario



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Other problematic internet use issues:

Internet Addiction

Social Media

Screen Use

Pornography

Gambling

Other...



Gaming Addiction Resources

- Computer Gaming Addicts Anonymous: <u>www.cgaa.info</u>
- Game Quitters: www.gamequitters.com
 - Online support group for those dealing with gaming addiction.
- Internet and Technology Addicts Anonymous (ITAA): https://internetaddictsanonymous.org/
- Online Gamers Anonymous (OLGA & OLG-Anon): www.olganon.org
 - Follows the same principles of AA 12-Step Program and Anonymity
- reSTART Life: www.netaddictionrecovery.com
 - WA based treatment center for those dealing with gaming/internet addiction.

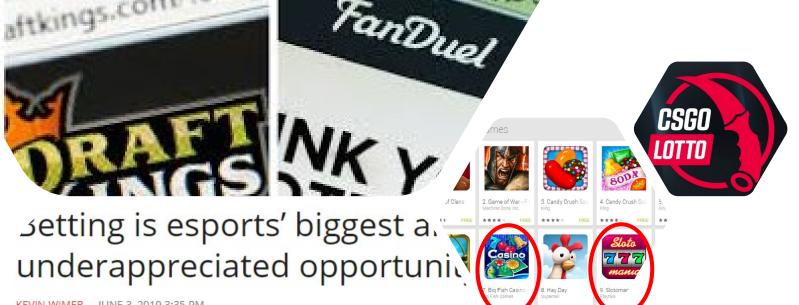
3. The Convergence

How are the worlds of gaming and gambling converging?





Traditional Gambling



KEVIN WIMER JUNE 3, 2019 3:35 PM



Modern Gambling

What's the difference?

Fantasy Sports









eSPORTSTournaments

- Demographics: 85% male and 15% female.

 Majority between ages 18 and 34. (Major League Gaming)
- Prizes are in the millions of \$'s
- One of the largest eSports tournaments is called The International, held in Seattle, WA and Vancouver, B.C.

Most common genres:

- Real-time strategy (RTS) i.e. **StarCraft**
- First-person shooter (FPS) i.e. *Counter-Strike*
- Multiplayer online battle arena (MOBA) i.e.
 - League of Legends and DOTA 2
- Battle royale games i.e. Fortnite





Professional gaming

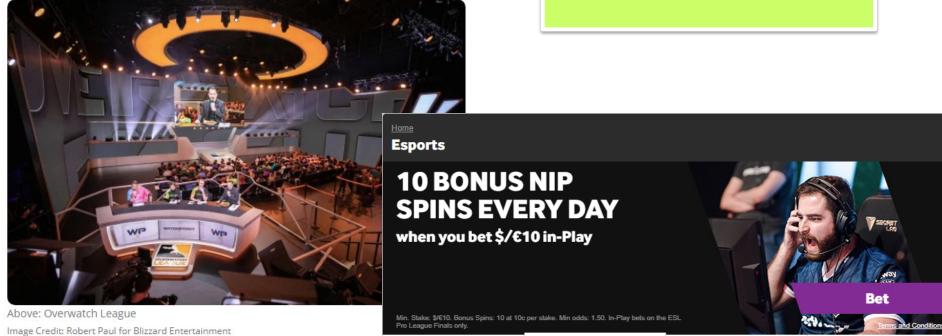
Esports: Inside the relentless training of professional gaming stars



Betting is esports' biggest and most underappreciated opportunity

KEVIN WIMER IUNE 3, 2019 3:35 PM





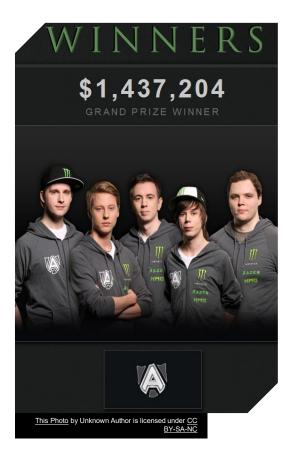
\$/€30 Free Bet Register

Bet 10 Get 10 Spins

4.50 - Betway Boost ESL Pro League ESL Pro League

Esports Objectives Weekly Reward





Gaming an Olympic Sport?

- Multinational tournaments such as **League of Legends World Championship** and **DOTA 2's The International** provide live broadcasts of the competition and prize money to competitors.
- Recently, competitions began having salaried players and regular season and play-off series similar to American professional sports.
- The International Olympic Committee has explored incorporating these competitions into future Olympic events.

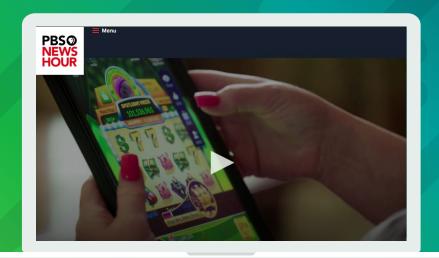
What is a social casino?

- A. A casino where they have a lot of parties
- B. A party that has a casino theme
- C. An app game that looks like a casino game, usually hosted by social media sites



What are Social Casinos?

Big Fish recently lost a lawsuit for operating "unlawful gambling devices". They had to pay back players over \$155 million and agreed to implement "addiction-related resources" and a "self-exclusion policy". But they are still able to operate, based in Seattle, WA. https://www.geekwire.com/2020/big-fish-games-pay-155m-tweak-games-part-class-action-settlement-gambling/



"How social casinos leverage Facebook user data to target vulnerable gamblers"

https://www.pbs.org/newshour/show/how-social-casinos-leverage-facebook-user-data-to-target-vulnerable-gamblers

Articles in this section

Steps You Can Take If You Need a Break

Disabling Game Notifications

Steps You Can Take to Limit the Money You Spend

If You Need More Help

Self-Exclusion Policy

Self-Exclusion Policy



Big Fish
Updated 8 days ago

Playing video games can be a fun part of a balanced life, but Big Fish Games recognizes that there can be too much of a good thing. We want to ensure we're providing you with a safe, enjoyable experience; that includes empowering you with the ability to permanently exclude yourself from our games. This Self-Exclusion Policy explains how you can implement this type of change, and how this change will impact your ability to access Big Fish Games games in the future.

Please read this policy carefully. If you have questions after reading this policy, please reach out to our Customer Support team for assistance.

Regardless of your reason -- for example, you may be struggling to exercise control over your gameplay, your gameplay may be having a negative effect on your life, or you simply no longer wish to have a Big Fish Games account -- you can contact our Customer Service team at any time to request that your account be banned. The Customer Service team will promptly action your request, no questions asked. Once implemented, your access to the app will be blocked.

Please note that all account bans are permanent, regardless of whether you proactively requested that your account be banned, or a ban was imposed on your account at the discretion of Big Fish Games. There are no exceptions to this permanent ban status.

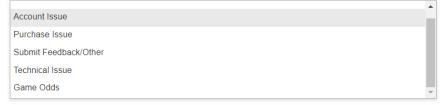




Big Fish Casino > Submit a request

Submit a request

Please choose your issue below



Big Fish Casino Terms of Use Privacy Policy



Let's go whaling: Tricks for monetising mobile game players with free-to-play





How a 16-year-old gamer turned into a compulsive gambler

OTL sits down with Elijah Ballard as he opens up about how playing Counter-Strike: Global Offensive sent him down a dark road. JAY FRAM FOR ESPN

Skin in the Game -

Counter-Strike has spawned a wild multibillion-dollar world of online casino gambling; it's barely regulated and open to any kid who wants in. ESPN.com 1/20/17

http://www.espn.com/espnw/video/ 18516328/how-16-year-old-gamerturned-compulsive-gambler

Thanks!

Any questions?

You can find me at:

<u>trus s ell@evergreencpg.org</u>

