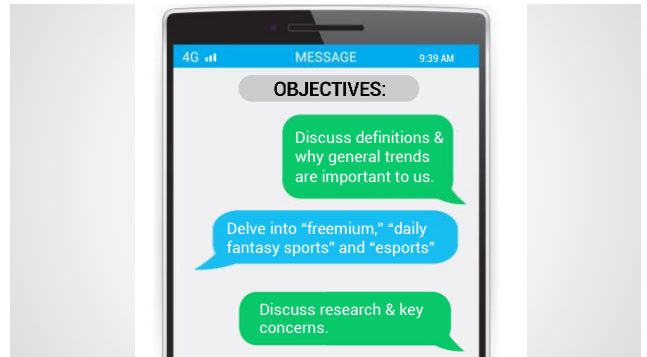




THE LATEST APPETITES IN THE GAMBLING WORLD

Julie M. Hynes, MA, RD, CPS
2017 NYCPG Annual Conference on Problem Gambling
Keynote | November 16, 2017

THANK YOU, NYCPG!



TRIGGER WARNINGS



There may be content here that could present as a trigger to some. Please take care of yourself and give yourself a break if needed.

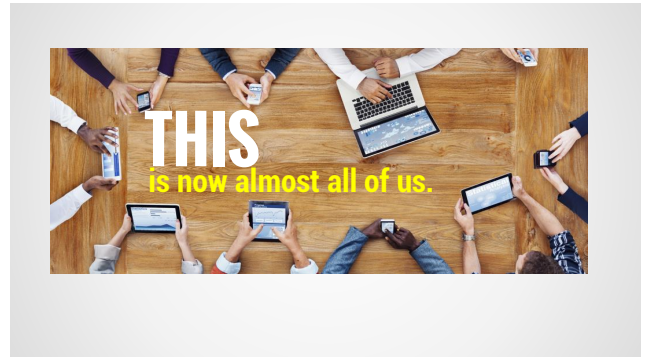
CAVEATS

Material is up to date today...maybe not tomorrow.

Material relates to GAMING and GAMBLING...not overall online behavior.

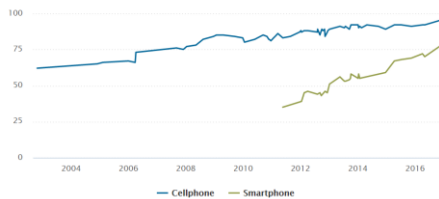


Image purchased by J. Hynes via cartoonstock.com, please do not duplicate.



REALLY, IT IS ALMOST ALL OF US.

% of U.S. adults who own the following devices



Source: Pew Research Center (2017, January). **Mobile Fact Sheet.**
<http://www.pewinternet.org/fact-sheet/mobile/>

- GAMIFICATION
- MARKETING
- BLURRING

Lottery machine at Sea-Tac Airport



Definition: Gambling

Risking something of value
in the hopes of obtaining
something of greater value.

Source: American Psychiatric Association - DSM-5 (2013).

DEFINITION: COMMON 3 WAYS FOR DETERMINING GAMBLING

- 1. Prize:** Anything of value the sponsor awards in a promotion. (Example: goods/services with a monetary value or items of value.)
- 2. Chance:** A process beyond the participant's direct control determines the outcome. (Example: an instant-win game at a fast food restaurant.)
- 3. Consideration:** Requires money or significant effort. (Example: attending a sales presentation.)

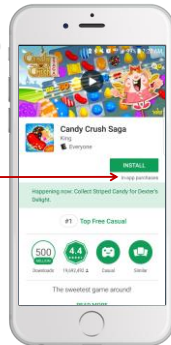


FREEMIUM.



LET'S LOOK AT FREEMIUM.

FREE* APPS...
*(WITH "IN-APP PURCHASES.")



ANYONE CAN GET THEM.

Do RATINGS STOP MOST KIDS?



REAL MONEY FOR PRETEND MONEY / PRIZES



AND CANDY!



TYPICAL FREEMIUM SCENARIO:



Most popular Apple App Store Categories in October 2017, by share of available apps



IN-APP purchases = \$9 in every \$10 spent!

Source: statista.com



"The Psychology of Freemium" - <https://www.psychguides.com/interact/the-psychology-of-freemium/>

DIGITIZING THE FANTASY:

THE LEADER IN ONE-DAY FANTASY BASEBALL
Real money. No season-long commitment. Instant payouts.
\$200 FREE on your first deposit. Join now >>

"Think of it as 'one-night stand' fantasy sports"
TechCrunch

"Every Sunday is Super Bowl Sunday"
Sports Illustrated

Image source: FX Network

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"DFS" - DEMONSTRATION:

| Contest | Start | Entry Fee | Total Prize | Entries | Start | Link |
|--|---------|-----------|-------------|---------------|-----------|-------|
| NBA \$15K MEGA (10/100K to 1M) | Classic | \$15 | \$1,500,000 | 589,125 | 08:45:29 | ENTER |
| NBA \$50K Excellent (10/500K to 1M) | Classic | \$50 | \$500,000 | 117,207,356 | 08:45:29 | ENTER |
| NFL \$1.11M Fantasy Football Millionaire (10M to 1M) | Classic | \$20 | \$1,110,000 | 16,849,182.96 | Sun 10/29 | ENTER |
| NFL \$1.25M Play-Action (10/50K to 1M) | Classic | \$1 | \$1,250,000 | 46,345,254 | Sun 10/29 | ENTER |
| NBA \$25K Spin Move | Classic | \$44 | \$225,000 | 228,654,643 | 08:45:29 | ENTER |
| NBA \$150K Sharpshooter (20 Entry Max) | Classic | \$1 | \$150,000 | 150,000.44 | 08:45:29 | ENTER |

WHY DFS EXPLODED.



- Growing consumption of sports via TV, online, print and social media
- "Instant gratification"
 - Engaging 2nd screen experience" that attracts millennials & iGen (Gen Y)
 - Alternative to illegal sports betting in jurisdictions around the U.S.

Image source: Fantasy Trade Sports Association (FTSA.org)
Information source: Eilers Research, <http://www.legalsportsreport.com/2019/state-of-dfs-industry/>

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LET'S PLAY "GUESS THE SPORT!"

Steelback Signs with ROCCAT

Name: Steelback

Update: Steelback will be starting for ROCCAT this summer, ESPN's Jacob Wolf reports.

Analysis: Just weeks after expressing a desire to leave Unicorns of Love and seek a spot on a North American team, Steelback has reportedly signed on with Team ROCCAT. It seems that the European AD Carry was unable to find a satisfactory offer in EU, which is understandable given the \$20,000 buyout fee in his contract with UOL. While UOL only managed to finish fifth/sixth place in the spring playoffs, Steelback had a fantastic individual split, coming second in EU only to FORGIVEN among EU AD Carries. While ROCCAT had a considerably worse ninth-place regular season finish, Steelback reportedly elected to join the team due to confidence in its proposed lineup, though it is currently up to speculation as to whom this lineup will consist of.

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LET'S PLAY "GUESS THE SPORT!"

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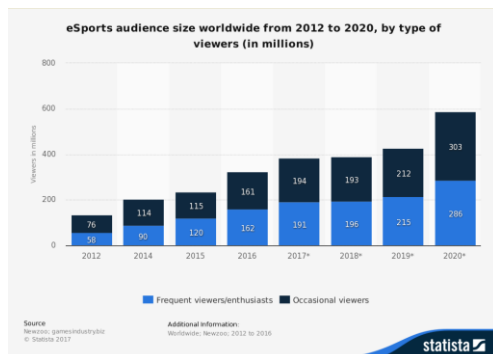
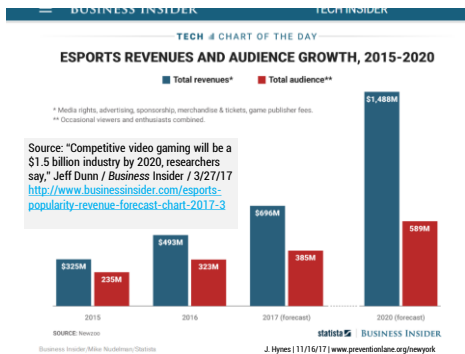
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Source: http://espn.go.com/esports/story/_/id/1455565/latest-league-legends-join-esports
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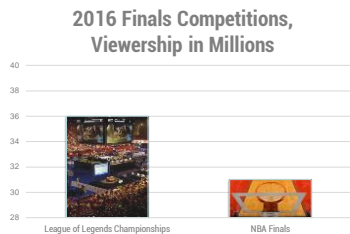
ESPORTS = COMPETITIVE VIDEO GAMING

| TRADITIONAL SPORTS | ESPORTS |
|--------------------|---|
| <p>Etc...</p> | <p>Etc...And new games keep coming...</p> |

NOV. 2017 BLIZZCON - >30K ATTENDEES



WHAT THIS MEANS, BY COMPARISON.



Data source: "eSports goes from gaming to big money league" (April 24, 2017)
<http://www.businesstimes.com.sg/life-culture/esports-goes-from-gaming-to-big-money-league>

GAMBLING ON ESPORTS.

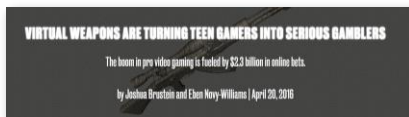
1. Betting on professional gaming teams



2. Betting "skins" on games that can be purchased and sold for real money

3. Fantasy leagues

SKINS BETTING: REAL MONEY FOR VIRTUAL STUFF.



Esports betting = ~\$2.3 billion market.

Source: <http://www.bloomberg.com/features/2016-virtual-guns-counterstrike-gambling/>
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Prize.

Chance.

Consideration.



RECALLING PROBLEM GAMBLING AS ON A CONTINUUM.



DSM-5 (2013) Gambling Disorder

Diagnostic Criteria **312.31 (F63.0)**

A. Persistent and recurrent problematic gambling behavior leading to clinically significant impairment or distress, as indicated by the individual exhibiting four (or more) of the following in a 12-month period:

1. Needs to gamble with increasing amounts of money in order to achieve the desired excitement.
2. Is restless or irritable when attempting to cut down or stop gambling.
3. Has made repeated unsuccessful efforts to control, cut back, or stop gambling.
4. Is often preoccupied with gambling (e.g., having persistent thoughts of reliving past gambling experiences, handicapping or planning the next venture, thinking of ways to get money with which to gamble).
5. Often gambles when feeling distressed (e.g., helpless, guilty, anxious, depressed).
6. After losing money gambling, often returns another day to get even ("chasing" one's losses).
7. Lies to conceal the extent of involvement with gambling.
8. Has jeopardized or lost a significant relationship, job, or educational or career opportunity because of gambling.
9. Relies on others to provide money to relieve desperate financial situations caused by gambling.

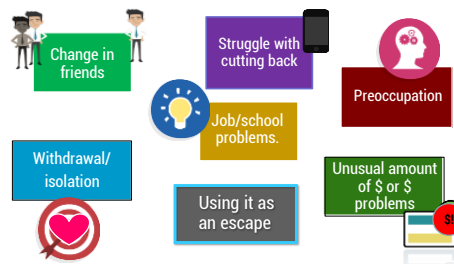
GAMING ADDICTION THE DSM? Not so fast!

"INTERNET GAMING DISORDER" (IGD) is...

"A condition warranting more clinical research and experience before it might be considered for inclusion in the main book as a formal disorder."

American Psychiatric Association. (2013). Diagnostic and statistical manual of mental disorders, DSM-5. Washington, D.C. Author.

SIMILARITIES IN SIGNS OF A PROBLEM.



IMAGES OF BRAIN DEVELOPMENT IN HEALTHY CHILDREN AND TEENS (AGES 5-20)

AGES 5 ← → 20

25 years old!

The brain is still developing until 25 years old!

PREFRONTAL CORTEX

Blue represents maturing of brain areas.

Source: PNAS 101:8174-8179, 2004.

GAMING/GAMBLING & DOPAMINE

It's NOT about the money!

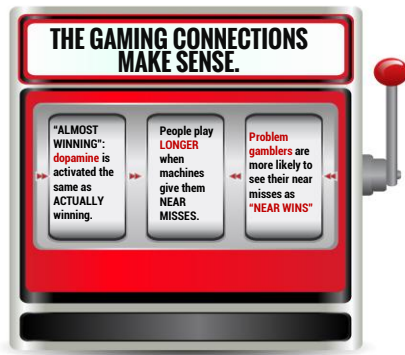
Potential losses Potential gains

LH RH Z-value

-4.0 -2.0 2.0 4.0

Dopamine not released when expecting a loss.
Flooded with dopamine when expecting a win!

Source: Brain Briefings (2007, October), Society for Neuroscience, Washington, DC



RECOMMENDED WATCH:

How a 16-year-old gamer turned into a compulsive gambler
GTL 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/espn/feature/story/_/id/18510975/how-counter-strike-turned-teenager-compulsive-gambler

49

What do you see here?



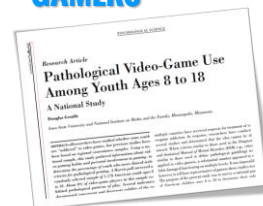
Much like the technology itself, research is new.

**RESEARCH:
THE GREAT
UNKNOWN.**

CAVEAT before looking at this research:

We should be very careful not to pathologize all gaming behavior.

YOUTH "PATHOLOGICAL" VIDEO GAMERS



- Sample of 1,178 youth in the U.S.: 8.5% of youth gamers were classified as "pathological gamers"
- >80% play video games at least occasionally
- "Pathological" gaming: (using 5 of 10 of DSM-IV; this was prior to DSM-5)

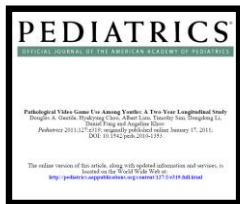
Gentile, D. (2009). Pathological video-game use among youth ages 8-18: A national study. *Psychological Science*, 20, 594-602.

YOUTH "PATHOLOGICAL" VIDEO GAMERS

n=3,034 – grades 3, 4, 7 & 8

9% pathological gaming

- Less empathy
- More impulsivity



Source: Gentile, Choo, Liau, et al. (2011). [Pathological video game use among youth: A two year longitudinal study](#)

IGD & PATHOLOGICAL GAMBLING:

Similarities between those with internet gaming disorder (IGD) & pathological gamblers:

- Less sensitive to loss
- More reactive to gaming and gambling cues
- More impulsive choices

Fauth-Bühler, M., Mann, K. (2015, Nov.) Neurobiological correlates of internet gaming disorder: Similarities to pathological gambling. *Journal of Addictive Behaviors*

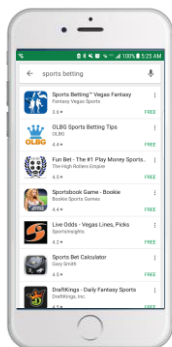
THE FREEMIUM ISSUE.

Adolescents playing simulated gambling games more likely to later move to real gambling...



...and are also more likely to have later gambling problems

King et al., 2010



RESEARCH IN A NUTSHELL:

- There is not yet much research on newer forms of gambling, such as DFS and esports.
- Kids who play free online games are far more likely to develop gambling problems
- Characteristics of online gaming addiction are almost identical to those of problem gambling
- There are key correlations with other mental health and addiction issues.

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RECOMMENDED: GAMING ADDICTION RESEARCH

This link has some great research articles from one of the most prominent online behavior addiction researchers in the field.



DRMARKGRIFFITHS Just another WordPress.com site

<https://drmarkgriffiths.wordpress.com/2016/04/22/game-over-view-a-brief-overview-of-our-recent-papers-on-gaming-addiction/>

TO BE CONTINUED...

(Workshop #1)

