A Conceptual Architecture for Empowering Responsible Online Gambling with Predictive, Real-time, Persuasive and Interactive Intervention: The EROGamb Project

https://research.bournemouth.ac.uk/project/erogamb

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Introduction

- Online gambling provides a unique chance to empower classic behaviour change as it offers a real-time communication of gambling behaviour data and a medium for intelligent, personalized, timely and interactive intervention and goal settings.
- This builds on the established research in influence, help seeking and behaviour change [1, 2], online addiction labels [3] and persuasive elements of online peer groups [4].
- We also recognize the risk factors when applying such technologies for addictive behaviours [5].

Architecture

EROGamb Objectives

- An online platform for retrieving and utilizing online gambling data to understand and visualize a gambler behaviour.
- A researcher interface to monitor the online gambling behaviour and tailor persuasive interactive techniques to be applied at the user side.
- A gambler interface, website and app, for visualizing various infographics and receiving interactive persuasive mechanics.
- Testing the concept with a case study and also classifying the preferences and feedback obtained from gamblers.

Gambler's Opinion

A set of interviews were conducted with ex-gamblers. They:
- Were supportive of using tech for responsible online gambling.
- Felt our data are helpful to raise gamblers' awareness of their behaviour.
- Felt it is helpful if the platform could limit the time they gambled and the maximum amount they were allowed.
- Thought any limits should also cover all the main websites.
- Felt educational information and real life stories of gamblers and alternative ways they could spend their time shall be suggested.

Gambling Data for Persuasion

- Betting history (i.e., time of the betting, type of events, amount of money, won/lost, Self-excluded games and limits, active bets, etc.)
- Spent time in gambling operators services
- Real-time browsing and navigation data about login status, navigation tracking in gambling operators website, online status, etc
- Social factors from gambling online forums, e.g. posts and topics
- Knowledge if gambling operators provide any social recognition (i.e. social features)
- Platform (website or mobile app) used for gambling and location
- Record the time frame of bets in relation to the events, i.e. the betting time in relation to the betting event time

Authentication

We advocate a fair usage and share of Online Gambling Behavioural Data

References


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