

# 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/>

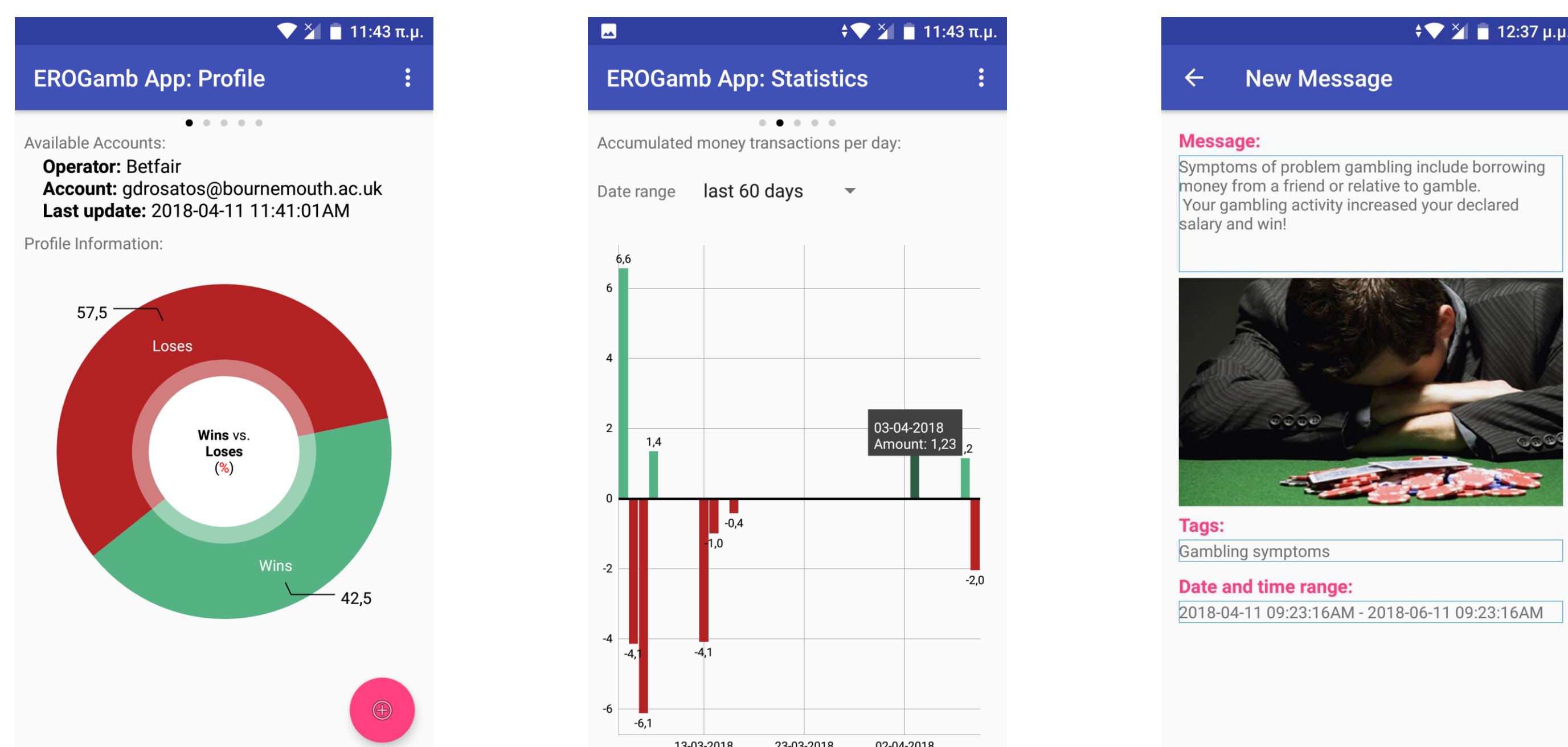
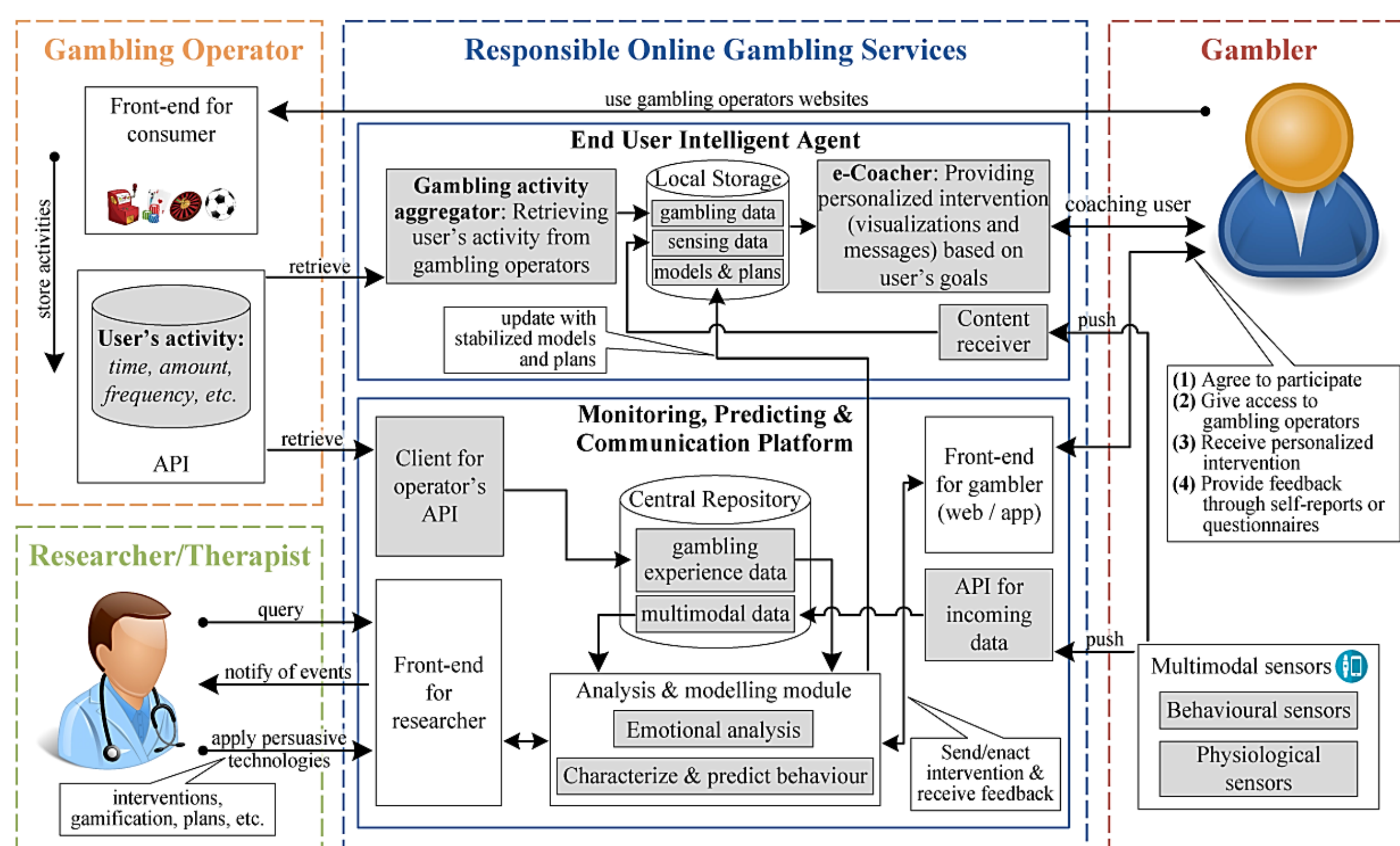
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## Introduction

- 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

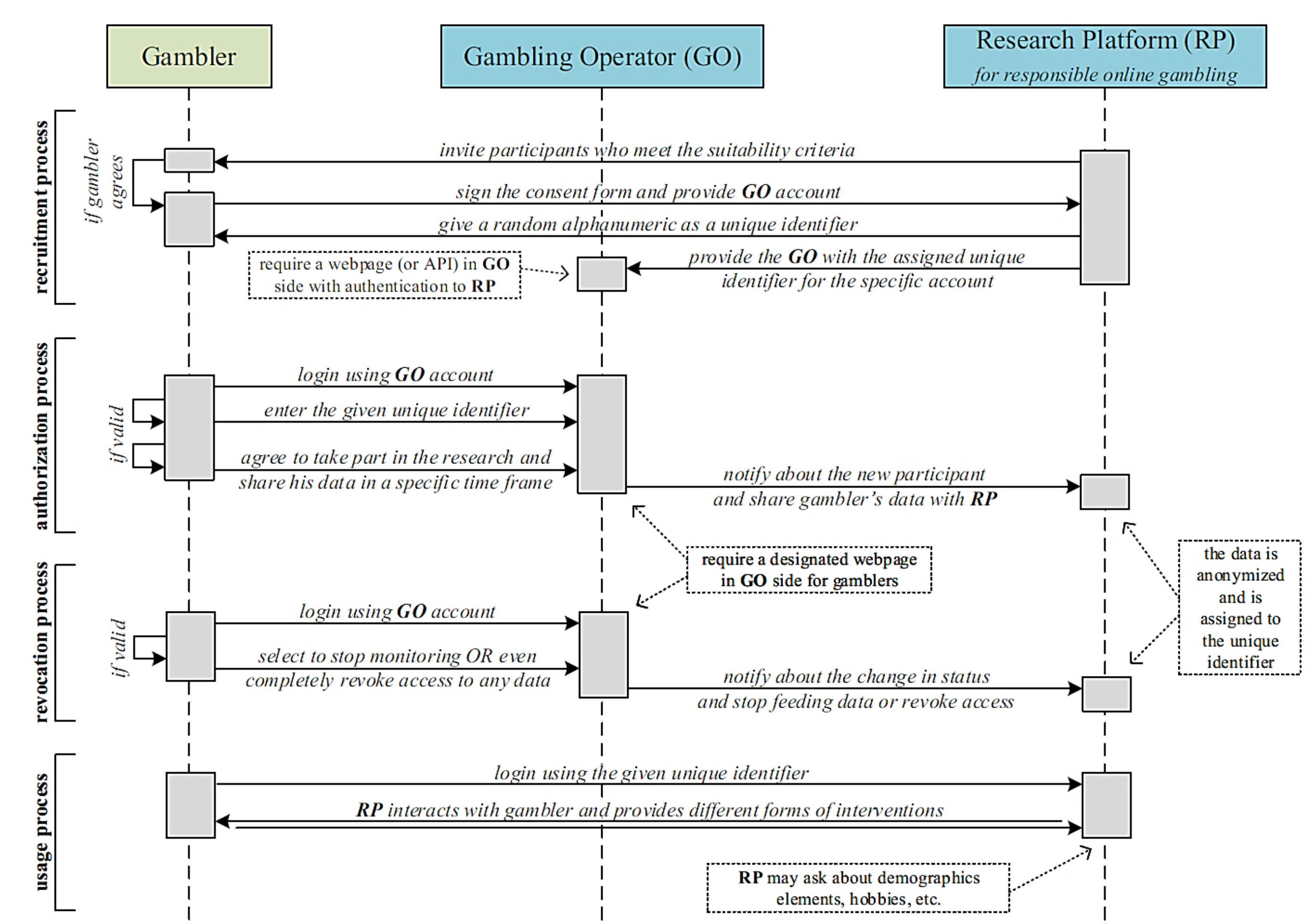
## Gamblers Opinion

- 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 activity. They did not stop gambling until they reached rock bottom
  - Felt it is helpful if the platform could limit both 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



## The Principle

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



## References

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