

Helping Youth Make Healthy Choices about Gaming



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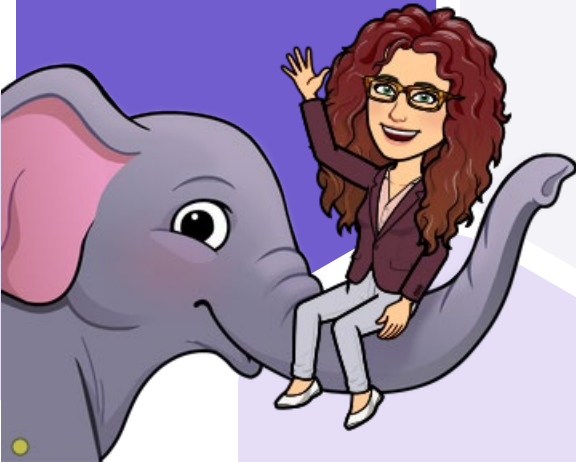
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WHO AM I?





What do you know about **MARKETING?**



“The Secrets to Marketing in the Gaming Industry”

- ◆ Use Gaming Influencers
- ◆ Go mobile
- ◆ Target women
- ◆ Generate video content (streamers)
- ◆ Put it in the cloud (online gaming)
- ◆ Be seen as a charitable organization
 - ◇ “social consciousness”, “brand integrity”
- ◆ Inclusivity



Source: [Digital Marketing Institute](#) (May 2020)





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

A game developer shares tricks to a room of game developers





Video game monetization



- 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





What about parents and other adults?

- ◆ Do marketing strategies work on them too?

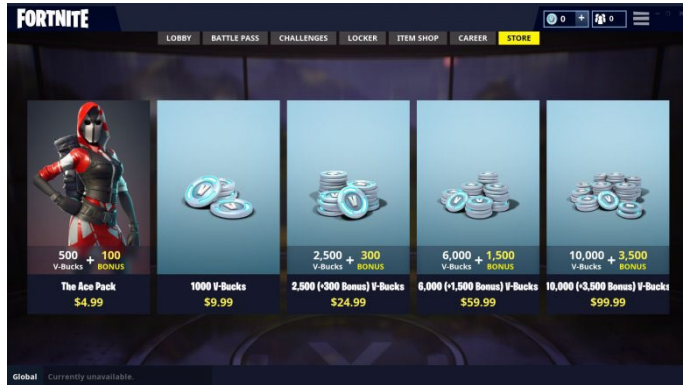




What's the difference between a PURCHASE and a gamble?

Purchase

Paying a set price, for a known product, service, or good.



Gambling

The product to be received is unknown



More to come on loot boxes





What's the difference between a game and a gamble?

Just a game

No bets or wagers are made

Ex: board games, card games, most video games



Gambling

- ◆ **Prize** Anything of value the sponsor awards in a promotion.
- ◆ **Chance** Outcome is beyond the participant's direct control.
- ◆ **Consideration** Something of value or serious effort is invested.



Healthy gaming choices

<https://learn.problemgambling.ca/PDF%20library/problem-tech-use-video-gaming-healthy-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 playing.



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



Healthy gaming choices

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ESRB Ratings



Content Descriptor



Interactive Elements



Content Descriptors

Includes things such as: drug/alcohol references, sexual content and nudity, language, mature humor, etc.

- **Real Gambling**

- Player can gamble, including betting or wagering real cash or currency.
○ Requires 18+ rating.

- **Simulated Gambling**

- Player can gamble without betting or wagering real cash or currency



Interactive Elements

In-Game Purchases

Contains in-game offers to purchase digital goods or premiums with real world currency, including but not limited to bonus levels, skins, music, virtual coins and other forms of in-game currency, subscriptions, season passes and upgrades (e.g., to disable ads).

In-Game Purchases

(Includes Random Items)

Contains in-game offers to purchase digital goods or premiums with real world currency (or with virtual coins or other forms of in-game currency that can be purchased with real world currency) for which the player doesn't know prior to purchase the specific digital goods or premiums they will be receiving (e.g., loot boxes, item packs, mystery awards).

Users Interact

Indicates possible exposure to unfiltered/uncensored user-generated content, including user-to-user communications and media sharing via social media and networks

Shares Location

Includes the ability to display the user's location to other users of the app

Unrestricted Internet

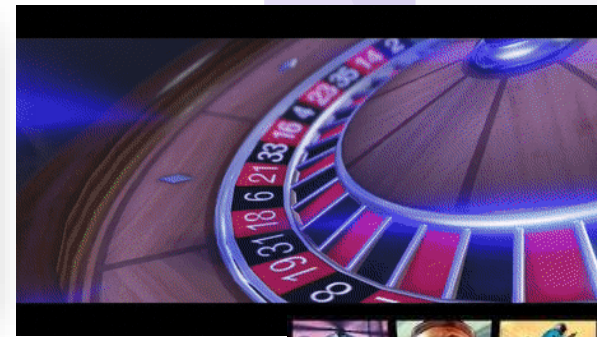
Provides unrestricted access to the internet (e.g., browser, search engine)

GTA V example



Blood and Gore
Intense Violence
Mature Humor
Nudity
Strong Language
Strong Sexual Content
Use of Drugs and Alcohol

• Online Interactions Not Rated by the ESRB
(Xbox 360, PlayStation 3)



- **Blood and Gore**–Frequent blood splatter, dismemberment
- **Intense violence**–Players play role of criminals, includes assassination of rivals, weapons, torture by tooth removal and electrocution
- **Mature Humor**–Sex jokes, depictions of raw sewage and feces on a worker’s body, necrophilia
- **Nudity**–Topless lap dance in a strip club, male cult members with exposed genitalia
- **Strong Language**–“F***”, “C***”, “N*****”
- **Strong Sexual Content**–Fellatio and masturbation, various sex acts with a prostitute
- **Use of Drugs and Alcohol**–Players smoke from a bong and joint, use of cocaine, consuming alcohol and drive while under the influence



Play smart, stay in control

Teach youth to ask themselves....

Time



How are players encouraged to spend more time in this game?

Money



How are players encouraged to spend money in this game?

Impulses



Who is in control? Me, the game, or my friends?

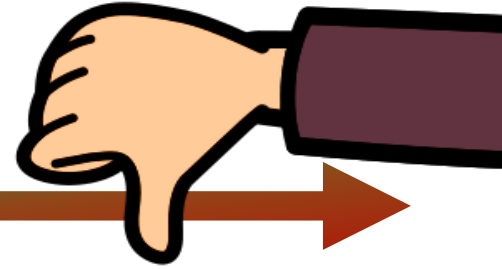


Healthy behaviors vs unhealthy addictive behaviors



Healthy Behaviors

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

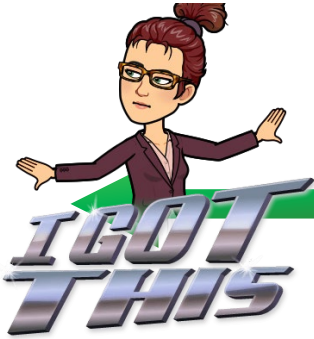


Unhealthy Behaviors

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

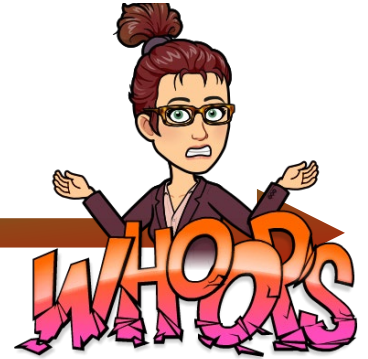


Healthy behaviors vs unhealthy addictive behaviors



Healthy Behaviors

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



Unhealthy Behaviors

- ◆ No limits
- ◆ Out of balance
- ◆ Decreases confidence/esteem/selfimage



Healthy behaviors vs unhealthy addictive behaviors



#ADULTING



Healthy Behaviors

- ◆ Guilt-free
- ◆ Bio/psych/el/voc growths
- ◆ Outer brain decisionmaking (logic, reason, planning)

Unhealthy Behaviors

- ◆ Guilt/shame
- ◆ Bio/psych/el/voc damage or disruption
- ◆ Inner brain decisionmaking (instincts, fight/flight, pleasure seeking)





Name 5 “Healthy behaviors”

Sticking with a healthy diet

Getting exercise

Playing sports

Gaming in moderation (appropriate for the individual’s life)

Playing musical instruments

Listening to music to soothe self

Journaling

Creative expression

Quality time with close relationships

COMMON RISK & PROTECTIVE FACTORS

INDIVIDUAL & PEER

- Early initiation
- Early big wins
- Greater confidence of winning
- Impulsivity
- Competitiveness
- Interaction w/ antisocial peers
- Friends' use/pressure
- ATOD use
- Time spent (gaming)
- Psychological distress, mental health issues
(gaming: anxiety)

- + Prosocial involvement
- + Early losses
- + Boredom
- + Awareness of risk

Gupta & Derevensky, 2001; Gupta & Derevensky, 2000; Hayatbakhsh et al., 2006; Johansson et al., 2009; King & Delfabbro, 2016; Raylu & Oei, 2002; Rho, et al., 2018; Scholes-Balog et al., 2014; Shead et al., 2010; Volberg, 2008; Winters et al., 2002; Slide credit to Julie Hynes



COMMON RISK & PROTECTIVE FACTORS

FAMILY



- Family conflict
- Family history antisocial behavior
- Parental involvement
- Parental history

+ Encouragement of prosocial behavior

Gupta & Derevensky, 2001; Gupta & Derevensky, 2000; Hayatbakhsh et al., 2006; Johansson et al., 2009; King & Delfabbro, 2016; Raylu & Oei, 2002; Scholes-Balog et al., 2014; Shead et al., 2010; Volberg, 2008; Winters et al., 2002; Slide credit to Julie Hynes





COMMUNITY

- Exposure
- Availability & accessibility
- Media portrayal



SCHOOL

- Academic failure & poor school performance
- Low school commitment

+ Connection

Gupta & Derevensky, 2001; Gupta & Derevensky, 2000; Hayatbakhsh et al., 2006; Johansson et al., 2009; King & Delfabbro, 2016; Raylu & Oei, 2002; Scholes-Balog et al., 2014; Shead et al., 2010; Volberg, 2008; Winters et al., 2002; Slide credit to Julie Hynes





What can I do right away?

Set	Set healthy habits and limits for yourself
Practice	Practice self-awareness
Adopt	Adopt an attitude of compassion and non-judgement toward those who struggle with gaming and gambling
Be	Be a role-model (set an example by sticking with your own healthy limits)

GUIDELINES FOR CONCERN:

Multiple screen-use (playing, streaming, chatting, other)

Amount of money spent within gaming

Indirect gaming (gaming-related activities other than direct game play)

Proposed **Internet Gaming Disorder** criteria:

Tolerance

Withdrawal

Unable to quit/cut back

Preoccupation

Use of gaming to relieve negative moods

Continue to game despite problems

Deceiving family members or others

Jeopardizing relationships/job

Giving up other activities

Source: [Intenta Digital](#): Gaming Disorder Clinical Training

Source: DSM-5 (2013)



What kind of help is out there?

**12-step and
Community Support**

**Outpatient treatment
and counseling**

**Residential
treatment**



Certified Counselors

**Washington State Problem
Gambling Helpline
– Directory of Gambling
Counselors**



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

**IGCCB's Directory of Gaming
Counselors (IGDC)**

<https://www.igccb.org/counselor-directory/>



Gaming Recovery Resources

Computer Gaming Addicts Anonymous: www.cgaa.info

- Support group for computer gaming

Game Quitters: www.gamequitters.com

- Online support group for those dealing with gaming addiction.

Healthy Gamer: www.healthygamer.gg

- Resources for gamers and parents

Internet and Technology Addicts Anonymous (ITAA):
<https://internetaddictsanonymous.org/>

- Online support group Internet and Tech Addictions

OLGA & OLG-Anon: www.olganon.org

- Support group for **OnLine Gaming**

reSTART Life: www.netaddictionrecovery.com

- WA based treatment center for those dealing with gaming/internet addiction.



Recovery Support (12step and community support)

Gambling

- ◆ [Gamblers Anonymous \(GA\)](#)
- ◆ [Gam-Anon](#)
- ◆ [Gamblersinrecovery.com](#)
- ◆ [GamTalk.com](#)

Gaming

- ◆ [Gamequitters](#)
- ◆ [Online Gamers Anonymous \(OLGA / OLG -Anon\)](#)
- ◆ [Computer Gaming Addicts Anonymous \(CGAA\)](#)
- ◆ [Internet and Technology Addicts Anonymous \(ITAA\)](#)



Monitoring Resources



https://support.steampowered.com/kb_article.php?ref=5149-eopc-9918



<https://www.playstation.com/en-us/network/legal/ratings/>



<https://support.apple.com/en-us/HT201304>



<https://www.businessinsider.com/how-to-turn-off-autoplay-on-youtube>



<https://www.qustodio.com/>
<https://bark.us>

How to set up parental controls on Xbox, Windows 10 and Android

By Henry St Leger March 30, 2020

Those pesky kids



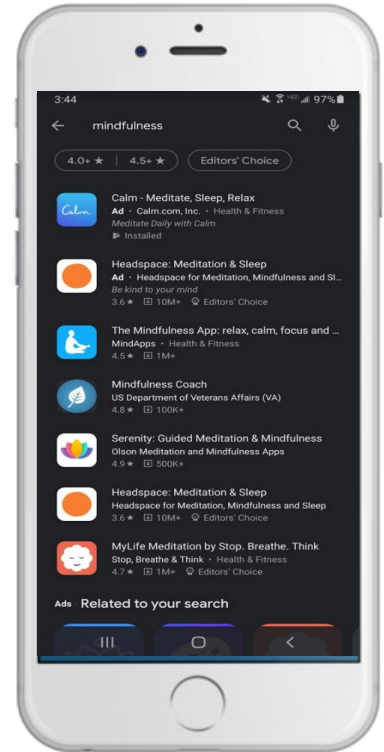
(Image: © Epic Games)

<https://www.techradar.com/how/xbox-parental-controls-console-windows-10-and-android-tools-explained>



Health Promotion Apps

- ◆ Mindfulness apps all those ones you already know about 😊 (Calm, Headspace, etc.)
- ◆ Stress reducers (e.g., Sanvello)
- ◆ Exercise apps –natural dopamine release and reduce stress.
- ◆ Mix it up & use moderation!



Connect with us! <https://www.evergreencpg.org/connect/>



Connections: Healthy Gambling and Gaming Podcast

- 3 Seasons now available, episodes released monthly
- Learn from experts on all things related to gambling and video gaming



ECPG LIVE!

- Live-streamed free episodes, also available on-demand
- Discusses all things problem gambling and gaming related

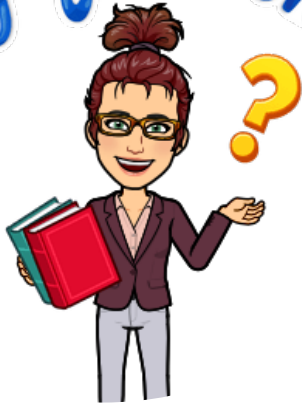


Kaleidoscope: Reflections of Diverse Views on Mental Health Equity

- Live-streamed free episodes, also available on-demand
- Discusses all things related to diversity, equity, and social justice in Behavioral/Mental Health



Any Questions?



Contact me

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