



Gaming, Gambling or Addiction?

F2P Scientific and Legal Perspectives

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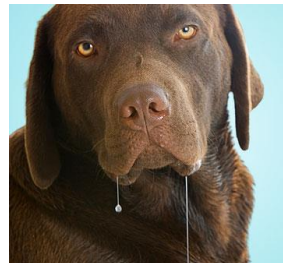
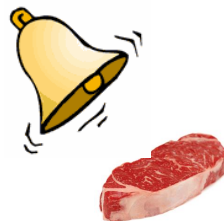
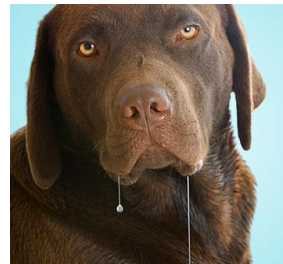
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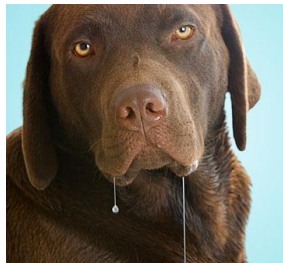
Takeaways (a.k.a. spoilers!)

- The Science of Addiction
- Gaming/F2P can do “bad”
- Governments can (will) regulate “bad”
- Self-regulation/restraint is always better

Psych 101

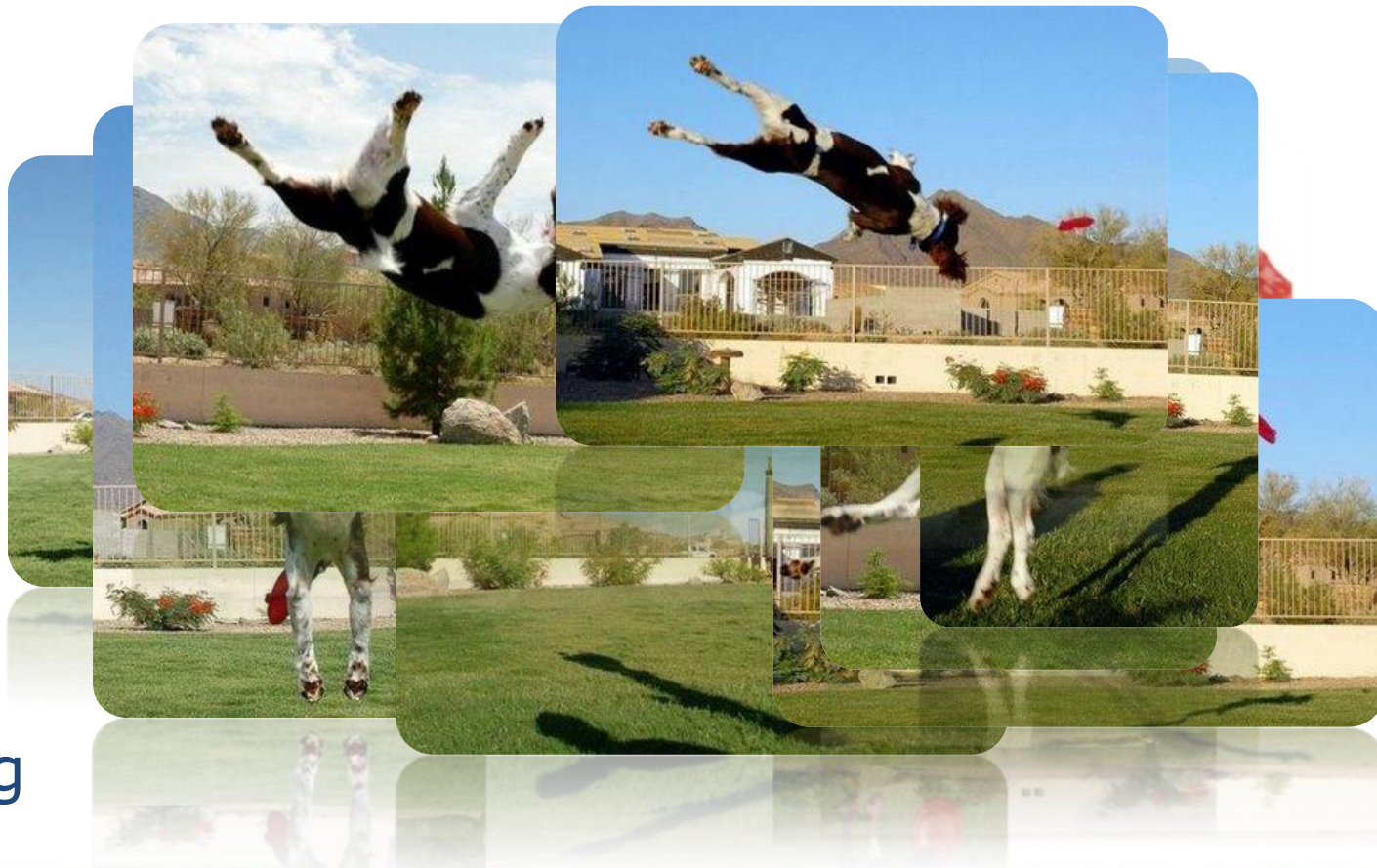


Classical Conditioning



Psych 101

Operant Conditioning





VS



Addiction and Compulsion

- **Biological Addiction**
- Process Addiction
- Complex Addiction



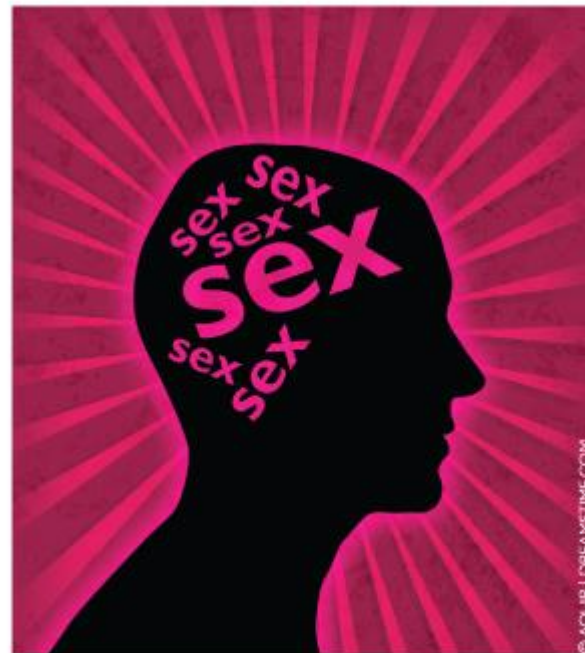
Addiction and Compulsion

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Addiction and Compulsion

- Biological Addiction
- Process Addiction
- **Complex Addiction**



Reward Schedules

Fixed Ratio Schedule	
BEHAVIOUR LEADS TO PREDICTABLE AWARD RECEIPT	
PSYCHOLOGY	GAMING
Pull lever, get food	Eat pellet, get points
100 gold stars = treat	100 gil = potion
"as soon as I finish" this project	"as soon as I finish" this level

- Tends to lead to self control
- After reward, generally reduced drive
- Best for learning new tasks

Reward Schedules

Variable Ratio Schedule BEHAVIOUR LEADS TO UNPREDICTABLE AWARD RECEIPT	
PSYCHOLOGY	GAMING
Begging = maybe treat	Kill mob = maybe loot
High jackpot excitement	Rare spawn excitement

- Highest rate of response
- Tends to lead to lack of self control
- After reward, generally constant drive
- Hardest to extinguish behaviour
- **Rarer reward = tougher to extinguish**

Video Games Shape Behaviour

- Conditioning
- Reward Schedules
- Immersion
- Impulsivity / Excitement
- Goal Setting
- Social Rewards / Prestige
- Money

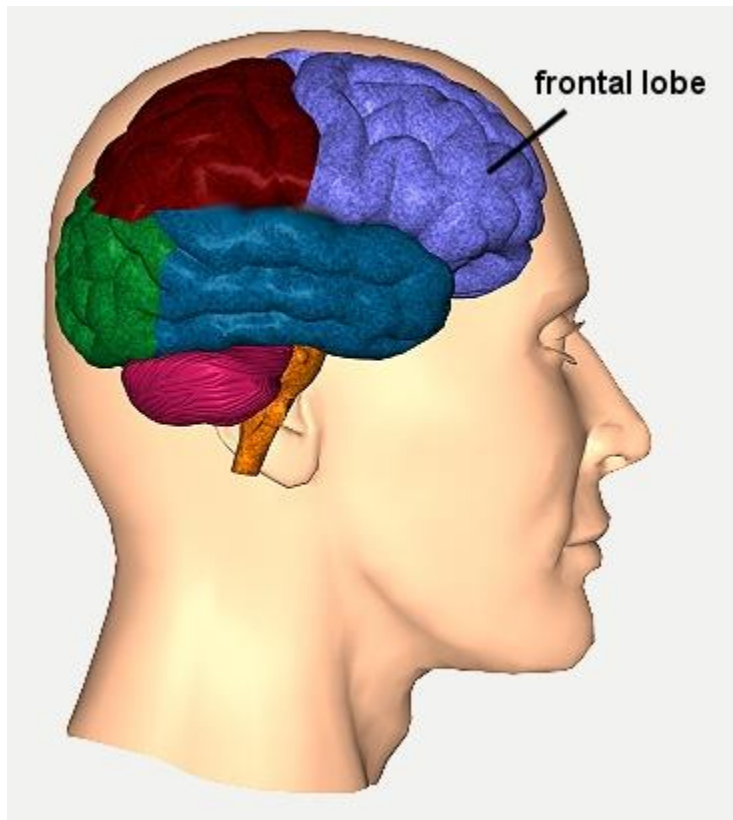
Video Games Shape Behaviour

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Impulsive Purchasing

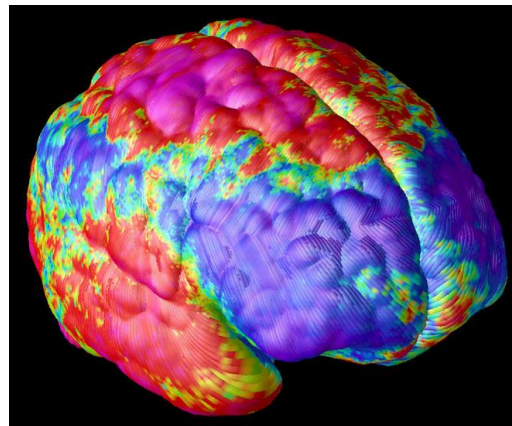
- Balancing short vs long term needs
(indulge now) (save for later)
- Planning and Execution
- Complex decisionmaking



Frontal Lobe

- Executive functions, planning, resist urges, decisionmaking
- Developing until ~24y
- Explains a lot of YouTube

Children Have Developing Brains



... easy to **manipulate** and **deceive**.

... fantastic at **adaptation** and **learning behaviours**.

Parents <3 Their Children



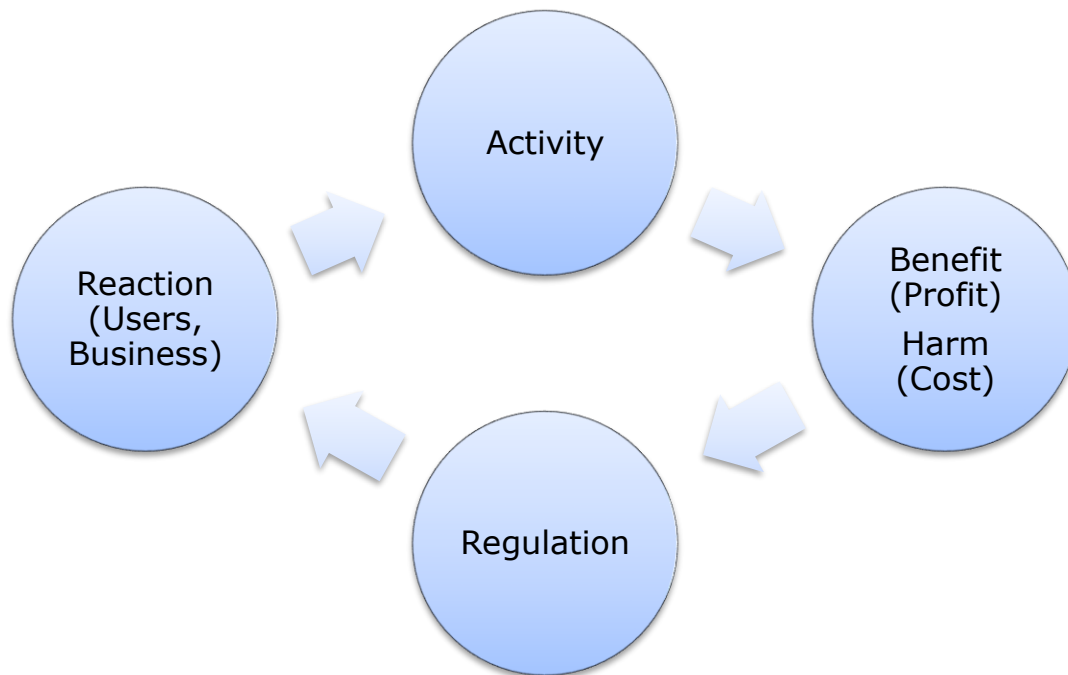
Politicians < 3 Parents

(and the image they get from reporting to love children)



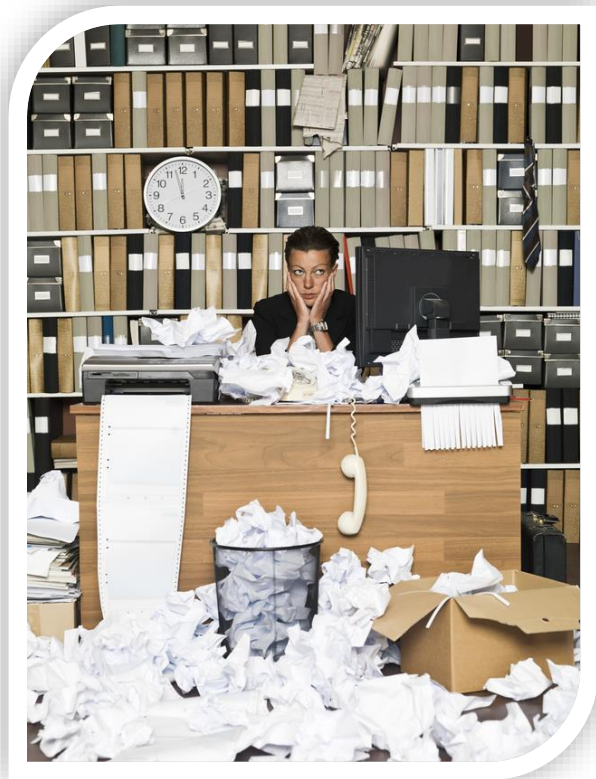
Politicians Will Care About Children's Brains

Lawmaking “Dialogue”



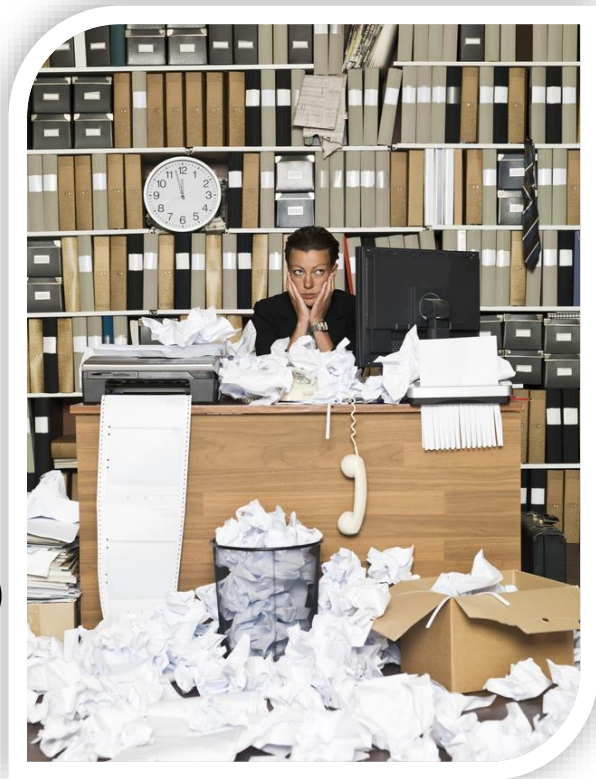
Dialogue Examples

- Spam / E-Privacy
 - Cheap messages vs. unsolicited junk



Dialogue Examples

- Spam / E-Privacy
 - Cheap messages vs. unsolicited junk
 - USA: CAN-SPAM Act (2003)
 - Canada: Anti-spam Law (2014) goes even further, more difficult to comply with



Dialogue Examples

- Consumer Protection
 - Consumerism vs. exploitation
 - 30+ legal cancellation rights in CA alone

http://www.dca.ca.gov/publications/legal_guides/k-6.shtml



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Dance/health studios

Door-to-door; phone/internet

Child support services; funeral (pre-need) sales



Dialogue Examples

- Gambling

- Fun/profit vs. harms/morals
- Banned or regulated worldwide
- Complex regimes catch other activities
 - Sweepstakes/Games of Chance
 - Skill-based contests
 - “Fantasy” sports, e-sports, etc.



Sound Familiar?

Gambling	Dance Studios	Door-to-Door
"Chasing" reward	Large prepay	High-pressure sales
No real-world cues	Exploit emotions	Time limited
Tiered Rewards	"Pain" for refusing	But wait, there's more
Random Rewards	"Relay" (multiple attempts)	Exaggerated claims
"Hidden" currency	Overlapping contract	Confusing terms
Morality / Children		

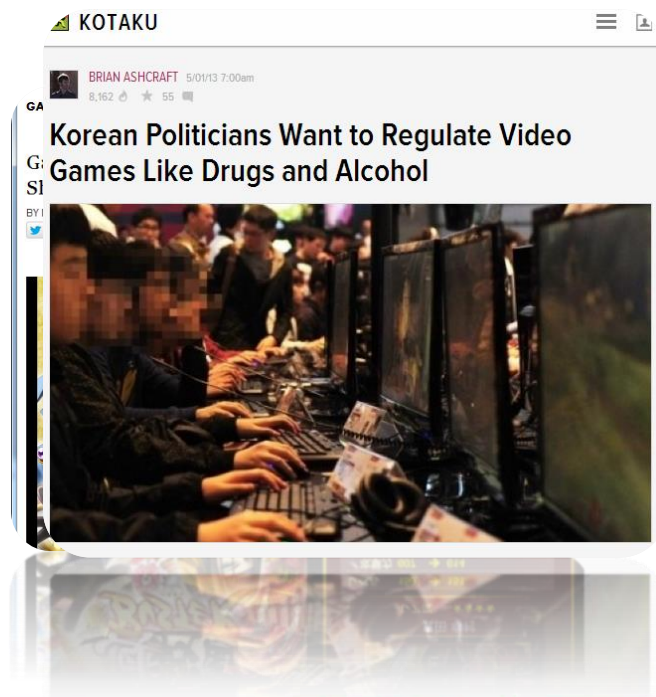
Legislative Reaction to Gaming

- Japan
 - Law for Preventing Unjustifiable Extras or Unexpected Benefit and Misleading Representation
 - ban on “kompugacha”



Legislative Reaction to Gaming

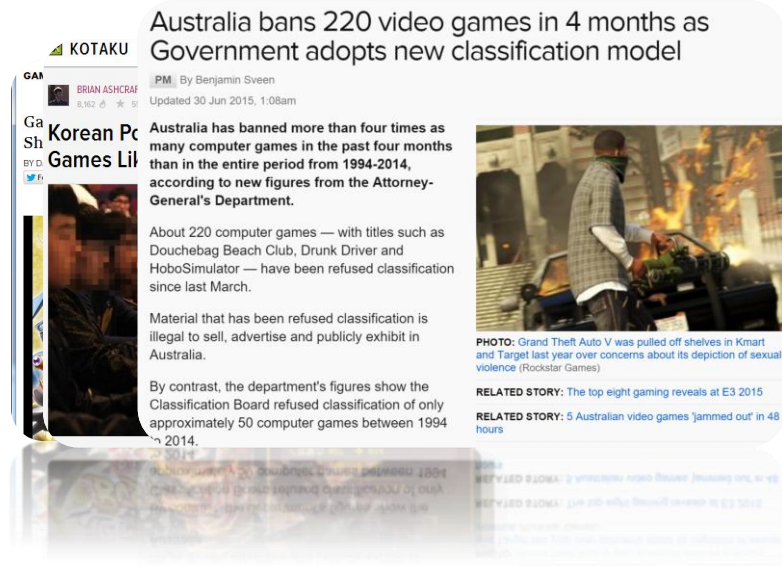
- South Korea
 - “Cinderella Act” midnight shutdown law for kids under 16
 - “Selection System of Game Availability Period” for parents



Legislative Reaction to Gaming

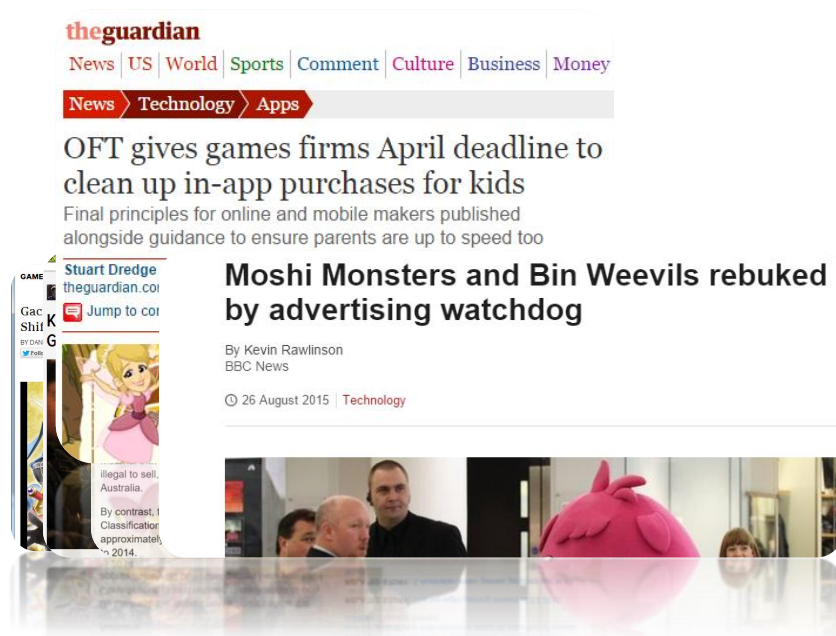
- Australia

- Classification Board
- “Refused Classification”
= banned for sale



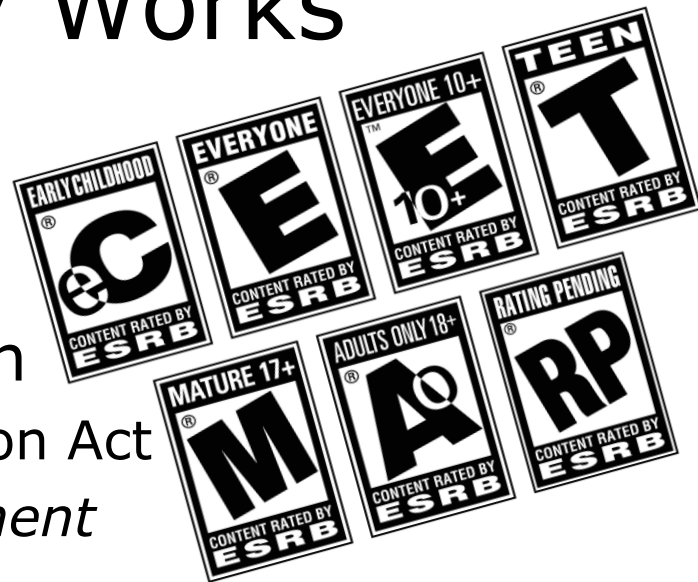
Legislative Reaction to Gaming

- UK
 - Office of Fair Trading, Competition & Markets Authority
 - Principles for Online and App-Based Games



Self-Regulation Really Works

- US / ESRB
 - Effective
 - Key to preventing regulation
 - Family Entertainment Protection Act
 - AB 1179 (*Brown v. Entertainment Software Assoc.*)



Self-Regulation Really Works

- Casinos / Gambling
 - User Education (odds, mechanics, etc.)
 - Voluntary/Self-Exclusion Programs
 - BC: 3 options (all facilities, slot machines, online)
 - BC: 6-months, 1 year, 2 years, or 3 years

How Could F2P Be Different?

- Hidden Costs, Unclear Risks / Odds
 - Be up front
- Buyer Beware Environment
 - Consumer-friendly policies (returns, etc.)
- Entirely Immersive, Encourages Long Play
 - Real-world cueing
- Anyone can play / purchase, encouraged
 - Self-Exclusion programs / schedules

How Could F2P Be Different?

- Slot Machine Payouts
 - Token economies instead of random rewards
- Rewarding compulsive play
 - Diminishing returns
- Play anytime, anywhere
 - Dis-incentivizing compulsive gaming hours
- “Hey Kids...”
 - Parental Locks / Tools

Questions? Comments?



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- Tyler Black tylerblack@gmail.com
- Wrap-Up Room after session (2022) if needed