

Can advanced technologies support safer gambling? Exploring the views of social/legal science and technology professionals

What this research is about

Advanced technologies, like artificial intelligence (AI) and data analytics, are increasingly being used in online gambling platforms. These technologies can be used to personalize gambling products and encourage people to continue gambling. At the same time, they can be used to foster a safer gambling environment, identify risky gambling behaviour, and reduce gambling-related harms. In this study, the researchers interviewed professionals with expertise in advanced technologies or gambling to understand their views on the role of these technologies in safer gambling.

What the researchers did

The researchers recruited 21 professionals with expertise in advanced technologies and 24 professionals working in the social/legal science sector internationally. Participants were recruited between March and August 2025.

Participants filled out an online questionnaire that asked about their sociodemographic characteristics. They then took part in an interview where they could provide their responses either in a video call or in writing.

Social/legal science professionals were asked about the social and legal impacts of gambling technologies, as well as regulatory challenges. Technology professionals were asked about how advanced technologies are integrated into online gambling platforms, risk management, and ethical use of these technologies.

What you need to know

In this study, the researchers explored the views of professionals on the role of advanced technologies in safer gambling. The researchers interviewed 45 professionals from the social/legal science and technology sectors on how advanced technologies are used in online gambling, their risks and benefits, current regulations, and possible ways to reduce gambling-related harms.

Participants discussed how advanced technologies can both increase and reduce gambling-related harms. They raised concerns about harmful design features, use of personal information, lack of transparency in artificial intelligence systems, and regulations that have not kept up with technological change. They also saw potential for such technologies to identify risky gambling and support earlier interventions. The findings can inform the responsible implementation of advanced technologies in online gambling.

What the researchers found

The researchers identified four main themes from the participants' interview responses.

The first theme was gambling. Participants in both groups described gambling as becoming more digital and easier to access. They raised concerns about features that encourage continued gambling, targeted advertising, and the blurring line between

gambling and video games. Social/legal science professionals also expressed concerns that gambling companies might prioritize profit over user safety. Technology professionals highlighted the need to distinguish harmful from recreational gambling.

The second theme was advanced technologies. Participants said that these technologies can have both risks and benefits. Concerns included user awareness and consent, privacy, use of personal information, and the lack of transparency in AI systems. Social/legal science professionals focused more on how technologies could increase gambling-related harms, while also recognizing their potential in safer gambling. Technology professionals emphasized that the impact of technologies, whether beneficial or harmful, depends on the intentions of developers and implementers.

The third theme was regulatory frameworks. Both groups felt that gambling regulations are often fragmented, unclear, and have not kept up with new technologies. Participants suggested tighter rules around gambling advertising and stronger enforcement when companies violate regulations. At the same time, technology professionals raised concerns that overly strict regulations could limit innovation or encourage unregulated gambling.

The fourth theme was recommendations and solutions. Participants generally supported a more active approach to reducing gambling-related harms. Their recommendations included improving safer gambling tools, using technology to identify and respond to risky gambling, changing harmful design features, and providing better information about gambling risks.

How you can use this research

Policy makers, gambling operators, and technology developers can use the findings to guide the responsible use of advanced technologies in online gambling platforms.

About the researchers

Beatriz C. R. Barroso and **António Marques** are affiliated with CIR, ESS at the Polytechnic of Porto in Porto, Portugal. **Leonor G. Cardoso** is affiliated with CIR, ESS at the Polytechnic of Porto in Porto and the

Psychology Research Centre at the University of Minho in Braga, Portugal. **Pedro Morgado** is affiliated with the Life and Health Sciences Research Institute at the University of Minho and ICVS/3B's, PT Government Associate Laboratory in Braga, Portugal. **Carla Rocha** is affiliated with the Centro de Respostas Integradas de Porto Ocidental, Divisão de Intervenção nos Comportamentos Aditivos e Dependências, Administração Regional de Saúde do Norte in Porto, Portugal. **Mark D. Griffiths** is affiliated with the International Gaming Research Unit in the Psychology Department at Nottingham Trent University in Nottingham, UK. **Ricardo Queirós** is affiliated with CIR, ESS at the Polytechnic of Porto in Porto and Escola Superior de Media Artes e Design (ESMAD) in Vila do Conde, Portugal.

Artemisa R. Dores is affiliated with the Faculty of Psychology and Education Sciences at the University of Porto in Porto, Portugal. For more information about this study, please contact Artemisa R. Dores at artemisa@ess.ipp.pt.

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