

# knowledge snapshot



## A conceptual framework for identifying and evaluating components of gamblified experiences

### What this article is about

Gamblification is the intentional inclusion of gambling or gambling-related content into settings where it is not naturally present. It involves the use of gambling to influence consumers' decision-making.

Gamblification is commonly used in digital games. For example, many digital games include in-game items such as loot boxes. Gamblification has also been expanded to a wide variety of digital products and services. It has the potential to be used to achieve commercial as well as pro-social aims. The purpose of this article is to present a conceptual framework for identifying and evaluating components of gamblified experiences in a wide range of contexts.

### What was done?

The authors created a conceptual framework based on the principles of conceptual framework analysis. The authors identified concepts that together represent gamblified experiences.

The authors first identified scientific literature that addresses gamblification. They identified relevant studies from both academic sources and the grey literature. The authors used academic publications from various disciplines, including gambling studies, game studies, media studies, and studies on human-computer interaction. They also used corporate publicity materials, news articles, and websites.

Then, the authors identified relevant concepts from the literature review. They examined similarities and differences among the concepts. Next, the authors arranged the concepts into a framework. Finally, they validated the framework by developing measurement items for each of the components that make up the concepts.

### Why is this article important?

Gamblification is the intentional inclusion of gambling or gambling-related content into settings where it is not naturally present. This article outlines a conceptual framework for identifying and evaluating components of gamblified experiences. The authors identified concepts that represent gamblified experiences through a review of research studies. The authors identified five core concepts of gamblified experiences. Each concept comprises 5 to 6 components. The concepts include interactive context; ethical concerns; representational characteristics; gratification of gambling motivations; and gambling mechanics. The authors described how this framework can be used. The first stage is to investigate gamblified services/products through a qualitative assessment. In this stage, different components of gamblification are identified and described. The second stage is a quantitative evaluation of the gamblified services/products. The authors applied this framework to the case of WayBetter, which is an online behavioural change service dedicated to health and wellness.

### What you need to know

The authors identified five core concepts of gamblified experiences. Each concept is listed below along with its specific components.

**Interaction context:** (1) passive or active user interactions in gamblified experiences; (2) gambling fidelity, or the degree to which gamblified experiences include the three key elements of gambling (i.e., a stake, an uncertain or chance-based outcome, and a reward); (3) gambling primacy, or the degree to which

gamblified experiences are the main product/service or an extra element; (4) role of gambling in promoting emotional associations with non-gambling products/services, or use of non-gambling products/services to promote gambling; (5) use of gambling to encourage engagement; and (6) use of gambling to monetize a product/service.

**Ethical concerns:** (1) impact on individuals and society; (2) degree of exploitation; (3) potential for harm; (4) degree of protection of users; (5) trust (e.g., security of data and financial transactions, privacy).

**Representational characteristics:** (1) gambling references with respect to language/terminology, audio, and imagery; (2) valence (i.e., use of gambling references to imply positive or negative consequences); and (3) marketing.

**Gratification of gambling motivations:** (1) chance to win; (2) dream of the jackpot; (3) social rewards; (4) intellectual challenge; and (5) mood change (e.g., gambling as a means to escape or to relax).

**Gambling mechanics:** (1) staking conditions (e.g., an open system in which anyone can place a stake, a closed system limited to a certain group, or an intermediate system); (2) stake type (e.g., money, transferrable or non-transferable assets); (3) event format (i.e., how the outcome is determined); (4) user influence (i.e., the role of chance/skill in determining the outcome); (5) reward type (i.e., form and context of potential rewards); and (6) reward pool (i.e., shared/public prize pool vs. an individual prize).

The authors described how this framework can be used. The first stage is to investigate gamblified services/products through a qualitative assessment. In this stage, different components of gamblification are identified and described. The second stage is a quantitative evaluation of the gamblified services/products. In this stage, different instances can be compared and information can be presented visually. The authors presented a series of scales that can be used to evaluate the components of gamblified services/products in the second stage.

Finally, the authors applied the framework to a real-world case. They used the example of WayBetter, an online behavioural change service that is dedicated to

health and wellness. WayBetter uses gambling to encourage users to achieve personal goals.

### Who is it intended for?

This conceptual framework could be a useful tool for researchers and stakeholders to assess gamblified services and products.

### About the researchers

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