NOTTINGHAM TRENT UNIVERSITY

TECHOLOGICAL GAMBLING IN GREAT BRITAIN –
HOW DOES THE NEW TECHNOLOGY AFFECT THE PLAYERS?

DR MARK GRIFFITHS
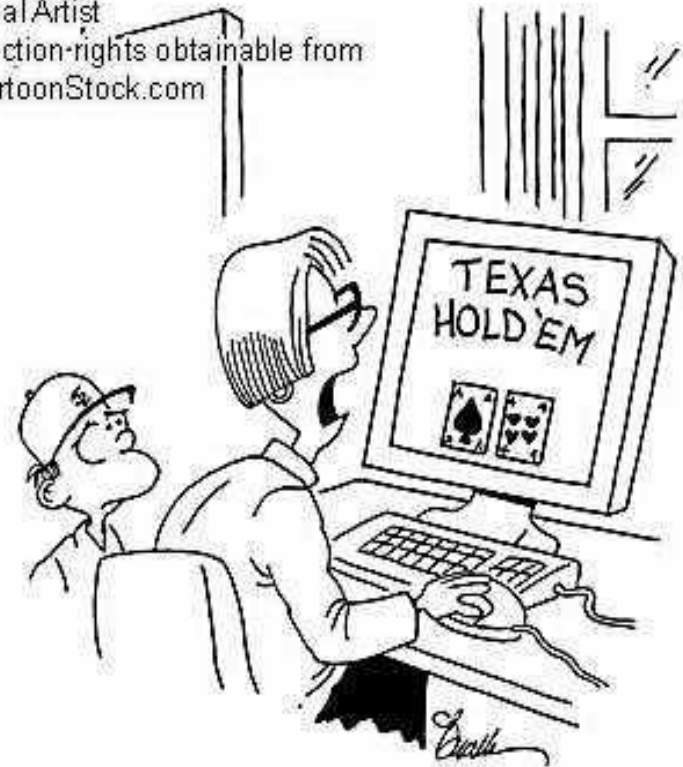## Professor of Gambling Studies

International Gaming Research Unit
mark.griffiths@ntu.ac.uk

TECHNOLOGICAL TRENDS IN GAMBLING
(Griffiths, 2011)

- Feminization of remote gambling

- Increase in numbers of digital natives

- Increase of empirical research into remote gambling

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"Grandma would love to hear about your home run, Ryan...right after the flop."

- Increase in mobile gaming

- Increase in gambling via social networking

- Increase in gambling convergence and cross-fertilization of technologies

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- Increase in technological advertising and marketing of gambling

- Increase in online help and therapy for problem gamblers

- Emergence of new type of problem gambling

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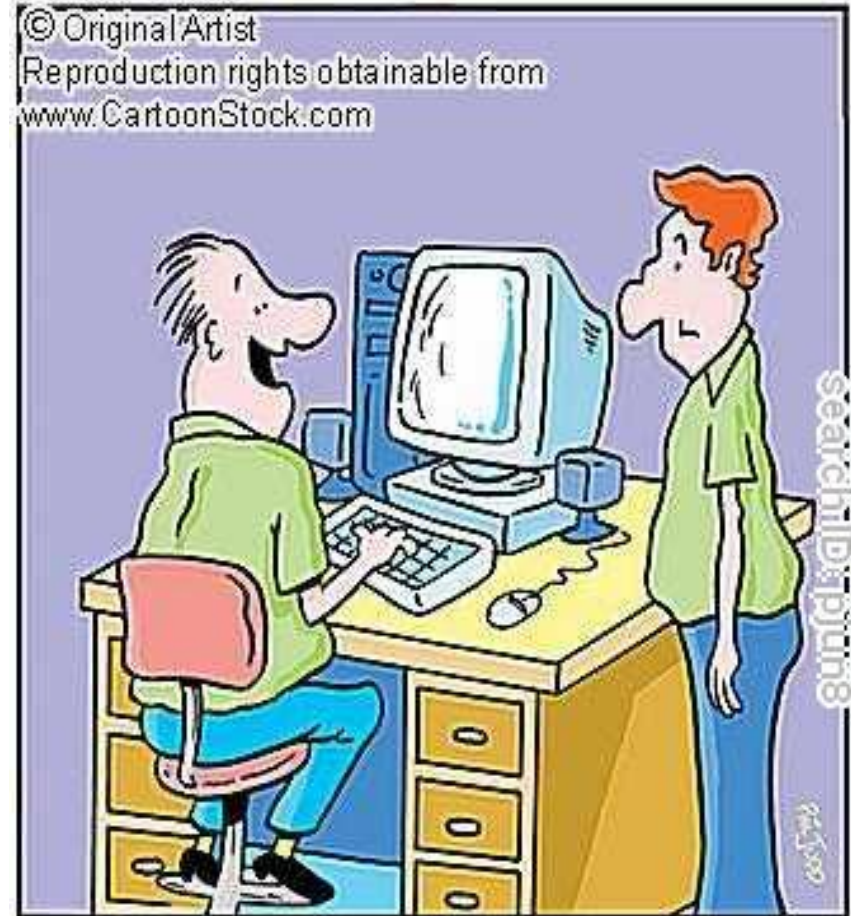
"I'm going to Internets Anonymous... we meet in a Yahoo chatroom!"

CONCLUSIONS

- Technology is changing the way:

  - gamblers are playing games
  - gamblers are being tracked
  - gamblers are being marketed to
  - gamblers are receiving help

- Problem gambling appears to be more prevalent online although this doesn't necessarily mean the online medium is more 'dangerous'

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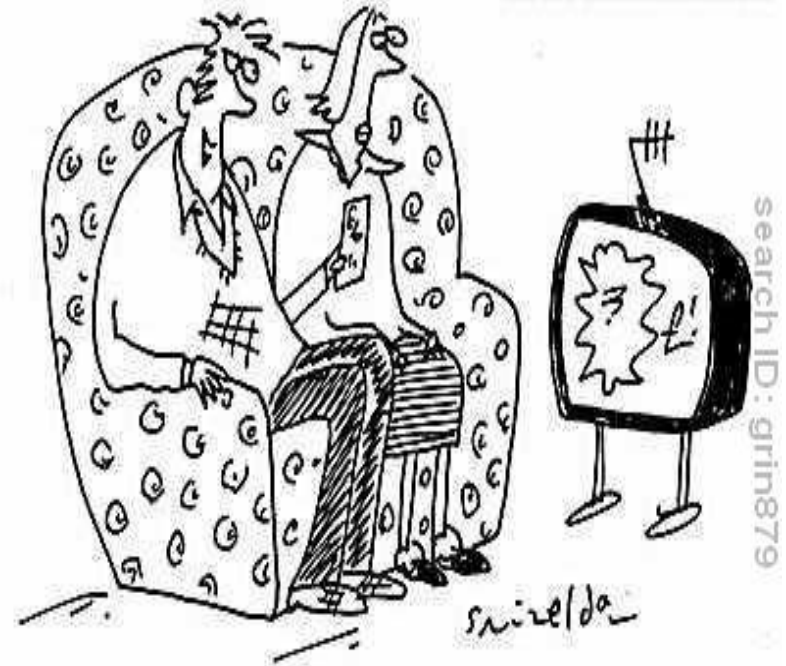
"I bet you £10 there's a gambling advert on next."

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