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Empowering Responsible Online Gambling by Real-time Persuasive Information Systems

Drosatos, George

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Author:	George Drosatos, Fotis Nalbadis, Emily Arden-Close, Victoria Baines, Elvira Bolat, Laura Vuillier, Theodoros Kostoulas, Sonia Wasowska, Maris Bonello, Jane Palles, John McAlaney, Keith Phalp and Raian Ali
Abstract:	<p>Online gambling, unlike other mediums of problematic and addictive behaviours, such as tobacco and alcohol, offers unprecedented opportunities for building information systems that are able to monitor and understand a user's behaviour in real-time and adapt persuasive messages and interactions that would fit their personal profile and usage context. Online gambling industry usually provides Application Programming Interfaces (APIs) meant mainly to enable third-party applications to network with their gambling services and enhance a user's gambling experience. In this industrial practice and experience paper, we advocate that such API's can also be used to retrieve gamblers' online data, such as browsing and betting history, promotions and available offers and use it to build more intelligent and proactive responsible gambling information systems. We report on our industrial experience in this field and make the argument that data available for persuasive marketing and usability should, under specific usage conditions, also be made available for responsible gambling information systems. This principle would provide equal opportunities for both directions. We discuss the psychological foundations of our proposed solution and the risks and challenges typically found when building such a software-assisted intervention, persuasion and emotion regulation technology. We also shed light on its potential implications from the perspectives of social corporate responsibility and data protection. We finally propose a conceptual architecture to demonstrate our vision and explain how it can be implemented. In the wider context, the paper is meant to provide insights on building behavioural awareness and regulation information systems in relation to problematic digital media usage.</p>