

# Reframing the gambling field: epistemological and methodological shifts and the study of the gambling/gaming convergence

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# Outline

- Historical perspective: Origin and evolution of games
- Divergence of the two-fields:
  - Theoretical perspectives
  - Methodological approaches
- Convergences of the two-fields:
  - The influence of digital technologies
  - The zones of contentions
  - The unanswered questions

# Origin of the study of games

Both **gaming** and **gambling** were originally studied using similar theoretical approaches:

- Social psychology / social learning theory (Bandura, 1986)
- Symbolic interactionism / microsociology (Blumer, 1969)
- Social context (Goffman, 1961)

# Historical evolution

(Blumer, 1969; Goffman, 1961)

**GAMING**



Society of  
the study  
of play

**Symbolic  
interactionism**



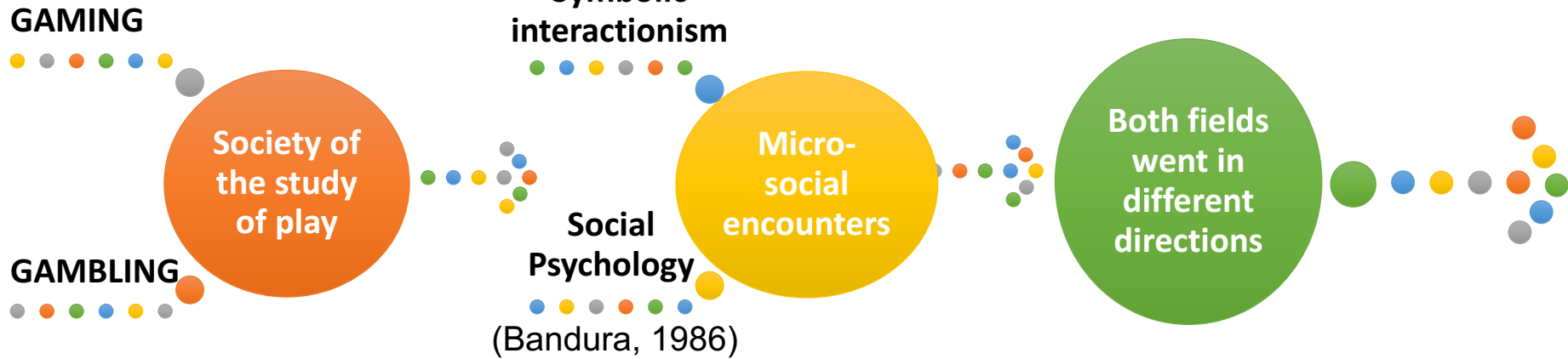
Micro-  
social  
encounters

**Social  
Psychology**

(Bandura, 1986)

Both fields  
went in  
different  
directions

**GAMBLING**



# Disciplinary divide

Focus on the benefits of consuming games

Qualitative approach based on the lived experience

Context-based analysis

Predominance of sociological theories



Individually-based analysis

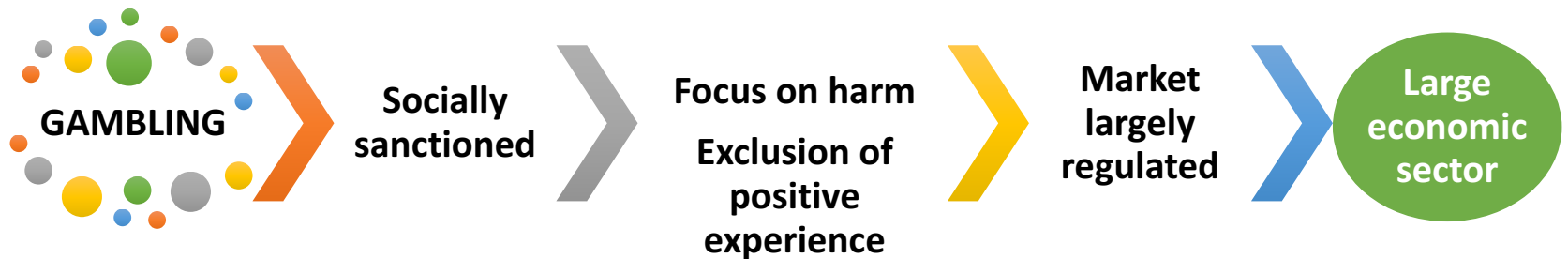
Predominance of psychological theories

Quantitative population-based approaches

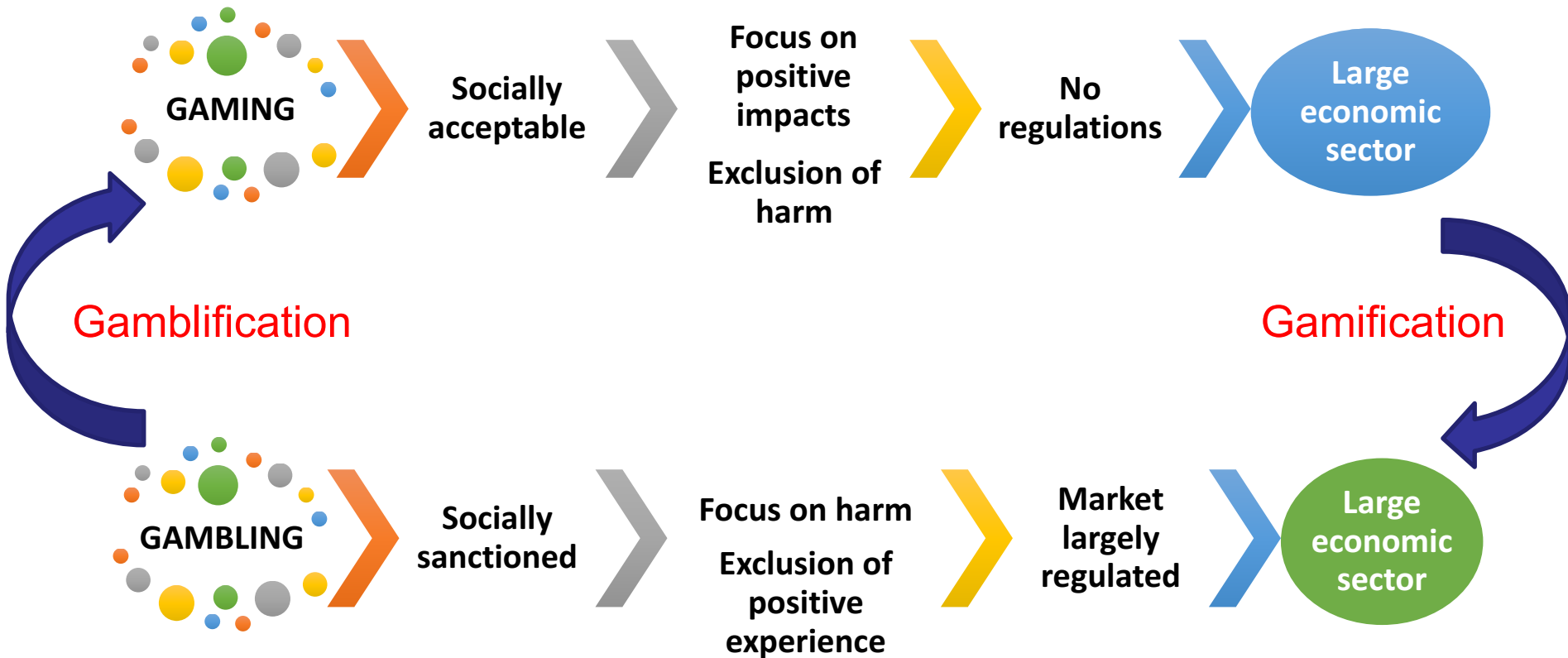
Problem-based analysis



# Contrasting the fields

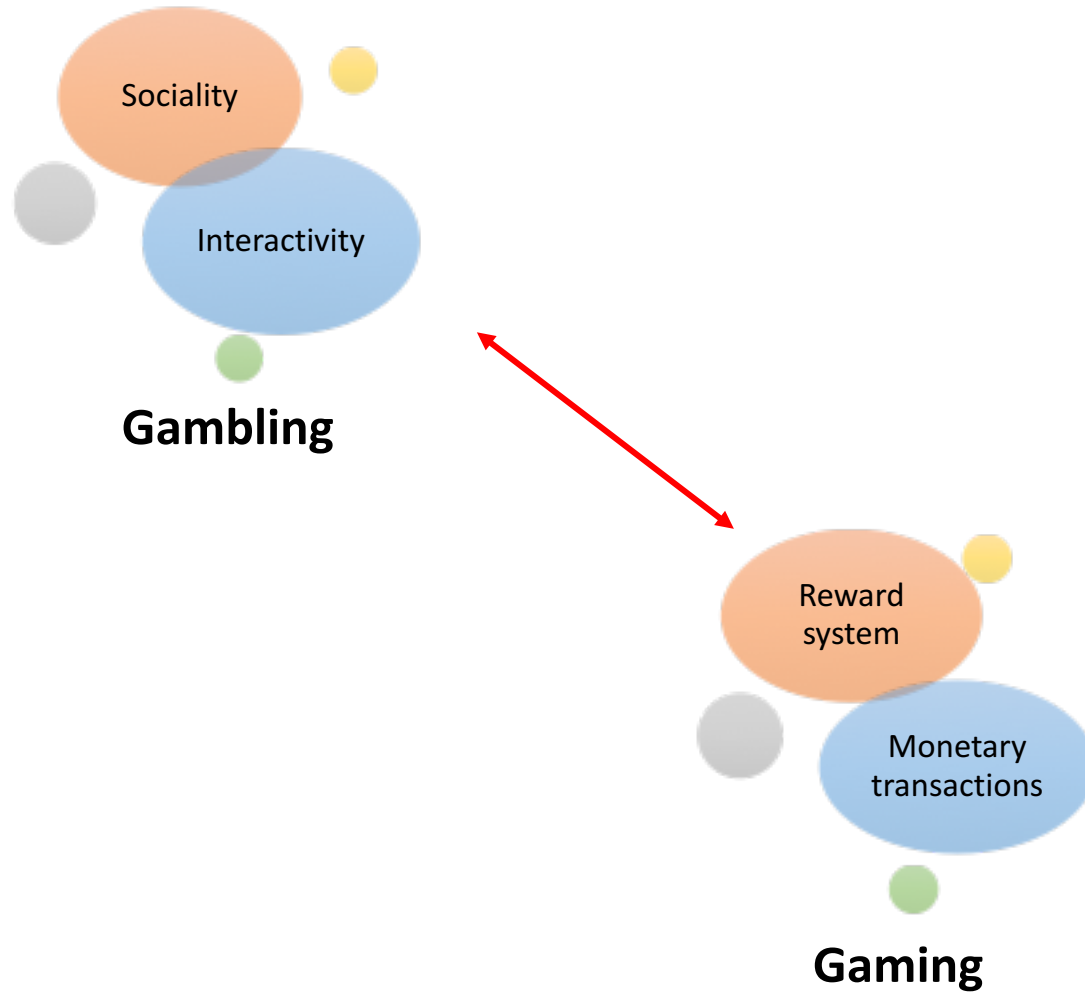


# Contrasting the fields

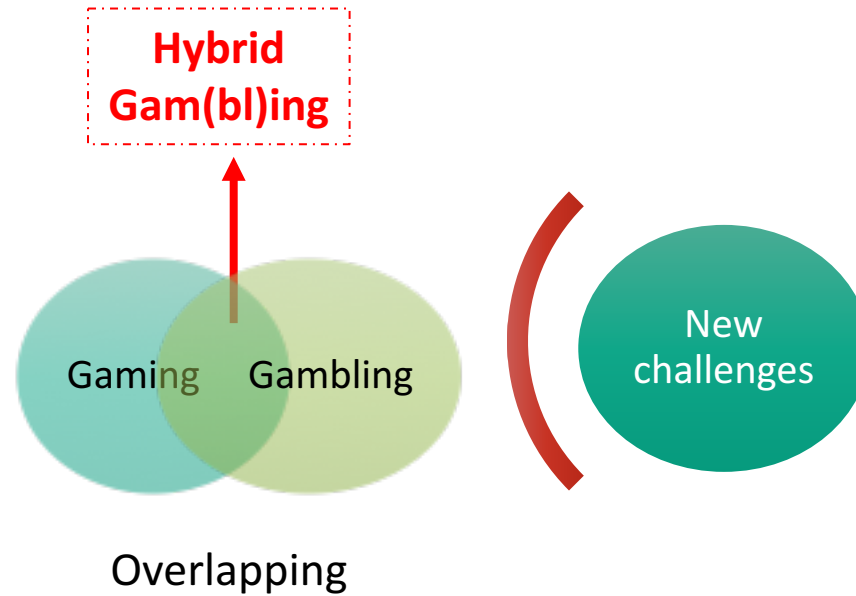




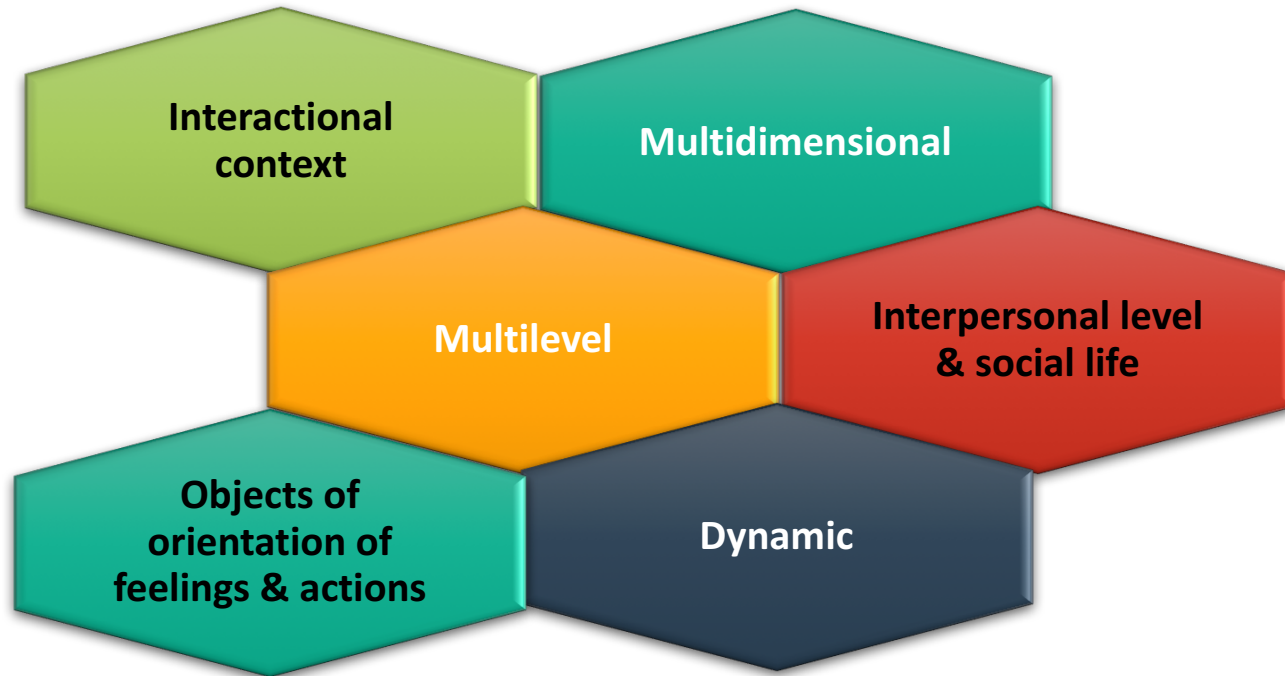
# Evolution and changes



# Evolution and changes

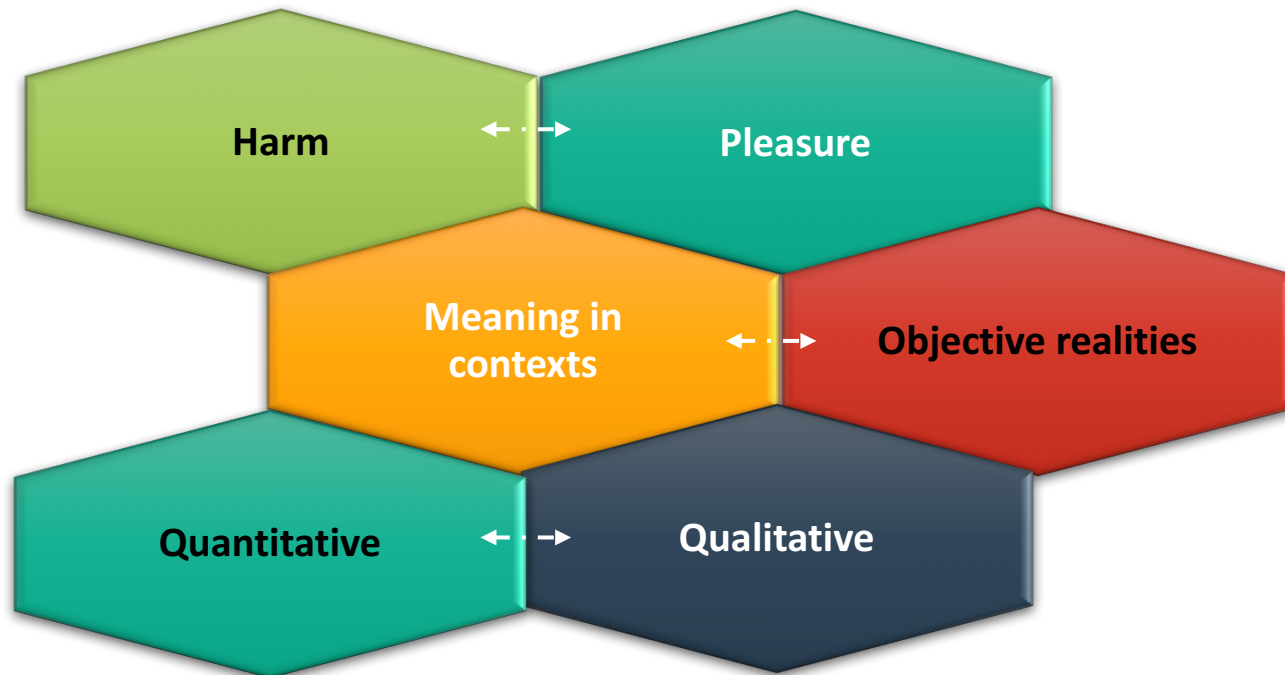


# New symbolic-interactionist framework ?



# Complexity in contexts

**Emergence** = process out of which new, novel, or revitalized social entities arise, that constitute change in everyday routines, practices & perspectives constitutive of new social life.



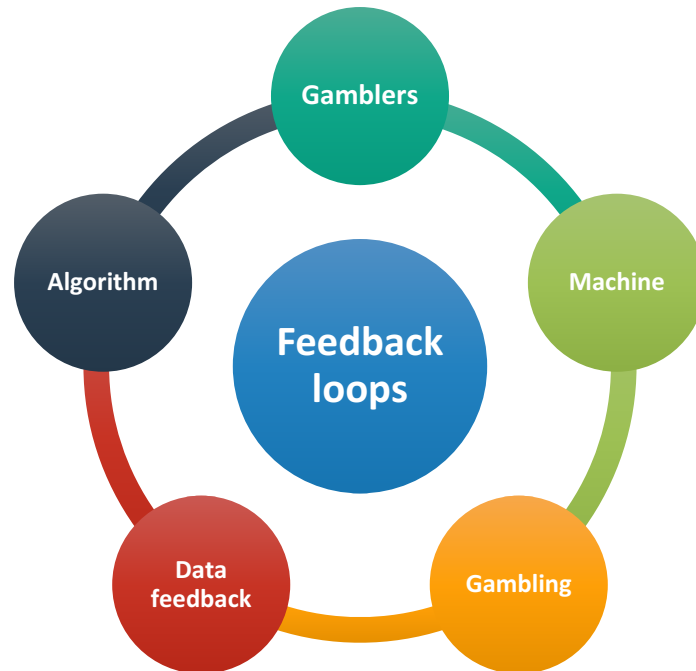
# Implication for gambling studies

- Revisiting concepts pertaining to prevention in **traditional gambling**
- Converging with basic notions in the **gaming field**:
  - The notion of play and pleasure
  - The importance of social context & sociality
  - The importance of the lived experience and the symbolic meaning of gambling
  - The notion of human agency



# New challenges for the gambling field

- Investigating the complexity of new digitalized forms of gambling (& hybrid games) (Gainsbury et al., 2014; King et al., 2012; Schull, 2005):
  - Multilevel, multidimensional models
  - Dynamic models and integration of game/gamblers feedback loops.



# New challenges for the gambling field

- Investigating new digitalized forms of gambling in relation to mobility (Green, 2002; Lupton, 2015; Pastinelli, 2006):
  - Connectivity, space, and games
  - Connectivity, time, and games
  - Redefining the dimensions of addictions – the importance of time
  - The notion of human agency



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THANK YOU

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