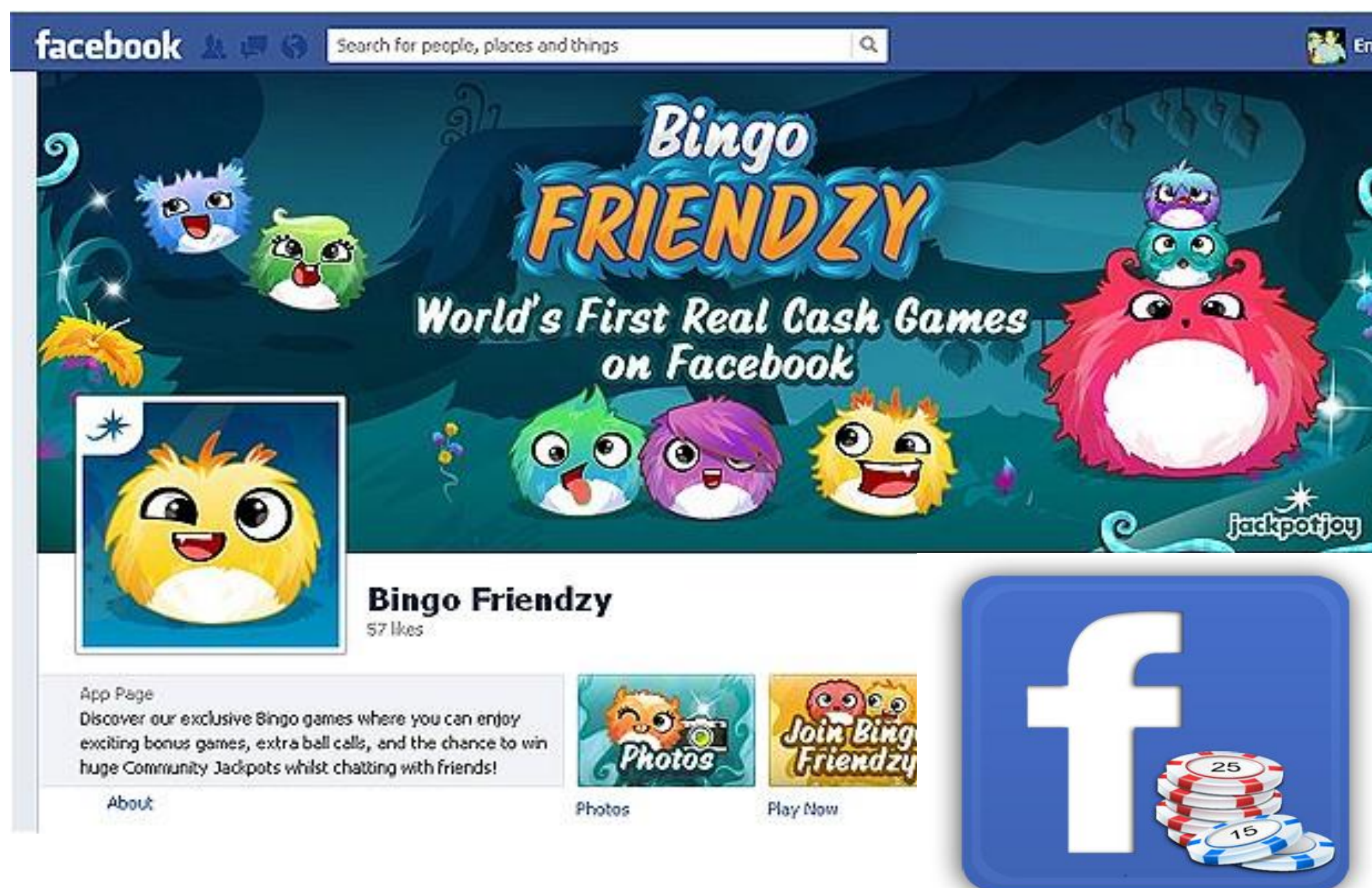


Play for Fun to Play to Pay: Assessing the Migration (and Predictors) from Social Casino Gaming to Online Gambling

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Introduction

- ◆ Social casino games (i.e., free to play online gambling games) are among the most popular gaming applications on social networking sites (Takahashi, 2013).
- ◆ As of 2012, there were an estimated 170 million social casino gamers worldwide (The Morgan Stanley Report, 2012), which is triple the number of online gamblers.
- ◆ Despite being free to play, social casino games share many similarities to online gambling (e.g., rapid play, random ratio of reinforcement).
- ◆ Concerns have been raised as to whether social casino games facilitate the transition to online gambling (Parke, Wardle, Parke, & Rigbye, 2013).
- ◆ To date, however, no study has empirically assessed whether social casino games facilitates the transition to online gambling.

Research Questions

- Q1. Does social casino gaming influence the transition to online gambling (i.e., migration rate)?
- Q2. What are the potential predictors of the migration to online gambling?

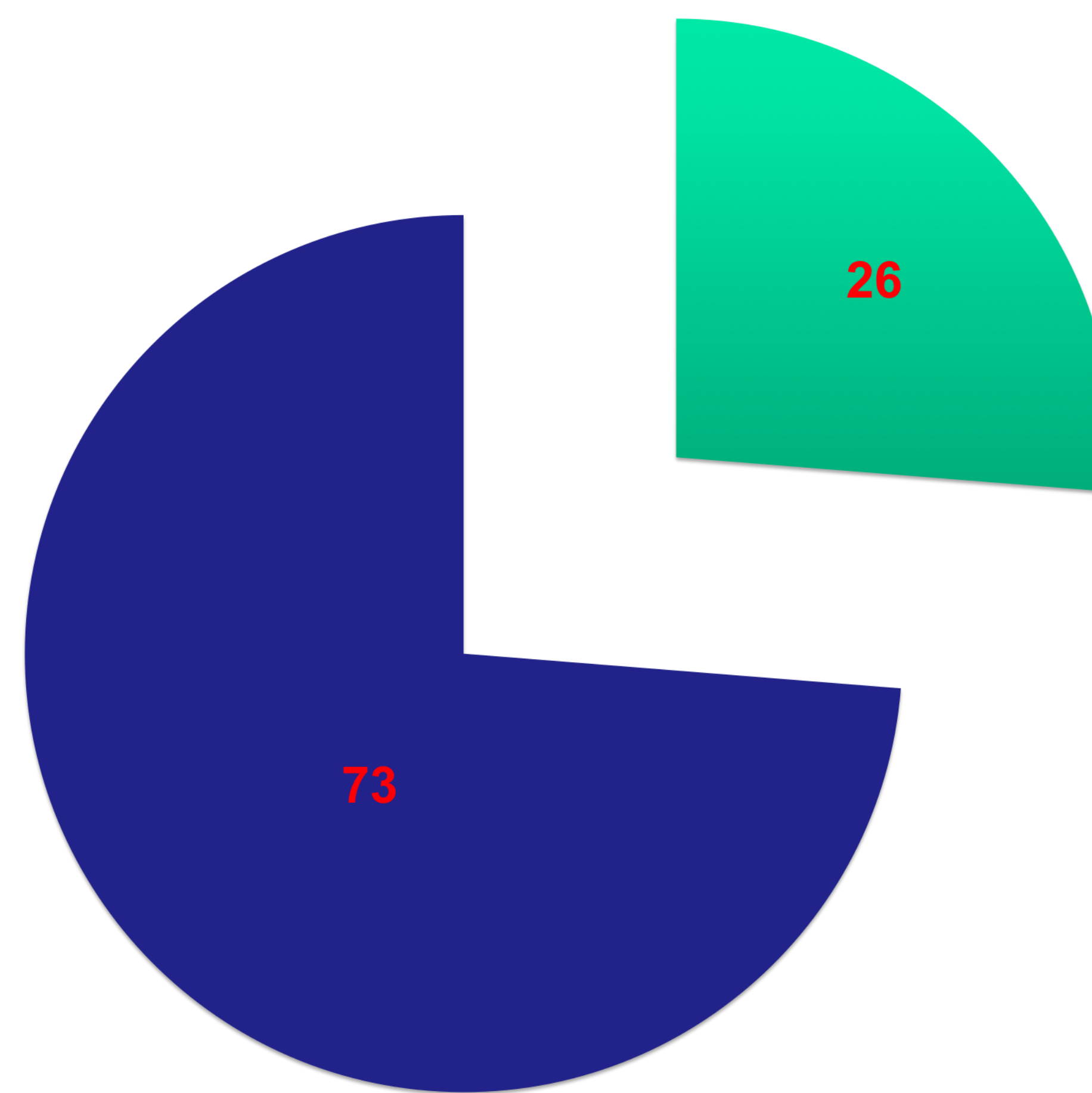
Methods

- ◆ We recruited 409 social casino gamers *who had not previously engaged in online gambling* ($M_{age} = 30.31$, $SD = 9.62$).
- ◆ Based on a review of the literature, four potential predictors were identified and assessed:
 - 1) **Time Spent**
 - 2) **Skill Building Motives**
 - 3) **Enhancement Motives**
 - 4) **Micro-transactions (i.e., purchasing virtual credits)**
- ◆ We were able to re-contact 99 participants six-months later to assess whether participants migrated to online gambling.

Q1 Results

Participants who migrated to Online Gambling (Six-months)

■ Gambled Online ■ Did Not Gamble Online



Q2 Results

Table 1. Summary of binary logistic regression for predictors of migration from social casino gaming to online gambling

Variable	B	SE	Wald's X^2	df	Sig	Exp(B)
Time Spent	.15	.17	.78	1	.38	1.16
Skill Building	.08	.17	.24	1	.62	1.01
Enhancement	-.37	.29	1.68	1	.20	.69
Micro-transactions	2.10	.73	8.23	1	.004	8.16

- ◆ Only engagement with micro-transactions predicted the transition to online gambling.
 - ◆ Those who purchased virtual credits were **8x** more likely to transition to online gambling.

Discussion

- ◆ The results provide the first empirical support that social casino gaming may facilitate the transition to online gambling.
- ◆ Presently, there are no governmental regulations for social casino gaming.
- ◆ Based on our finding, regulation of micro-transactions should be examined (e.g., age restrictions).
- ◆ More research is needed.

This research was supported by a standard research grant from the Ontario Problem Gambling Research Centre.

Kim, Wohl, Salmon, Gupta, & Derevensky. (in press). Do Social Casino Gamers Migrate to Online Gambling? An Assessment of Migration Rate and Potential Predictors. *Journal of Gambling Studies*.