



# Experimental work in Virtual Reality: Methodological Considerations

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# SOME GAMBLING STATS

- Many different types of gambling available
- Around 70% of the adult population gamble
- What was the industry Gross Gambling Yield for 12 months?
- A little under 1% are classified as 'disordered gamblers'



# COSTS OF GAMBLING

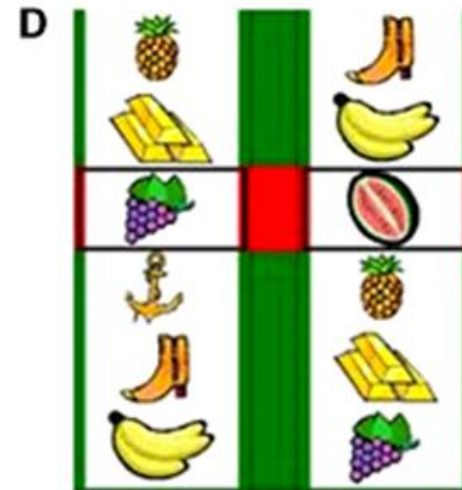
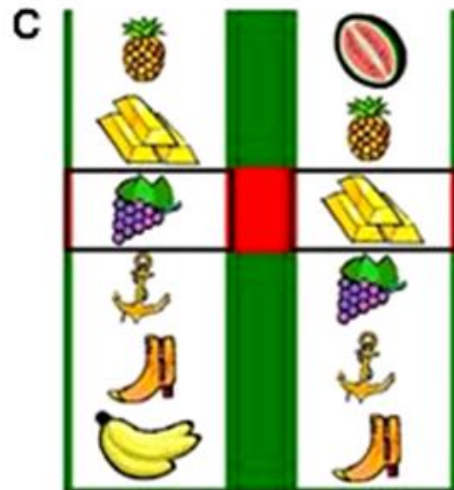
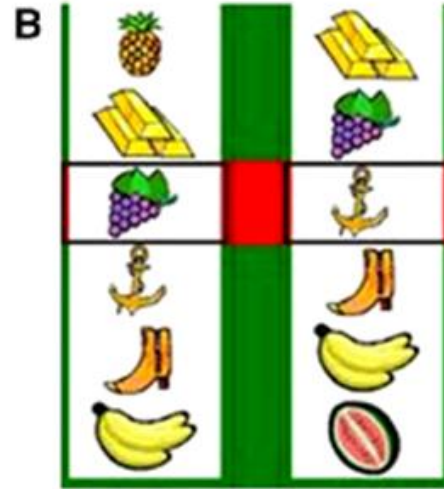
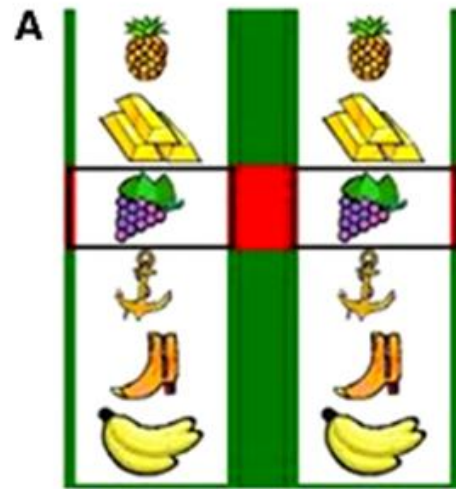
- Health costs: **£180 million - £760 million**
- Welfare and employment costs: **£40 million - £160 million**
- Housing costs: **£10million - £60 million**
- Criminal justice costs: **£40 million - £190 million**
- **Total cost to Government between £260 million and £1.16 billion**

# Structural Characteristics

- Near Misses
- Losses disguised as Wins (LDWs)
- The illusion of control
- Speed of play
- Reinforcement of positive outcomes only



# NEAR MISSES



***Please  
Wait***



# LOSSES DISGUISED AS WINS



WILD WEST

# Super Shot

CREDITS

3,750

WIN



Spin

Saddle Up!





# NATURALISTIC / OBSERVATIONAL STUDIES

- Naturalistic, or observational studies
- Massively increase ecological validity
- However lose experimental control

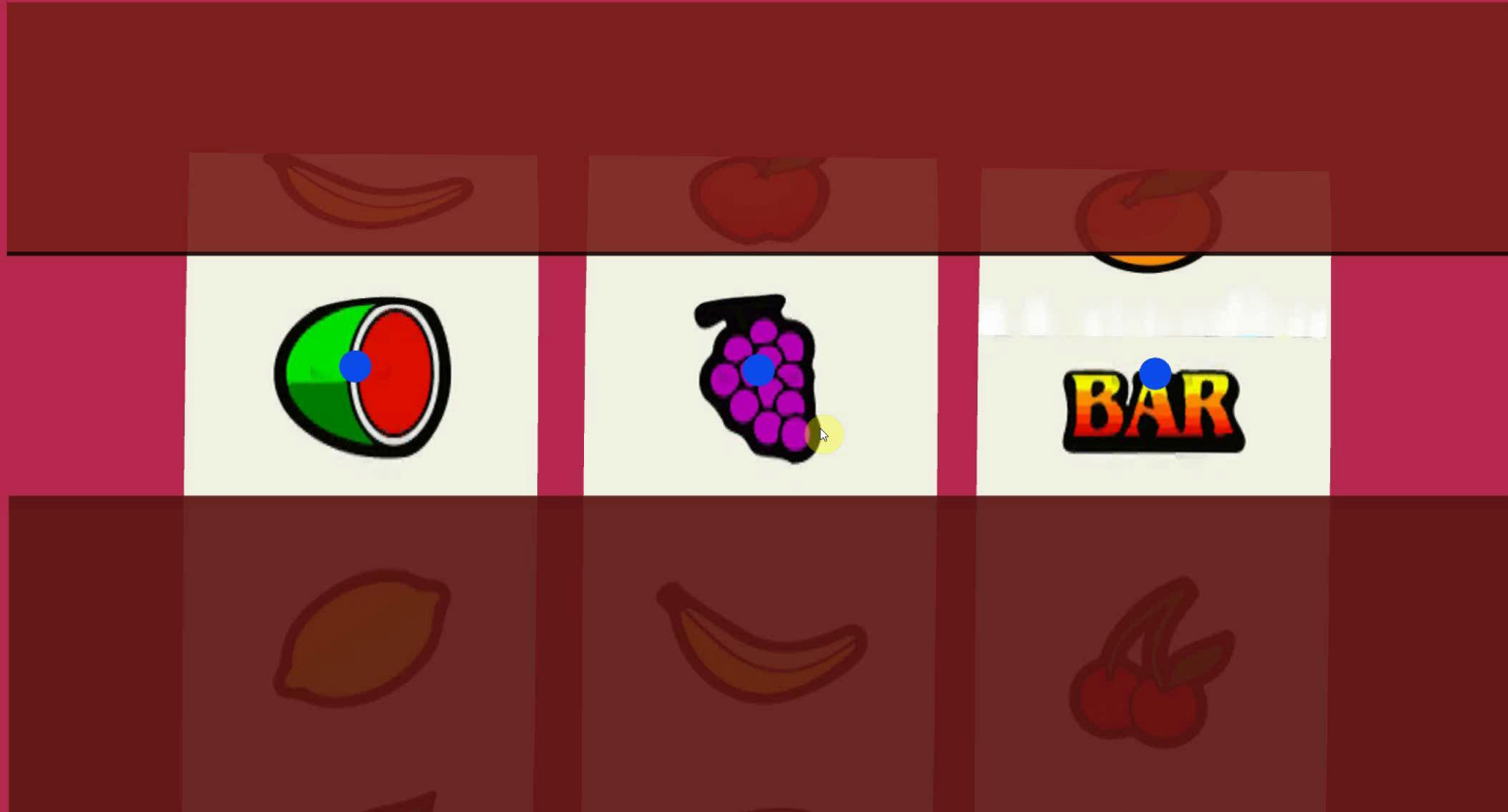
# Why VR?



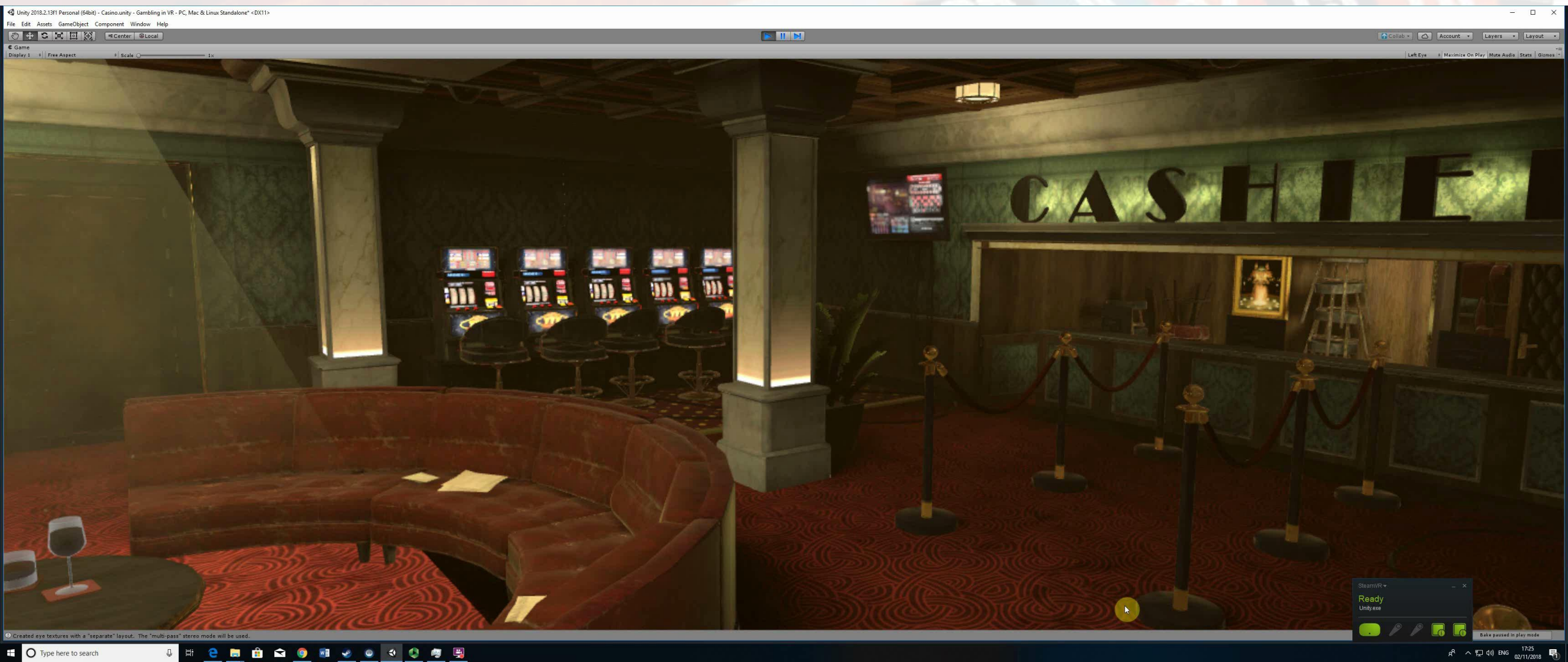
# First studies

- Lack of evidence often cited
- Study 1 will assess the validity of different virtual environments
  - Group 1 – Simulation on the PC (Control)
  - Group 2 – 360 real scene
  - Group 3 – Computer Generated VR

£12









# Aims

- The key measure for the first study is Presence
- For the second, it's persistent gambling

# Next steps and future directions

- Understand gambling behaviour from an experimental perspective
- This will help inform policy makers and legislators
- In future, work with clinicians to develop a VR based intervention



# Thank you

- John Turner (UEL)
- Volker Thoma (UEL)
- Leon Barker (UEL / G interactive)
- Society for the Study of Addiction

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