

**CMP6200 Individual Undergraduate Project**

**DIG6200 Individual Undergraduate Project**

**2019-20**

Full Project Proposal

Loot Boxes and their connection to gambling and gambling addiction

Computer Games Technology

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**IMPORTANT – PROJECT origin – please complete the appropriate section below**

|  |  |  |
| --- | --- | --- |
| **Projects originated:** | **Please complete:** | |
| in second year module | Year 2 Module code / name |  |
| from Placement | Placement company name |  |
| from Research List | Name of Research Centre Name of Supervisor |  |
| from Industry List | Name of Company Name of Supervisor |  |
| from Tutor lists | Name of Tutor |  |
| by student only | Yes / No |  |
| If you have spoken to a member of staff regarding them supervising your please enter name here | | Chris Creed |

For initial approval and allocation of supervisors Sections 1, 2., 3 and 5 are the minimum sections that must be completed.

# Introduction

## Project Title

Loot Boxes and their connection to gambling and gambling addiction.

## Background

Talk about loot boxes, define all terms for people that might not know anything. Then define the project. Define everything. Say upon completion, then why this is a good project compared to others in the field. – Impact, simple description, terminology

The idea for the project is to loot at how addictive loot boxes within video games are and to see if there is a connection to gambling and a possible gateway into gambling addiction.

## Key Themes/Topics

The main themes of the project will be looking into mental health and the causes of gambling addiction as a mental health issue. Also seeing if loot boxes create the same responses and mental issues as gambling.

# Aims and Objectives

## Project Aim

The aim of the project is to find a connection between video game loot boxes and gambling and a gateway to gambling addiction.

## Project Objectives

* Research existing implementation of loot boxes in video games in order to help create a loot box opening simulator.
* Research what gambling is and the factors that make a person have gambling addiction and how to collect data that correlates to this research.
* Create a loot boxing opening simulator in Unity Game Engine.
* Create a physical reward system for participants of the tests.
* Analyse the choices that participants make during the tests.
* Evaluate the results and compare them to the research into gambling and gambling addiction.

# Rationale

## Rationale and benefits

Loot Boxes within video games have been a hot topic at current with many negative views on them. This research will aim to show whether these negative views are justified. This research will benefit video game developers and publishers to help determine if there are any negative effects due to loot boxes and will also benefit the consumers of video games that have loot boxes in them for the same reason

## Industry relevance

Loot boxes are one of the most highly debated features within the video games industry at present so research into them will help shine a light on the quite new and unknown topic.

The results of the research would affect video games companies and how they design the business model for their projects. Negative results could result in them choosing the remove the loot box model from their game whereas positive or even neutral results could show that with no negative effects that loot boxes are ok to include in their games.

Any video game developer or publisher that currently uses loot boxes or is looking to implement them in a future project could be approached to aid in this research and provide general support or possibly even be a client of the project.

## Research relevance

The project would support current industry research into loot boxes. Currently there is a lot of talk about loot boxes being a form of gambling, with this study there should be a better understanding of whether loot boxes create the same mental issues as gambling can. It will also see if having loot boxes in video games can cause people that play them (mainly young people but not excluding any age range) to form a gambling addition at some point in their life.

# Tasks and Methods

*A list of tasks detailing proposed activities and approach/possible solution(s) to the problem(s). These normally relate closely to the objectives and include consideration of the methods used to achieve each task. These are will also include ‘process’ items – what you need to actually do to meet each objective.*

* Objective 1
  + Task
  + Task
* Objective 2
* Objective 3

# Resources

For this project there will be very few resources required. A PC that has the Unity game engine installed will be required to create the loot box opening simulator that would be used with volunteers to gather results.

There is a physical reward system proposed to be used for this project in order to give more accurate results. For this, physical rewards would need to be purchased. This would be in the form of chocolates or sweets in order to give participants something physical to ‘gamble’ with. These would be low cost items to make sure the project is financially viable.

# Literature Search Methodology

*You should state what search terms that you will be using to search and what databases you are going to use. You should identify how you are going to grade the significance of each resource found and how you are going to record findings. See project handbook for an example. You should provide some examples of the initial key resources identified*

# Risk Assessments

## Health and Safety

*Any potential sources of health and safety risk should be identified and ways of eliminating the hazard discussed with your supervisor. This heading must be included. If you assess there to be no risks, there should be a statement to this effect. You do not need a full risk assessment at this time but will need to undertake appropriate risk assessments during the project.*

As users will be sat down in a comfy seat while participating in this study there are minimal health and safety issues.

## Project Risks

*Consider any issues that could prevent the project from being completed on time. This may include access to particular resources such as software, equipment, individual specialists, availability of people to test etc.*

# Ethics Review

*You need to consider whether there are any potential ethical issues that need to be planned for. You should consider how personal data may be handled in interviews, focus groups, questionnaires, tests etc. The areas for consideration are:*

* *Physical or Psychological Harm, discomfort or stress*
* *Participant/Client Confidentiality*
* *Consent – Data handling*
* *Conflicts of Interest*
* *Vulnerable participants*
* *Bringing the University into dispute*
* *issues in line with Government Prevent Strategy Guidance*

# 9. Bibliography

*Include any key resources you have already identified from your initial research. These should be presented in Harvard format. See* [*https://icity.bcu.ac.uk/Library-and-Learning-Resources/Referencing/Harvard-Referencing/Index*](https://icity.bcu.ac.uk/Library-and-Learning-Resources/Referencing/Harvard-Referencing/Index)