

**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

Michael Wolf

S17117612

.

Table of Contents

[1. Introduction 4](#_Toc18936704)

[1.1. Project Title 4](#_Toc18936705)

[1.2. Background 4](#_Toc18936706)

[1.3. Key Themes/Topics 4](#_Toc18936707)

[2. Aims and Objectives 4](#_Toc18936708)

[2.1. Project Aim 4](#_Toc18936709)

[2.2. Project Objectives 4](#_Toc18936710)

[3. Rationale 4](#_Toc18936711)

[3.1. Rationale and benefits 4](#_Toc18936712)

[3.2. Industry relevance 4](#_Toc18936713)

[3.1. Research relevance 5](#_Toc18936714)

[4. Tasks and Methods 5](#_Toc18936715)

[5. Resources 5](#_Toc18936716)

[6. Literature Search Methodology 5](#_Toc18936717)

[7. Risk Assessments 5](#_Toc18936718)

[7.1. Health and Safety 5](#_Toc18936719)

[7.2. Project Risks 5](#_Toc18936720)

[8. Ethics Review 6](#_Toc18936721)

[9. Bibliography 6](#_Toc18936722)

**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 | |  |

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

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

*Provide a brief overview of the key themes/topics that the project is likely to include*

# Aims and Objectives

## Project Aim

The aim of the project is to see if there is any connection between video game loot boxes and other forms of real-world gambling (such as betting on sporting events such as horse racing etc and/or slot machines or any other form of gambling). The aim is to also see if loot boxes could result in the user becoming a gambling addict.

## Project Objectives

*Objectives are SMART (Specific, Measurable, Achievable, Resourced and Time limited).   
They do* ***not*** *cover how you are going to do it but what you are going to achieve.   
SMART objectives information is available on Moodle.   
Objectives often start with a keyword taken from Blooms Taxonomy.   
They are written as a set of bullet points.*

* Objective 1
* Objective 2
* Objective 3
* Objective 4
* …

# 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 of 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

*Outline where this project idea would support academic or industry research into the subject area*

# 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.*

## 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)