# Young Women and Online Risk-Taking: Gamblification of Online Games and Algorithm-Driven Platforms in Brasil and the UK

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# INTRODUCING MYSELF

Background: Law and Social Anthropology

Specialised in Business and Commercial Law

MA Social Anthropology at the University of Manchester

LSE Data: Law, Policy and Regulation online certificate course

PhD researcher in Computer Science at the University of Nottingham funded by the School of Computer Science - **Exploring the Sustainability of Data Associated with Home-Based near Future Technologies**
**Supervisors:** Dr Neelima Sailaja, Prof Boriana Koleva and Dominic Price.

Member of the Mixed Reality Lab - UoN

**Projects:** Fixing the Future, Digital Good Network, Creating the Future.

# ESRC Digital Good Network 2026

This research was funded by the ESRC Digital Good Network. I worked with Stripe Partners as an industry collaborator. If you are curious to know more about the broader project, you can find some background here: https://digitalgood.net/about/what-we-do/

I will be very happy to answer any questions during the session or to chat more informally about the project and my experience in the UK industry.

Stripe Partners

**Stripe Partners** is a global innovation and strategy consultancy that combines anthropology, design, business, technology, and data science to understand emerging behaviours and digital ecosystems.
https://stripepartners.com/

# HOW DID THIS RESEARCH EMERGE?

- My PhD research: **Exploring the Sustainability of Data Associated with Home-Based Near Future Technologies**

- Loot boxes / time challenges / missions : introducing of gambling element in social media and games

- Betting scandal in Brasil: Jogo do Tigrinho
- Companies are willing to do inappropriate things to get customers
- Many female and young influencers doing the promotion of betting games – which was remarkable as it was always a male dominant market.

- Gamblification culture and the potential of targeting young women








Statistics and research release

# Young People and Gambling 2025: Official statistics

Gambling Commission report produced by Ipsos on young people and their gambling behaviour, attitudes and awareness in 2025.

# Teens and Online Gambling

What to know and how to talk t

Writer: Sam Brod
Clinical Expert: Megan

PAÍS

# Com alta de apostas entre adolescentes, especialistas indicam limitar publicidade

Sugestões de pesquisadores da Unifesp tenta responder à dependência de bets entre brasileiros de 14 a 17 anos

Gambling

This article is more than **2 years old**

# 'No way out': how video games use tricks from gambling to attract big spenders

Gambling

This article is more than **5 years old**

# Video game loot boxes linked to problem gambling, study shows

Analysis revives calls for in-game rewards to be classed as betting products to protect children

Gambling

This article is more than **3 years old**

# UK will not ban video games loot boxes despite problem gambling findings

## Children as young as 11 tempted to try betting after being 'flooded' by celebrity endorsement

Those in UK aged 11-17 said seeing a celebrity gambling or advertising it made them want to emulate them, survey finds

## 'Suddenly it's cool': children believe use of influencers in gambling ads makes it seem fun

Study funded by Australian Research Council demonstrates need for strict advertising regulations, academics say

# Apostas online levam jovens ao endividamento e evasão universitária

Estudos indicam que apostas online ativam mesmas áreas de prazer e recompensa que drogas. Pesquisa aponta que jovens têm adiado a faculdade por dívida de jogo

# 'Tigrinho' para pequenos: influenciadores mirins são usados para divulgar jogos de azar entre crianças e adolescentes

Publicidade de games fere leis de proteção à infância, e pais entram em alerta

# Jogos de apostas representam risco a jovens brasileiros

Adolescentes de 14 a 17 anos estão acessando sites ilegais para jogar

# Sportsbet is targeting young women on TikTok to diversify male client base, experts say

# 'Literally just child gambling': what kids say about Roblox, lootboxes and money in online games

Published: March 23, 2025 7.11pm GMT

# Understanding the Brazil Gambling Market 2025 with Regulations Growth Opportunities and Future Outlook

05.10.2025 IN-DEPTH ARTICLES AND ANALYTICAL DOCUMENTS

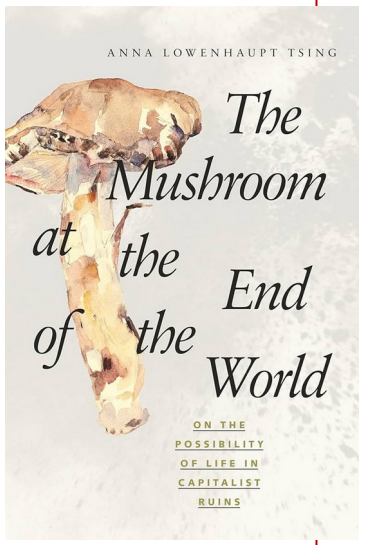
# Conceptual lens: we need (to understand digital and physical) CONTAMINATION

The idea of being ‘self-sufficient’ is destroying encounters, diversity, and humanity (The cell phone becomes a cell we live in)

Because of this self-containment, individuals are no longer transformed by encounters. They avoid contamination — they avoid the encounter itself. This is the era of selves locked inside their cell phones.

As a result, the ‘HAPPENING’ — the moment when something new is created and a new idea emerges — no longer takes place the way it used to.

It is not very well known how contamination works in the area of online gaming and social media.



# Why Brasil and the UK?




VS



Newly legalised, fast-growing betting market
High youth engagement and emerging regulatory gaps

Mature market and highly regulated

**Market maturity versus novelty may shape young women's experiences**

# RESEARCH QUESTIONS

1. How do young women (18–24) in the UK and Brazil encounter risk-taking content across social media, online games, and ai-driven digital environments?

2. How do they interpret, make sense of, and respond to influencer promotions, game-like mechanics, and betting opportunities (real, fictional, or gamified)?

3. How do social, cultural, and economic contexts shape their motivations, experiences, and perceived risks — and what interventions could mitigate any harm?

How do gaming, social media, and gambling blend together?
What forms of value (time, money, care, identity) circulate?
Why are these practices often not recognised as gambling?

# Methodology and participants

1. 3 months project
2. 11 participants (6 women from BR and 5 women from UK - 18 to 24 years old)
3. Qualitative Research: questionnaire registration and WhatsApp diary for 4 days
4. Online interview with participants
5. Two interviews with specialists (Prof Rebecca Cassidy and Dr. May Van Schalkwyk)
6. Thematic Analysis – using Quallie.AI and Miro
7. Brainstorm session
8. Writing up the data
9. Research report – Stripe Partners website soon

# DEFINING GAMBLING AND BETTING

- **The Three Element Definition of Gambling:** gambling is explicitly defined through the presence of three elements: consideration, chance, and prize.

- Under the UK law, **the Gambling Act 2005** a game of a chance requires a **stake**, an **element of chance**, and a **prize.**
- Under the **Brazilian Law n. 14.790/23, art. 2º , paragraph 1** , a game of chance is “an **act** by which a **certain amount/value** is put at **risk** in the expectation of obtaining a **reward** (or prize)”.

*(“ato por meio do qual se coloca determinado valor em risco na expectativa de obtenção de um prêmio).*

For this research “Gambling and Betting” are any activity carried out on a social media platform that involves elements of **chance**, the possibility of winning or losing money (or **something of value** of the users), or **actions** that encourage or nudge other users to continue participating in the game, in order to get a **benefit**.

# Key findings

**<u>Emerging difference between Brasil and UK:</u>**

**1 –** UK uses more multiplayer games to connect with friends

**2 –** In Brasil, more emphasis placed on physical benefit than in the UK



**<u>But lots of similarities in experience:</u>**

**1- Time: what more is being traded?** “in-between times”

**2- Similar Language and Suspended Decision-Making:**

“Just one more reel” / “Just one more game”

**3- Identity, avatars, alternative worlds and escapism**

Boredom as a trigger




**4- Blurred Gambling Boundaries**

**5- Gam(bl)ification Mechanics and Semiotics**

**6- The Taboo and the Invisible Risk:**

Gambling without naming it

# Visual similarities (gambling and betting)





















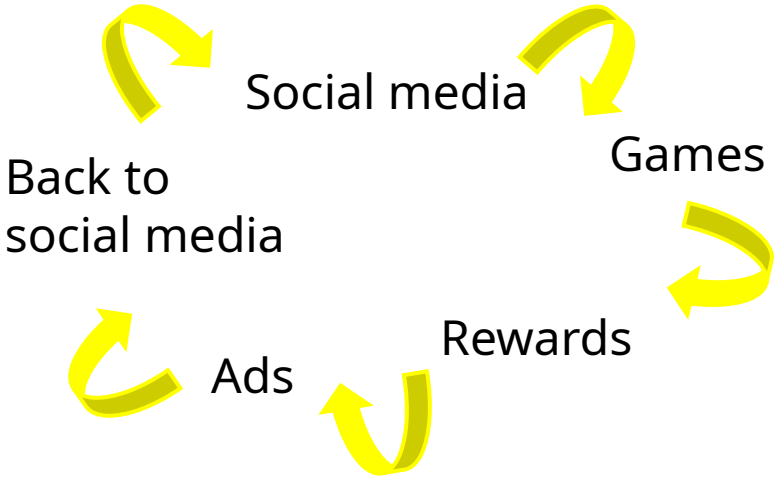

# t contamination looks like digitally

Constant exposure to feeds, gaming communities, in-game rewards, advertising, endless scrolling, time challenges. Gambling-like mechanics appear across platforms: Duolingo, YouTube adverts, food delivery apps.

Examples: roulette spins, prizes, “free delivery” incentives, influencers.

These features encourage: repeat use, subscriptions, comfort and convenience.
They create a behaviour pattern,
Young women’s value perception

Difficult to separate what is gaming, what is social media, what is gambling mechanics, real vs digital life.



**“Here is a device [that is] is everywhere (…) We may question the quality of its offering for our children, we may approve or deplore its entertainments and enchantments; but *we are powerless* to shut it out (…) it comes into our very homes and *captures our children* before our very eyes”**

A parenting magazine about the radio (Frank 1939)

**“No locks will keep this intruder out, nor can parents shift their children away from it”**

Director of the Child Study Association of America about the radio (Gruenberg 1935)

## What are we going to do next?

# Data not as the new OIL, but the new SOIL.



# Thank you for listening

## Let’s stay in touch:

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How Sports Betting Is Grooming Teens

https://www.cartoonstock.com/cartoon?searchID=EC52553