

SEMINAR PROGRAM

Room: Meet Salen 3

08.30 - 09.00

Registration

09.00 - 09.15

Welcome

09.15 - 10.00

Keynote 1

[Joseph Macey](#), Excellence on Game Culture Studies at University of Turku.
Gamblification: Understanding the use of gambling in consumer-facing products and services

10.00 - 10.30

Coffee/Tea

10.30 - 11.15

Keynote 2

[Anne Mette Thorhauge](#), Lecturer Department of Communication University of Copenhagen.
Pseudogambling or aggressive upselling: Choosing the proper frame

11.15 - 12.00

Award Ceremony

Announcing winner of SNSUS Award.
Information about SNSUS Reykjavik 2023.

12.00 - 13.30

Lunch

Parallel session

Room: M6

Treatment and recovery

13.30 – 14.00

[Sanni Nuutinen](#), Project Manager in Restart Project
Restart program and problematic gaming among help seeking adults

14.00 – 14.30

Maria Heiskanen, Finnish Institution of Health and Welfare.
Recovery in gambling disorder: remarks on financial issues

Room: Meet Salen 3

Insights and natural experiments during Covid-19 in the Nordic countries

Anders Håkansson, Professor of Medicine at University of Lund
Lessons learned from self-report surveys and objective clinical data

Inka Silvennoinen, Manager Peluuri.
Effects of Covid-19 to people seeking help for problematic gambling - case Finland

14.30 - 15.00 **Coffee/Tea**

15.00 – 15.30 [Kirstine Krogh Sørensen](#), Clinical Psychologist at The Research Clinic for Gambling Disorder, Aarhus University Hospital. [Bjørn Helge Hoffmann](#), Chief Adviser Responsible Gambling, Norsk Tipping
Involving relatives in the treatment of our players, and what did we do? How did the Covid-19 pandemic affect gambling disorder. Clinical experiences and considerations

15.30 – 16.00 [Hanna Karmakka-Asare](#), Counselor at Tiltti, Helsinki Gambling Clinic [Panel discussion](#)
Recovering as a family - What have we learned from the Covid-19 restrictions period? Tiltti

SPEAKERS

Joseph Macey

Researcher at the Centre of Excellence on Game Cultures, University of Turku

Gamblification: Understanding the use of gambling in consumer-facing products and services

The term “gamblification” was first used in the late 2000s to describe the colonisation of the sporting ecosystem by the gambling industry. Since that time, the practices associated with gamblification have evolved to encompass the use of gambling, and gambling-like, activities as a means of driving both consumer engagement and monetisation. The most (in)famous examples of which are, arguably, loot boxes and Social Casino Games. Yet gamblification is not limited to digital games, with examples of the practice evident in such diverse contexts as video streaming, health and wellbeing, and even pro-social contexts such as encouraging recycling. This lecture will explore different contexts of gamblification and highlight the importance of identifying and understanding this growing phenomenon.

Joseph Macey is a Postdoctoral Researcher at the Centre of Excellence in Game Cultures, University of Turku, Finland. His work investigates the interactions between video game play, esports, and gambling. Associated research interests include: the development of addictive, or otherwise problematic, behaviours; cognitive biases and their effects on consumption; and the monetisation of play. In addition to having published extensively in international journals, he is actively engaged with social outreach organisations, is an advisor to the Gambling Administration of Finland, and has been an invited speaker at both academic and industry events.

Anne Mette Thorhauge

Lecturer at Department of Communication, University of Copenhagen

Pseudogambling or aggressive upselling: Choosing the proper frame

The gradual development of business models in the domain of gaming from traditional retail to so-called ‘free to play’ has extended the emphasis on micro-transactions and game mechanics that incentivize micro-transactions. Actors in the game industry have taken inspiration from the gambling industry using a range of techniques known in this domain to ‘inspire’ increased spending in their games. However, gambling techniques may not be the only ways in which players are led to spend more money than they would otherwise have done. The presentation will ask whether the issue of predatory business models in gaming should be addressed primarily through a gamblification lens, or whether alternative frameworks are necessary.

Anne Mette Thorhauge is associate professor in communication and IT at university of Copenhagen and former chair of the Danish Media Council for children and young people. Her research includes empirical sociological studies of gaming practices among children and young people and political-economic analyses of game platform economies and business models.

Sanni Nuutinen

Project Manager in Restart Project

Restart program and problematic gaming among help seeking adults

Restart program is an online service for people with problematic video gaming. Anyone can apply who is a. 18 years or older, b. speaks Finnish, and c. is willing to study their gaming habits critically. Restart has been accepting applications since 2020. We want to share with you some lessons we have learned during these years. The presentation will be answering the following questions: What is Restart? How does it work? What have we done to reach gamers? Who seek help for their problematic gaming? What are their problems like? How to evoke the motivation to change gaming habits by focusing on the player's intrinsic motivation to improve the quality of gaming performance or experience?

From 2019 Sanni has worked as the manager of Restart project where they have developed an online service for people who want to change their problematic video gaming habits. Before that she has done clinical work and prevention in the field of problem gambling. Sanni is currently interested in self-determination theory, the role of intrinsic motivation in helping gamers, motivations for seeking help in problematic gaming, and the convergence of video gaming and gambling.

Kirstine Krogh Sørensen

Clinical Psychologist at The Research Clinic for Gambling Disorder, Aarhus University Hospital

Involving relatives in the treatment of gambling disorder. Clinical experiences and considerations

Presentation of a clinical set-up combining individual and relational approaches - based on findings in research, clinical practice, and feedback from gamblers and relatives. Gambling Disorder undermine the foundation for healthy relationships. Individuals living in the dynamics of this disorder often get hurt in various ways. They get stuck in dilemmas and damaging circles. They even risk playing a role in financing ongoing gambling. Evidence-based treatment for Gambling Disorder primarily focus on the individual and internal processes in order to achieve behavioral goals. How does it make sense to invite relatives to clinical sessions, groupcounseling and participation in the individual treatment of the disorder? For what purposes? Clinical observations highlight the powerful potential for change and recovery in all individuals when relatives are involved. Research is still needed to understand subtypes of the disorder and the underlying processes in involving relatives as a ressource in treatment. A broader perspective on good practice is needed to help clinics combine approaches, discuss and evaluate outcomes and set new goals for treatment and research

Kirstine Krogh Sørensen is one of eight psychologists working passionately at the Research Clinic for Gambling Disorder (and Gaming Disorder) in Aarhus, Denmark.

Bjørn Helge Hoffmann

Chief Adviser Responsible Gaming in Norsk Tipping

How did the Covid-19 pandemic affect our players, and what did we do?

How was Norsk Tipping gamblers affected during the Covid-19 restrictions? What measures did Norsk Tipping take and what impacts did they have?

Bjørn Helge is one of the architects behind Norsk Tipping's Player Card and ID solution, which is a foundation pillar in the Norsk Tipping's work with responsible gambling. Bjørn has a broad experience from the industry and the last ten years he has been head of the responsible gambling work at Norsk Tipping with a leading role in developing Norsk Tipping's responsible gambling platform.

Hanna Karmakka-Asare

[Counselor at Tiltti](#)

Recovering as a family - experiences from The familyclub of Tiltti

Gambling problem is effecting to whole family. What happens in a family when gambling problem is revealed? What is needed to start recovery together? This presentation focuses on looking at the recovery of the gambler and their loved ones together as a family. This presentation is based on the experieces of families and the speaker's observations while working with families.

Hanna is a counselor in the low treshold treatment center Tiltti. Tiltti is a part of Gambling clinic in Helsinki. Hanna is a Bachelor of Social Services and studying Master's degree of Social Services.