



In-game spending and attitudes among young gamers:

Mapping on consumptions, emotions and social influence

May 16, Nordic SNSUS Conference, 2025



Key topic

1. Spending in games
2. Emotions after buying
3. Social influence
4. Parental involvement
5. Gaming and gambling



Just me that want you to keep that high energy and excitement for some more minutes....

Blue Cross Norway

Founded March 2. 1906


About 1700 employees, 1900 volunteers and 1900 members

62 different operations and businesses throughout the country;

therapy and treatment, housing, low- threshold services, activities for children and their families, work training and prevention

Blue Cross Prevention Program

- Funded by The Norwegian Directorate of Health
- Started 2016
 - Gaming
 - Alcohol and family life, facts and advices
 - Children in vulnerable life situations
 - Youth and Cannabis
 - Norwegian drinking habits



«Political
superstructure»

Prevention and gaming – what do we do?

- Surveys
 - Gaming courses for parents
 - TV-serie (NRK)
 - Campaign videos
 - Talking cards, dialogue starters
 - Cooperation with gaming/gambling field
 - Resources for schools (Kahoot, etc)
-
- **Parents are the MOST IMPORTANT**
 - **target group**



UNDC report on prevention, 2023

- Factors that increase individual vulnerability
- Protective factors
- Risk behaviours
- Vulnerability and resilience factors
- Especially vulnerable
- Parental competence — the strongest protective factor

BARN&UNGDOM 2025

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Spending on video games

How much does young people spend on video games, and what motivates them?

As many as 64% of boys and 36% of girls have spent money on games in the past year.

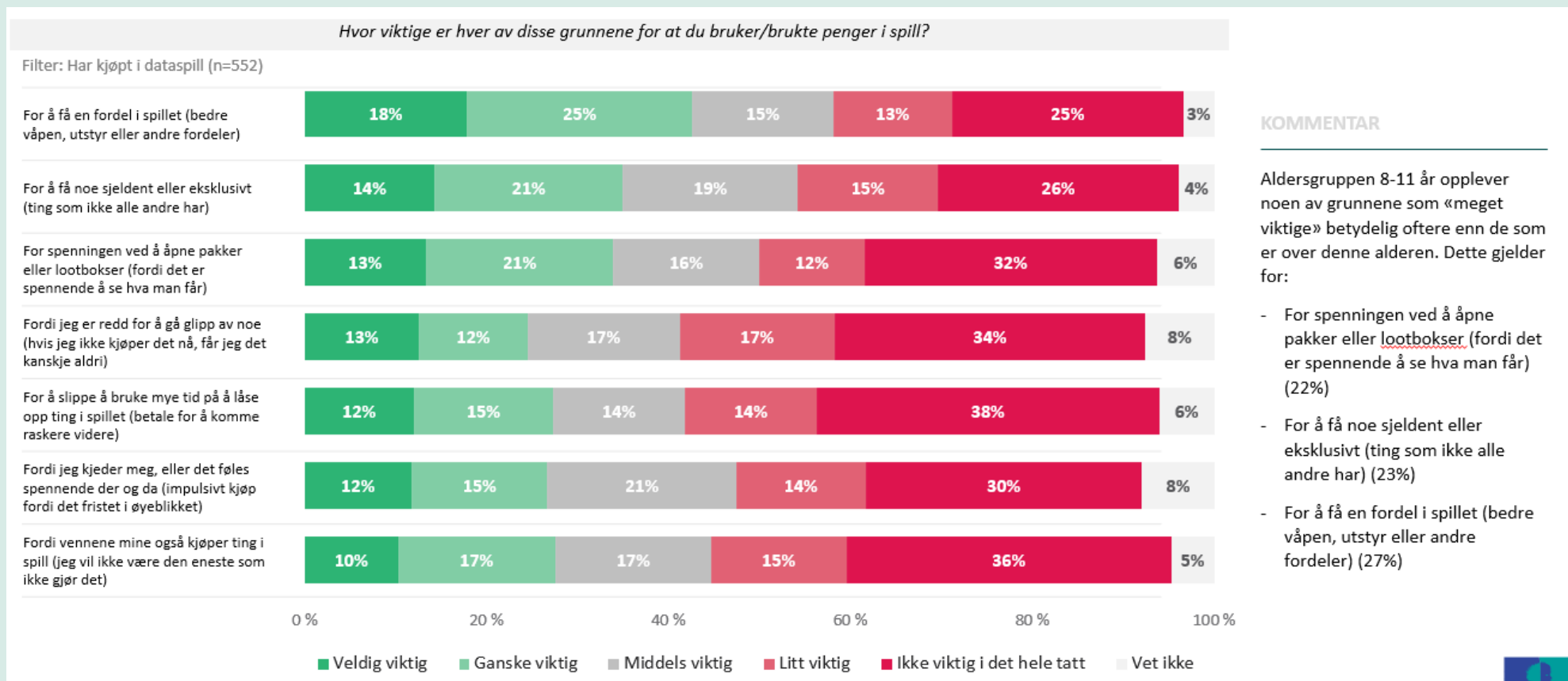
Boys aged 12–15 spend the most (76%), while girls aged 16–19 spend the least (29%).

Common purchases include skins, weapons, and loot boxes – with excitement, exclusivity, and progression as the main drivers.

Motivations vary:

- **Excitement from loot boxes:** Important for 56% of boys and 44% of girls.
- **Exclusive items:** Important for 60% of boys and 45% of girls.
- **Faster progression:** 46% of boys, 36% of girls.

43% answer that gaining an advantage in the game is a very important reason why they spend money in games



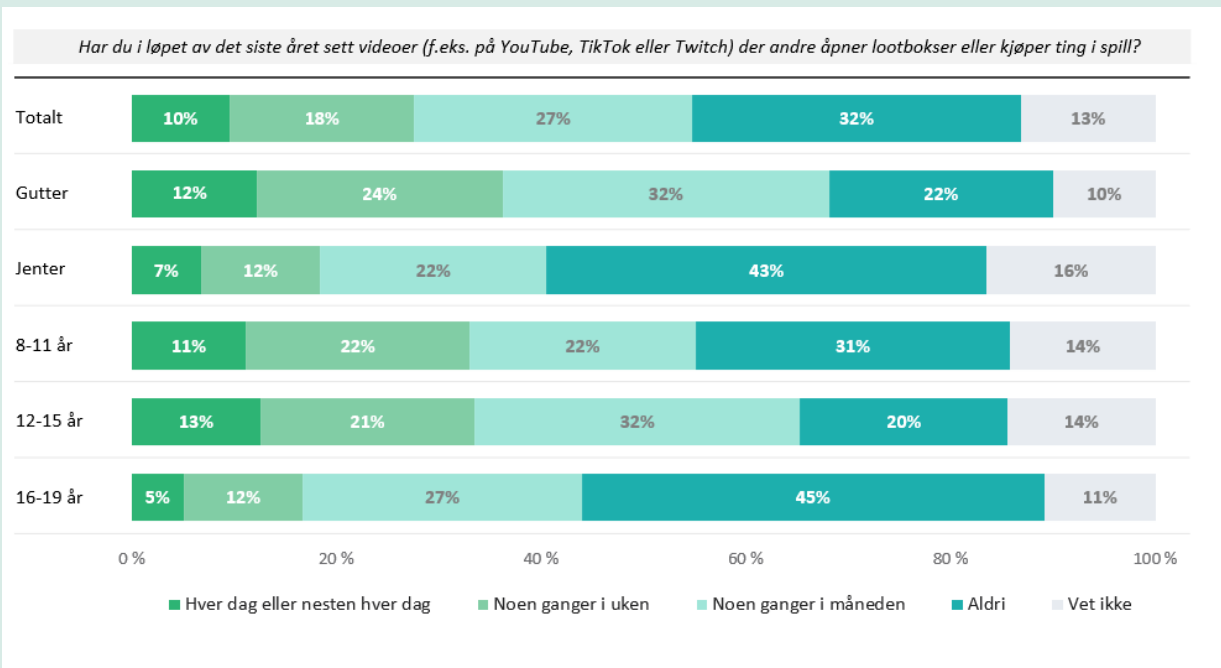
Feelings after purchase.

What do they feel after spending – joy, pride or regret?

- **Boys aged 16–19:** Regret the most (13%) and think the least about their purchases (28%).
- **Boys aged 8–12:** Feel the proudest about their purchases (14%). (7 % in total)
- **Regional differences:**
 - **Eastern Norway:** Most proud (10%).
 - **Central Norway:** Regret the most (27%).
- **Impulse buying/boredom:** 46% of boys and 48% of girls say they buy because it feels exciting at the moment.

Social influence and norms

Are young people influenced by friends and social media?



- **Friends who buy are a contributing factor:** 47% of boys and 40% of girls.
- **68% of boys and 42% of girls** have seen others buy things in games on YouTube, TikTok, or Twitch.
- **In Oslo:** 19% see this every day. In total, 10% say this.

Parental involvement

Do children and parents talk about purchases in games?

- **Girls report clear rules more often:** 33%, compared to 29% of boys.
- **However:** 38% of boys and 27% of girls have talked to their parents without fixed rules.
- **A full 60% of teenagers aged 16–19** say they have never talked to their parents about spending money in games.

Gaming and gambling

Does gaming increase interest for gambling?

- 24% of boys say yes, compared to only 9% of girls. (Strongly agree + somewhat agree)
- **In Oslo:** 18% strongly agree with the statement that gaming has made them more interested in gambling. In total, 8% agree with this.
- Lowest percentage in the eastern part of Norway: 5 %.

Summary

- In-game purchases are often emotionally motivated.
- Many young people are influenced by social pressure and media exposure.
- There are significant age and gender differences in both behavior and reflection.
- Parental involvement is insufficient, especially during the teenage years.
- There are indications of a link between gaming and attitudes towards gambling



Takk for meg!

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