

# Breaking the Cycle

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How Loneliness Substitution and Game Design Alter Gambling Immersion in Elderly People

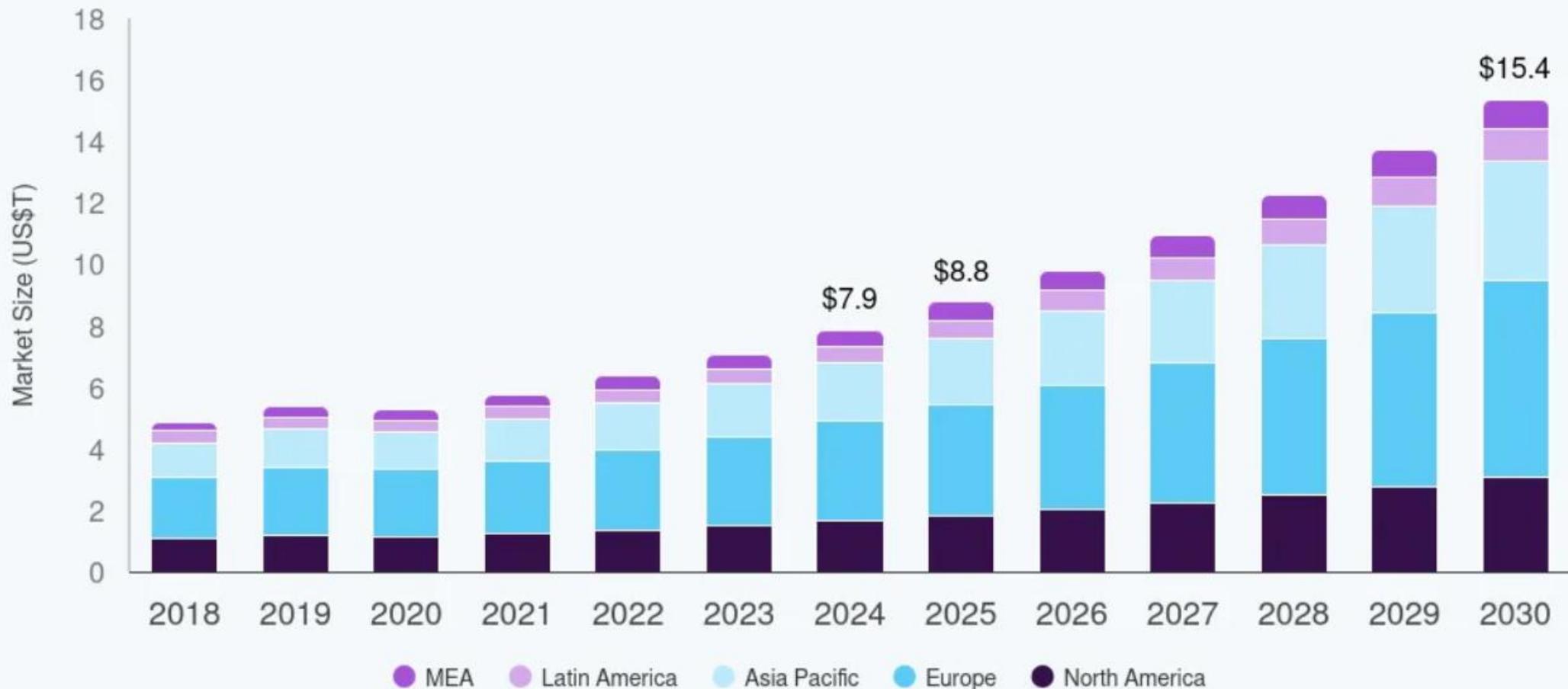
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# Research Background

## Online Gambling Market

Size, by Region, 2018 - 2030



# Research Background

01 Older adults gambling participation rates ranging from 26.6% to 56.2%.

02 Older adults have unique characteristics in physiological, psychological, and social environments, making them more prone to gambling immersion.

03 Critically, research investment remains grossly inadequate

Further exploration of preventive mechanisms for geriatric gambling to address disproportionate harms in this vulnerable population.

# Research Development



Different Loneliness & Gambling

# Research Development



Differential Loneliness → Precision Substitution → Attenuated Gambling Addiction

# Research Development

## GAME DESIGN



Differential Loneliness



Game Design Regulation



Attenuated Gambling Addiction

# Theoretical Framework and Research Questions

1

How do different types of loneliness affect the extent of gambling immersion in older adults?

2

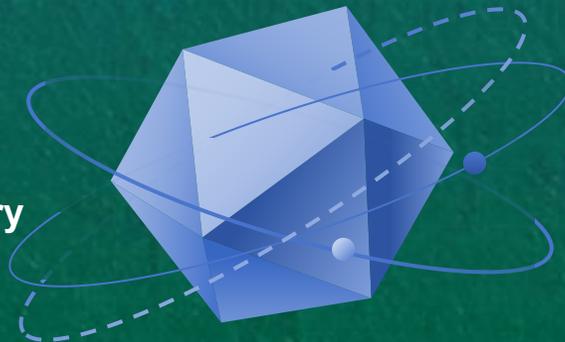
How do work elements interact to compensate for different loneliness types and reduce addiction potential?

3

How do game design elements regulate loneliness and reduce gambling immersion? What are the underlying psychological mechanisms?

Social Compensation Theory

Behavioral Change Theory



# Methodology

## Study 1

- The Main Effects of Loneliness Types

• 120 participants

## Study 2

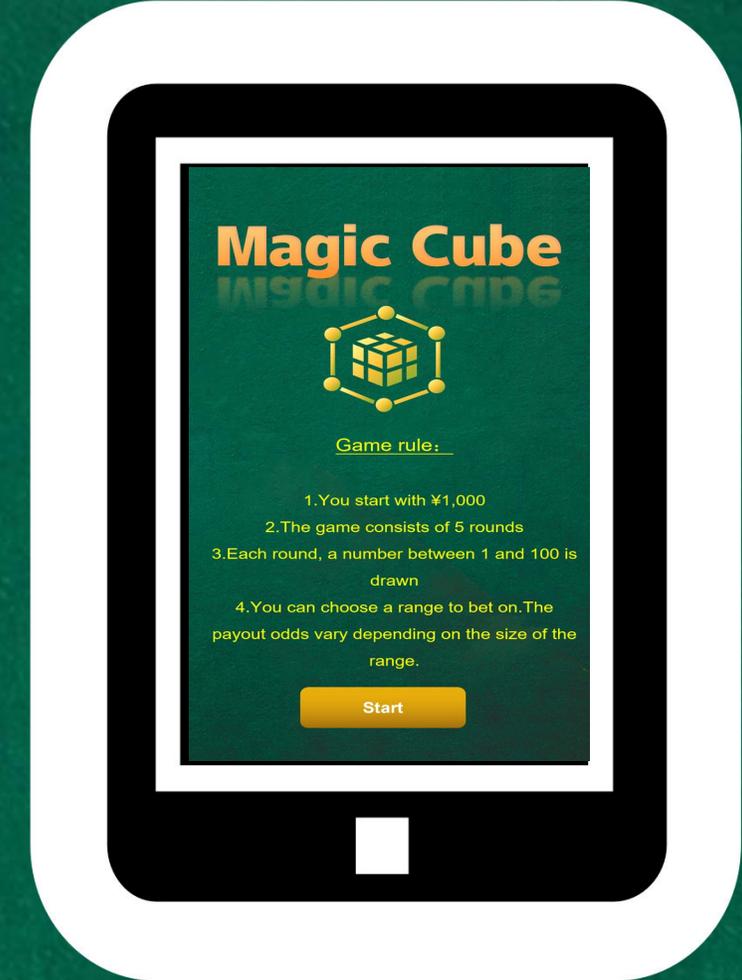
- The Moderating Effects of Alternative Work Activities

• 115 participants

## Study 3

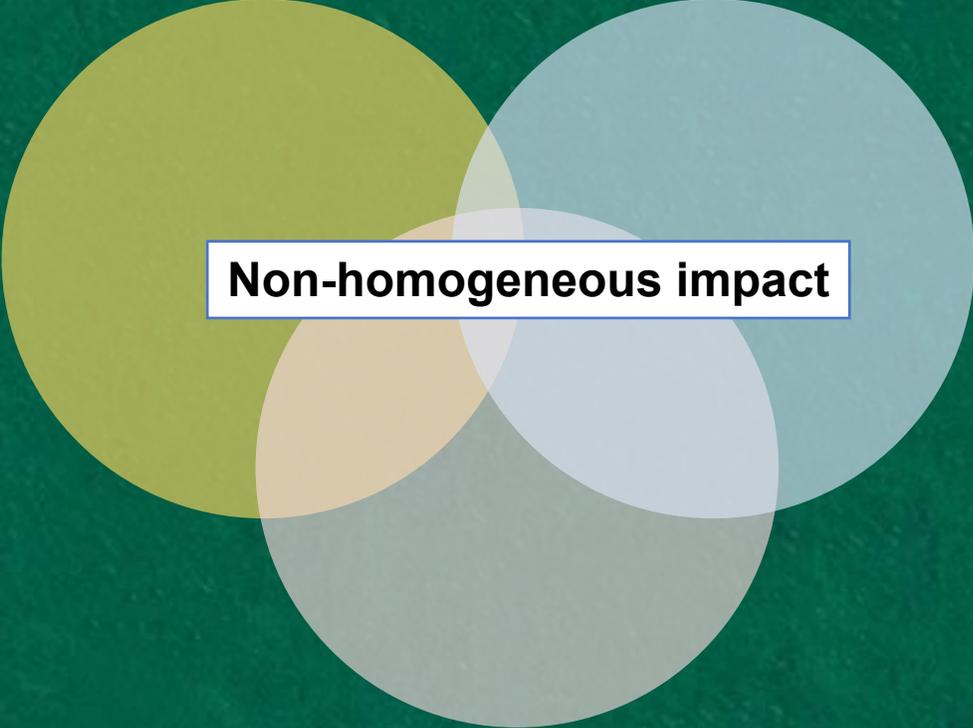
- The Regulatory Effects of Game Design Interventions

• 212 participants



# Key Findings

There are significant hierarchical differences in the impacts of loneliness across different dimensions on gambling immersion.



**Non-homogeneous impact**

# Key Findings

A sense of belonging is crucial for alleviating the gambling needs of socially lonely individuals



# Theoretical Contributions



- **Traditional Theoretical Limitations**

The original theory assumes compensatory behaviors as unidimensional.

- **Innovations of This Study**

- ▶ Proposes a triple compensation pathway of "emotional-social-existential"
- ▶ Validates that different loneliness types drive distinct compensation mechanisms

# Theoretical Contributions



- **Core Proposition**

The effectiveness of alternative activities depends on their attribute matching with loneliness types.

- **Three Theoretical Innovations**

Differentiation of Reward Psychology

Dual Disruption Mechanism

Need-Activity Adaptation Model

# Theoretical Contributions



- **Traditional Theoretical Gaps**

Neglects the interactive mechanisms between environmental interventions and psychological processes.

- **Breakthroughs of This Study**

- ▶ Validates the mediating factors in the intervention process.

- ▶ Expands Behavioral Change Theory from "environmental design" to the level of "psychology-environment interaction".

# Practical Implication

- Precision Interventions for Geriatric Gambling Prevention
- Community-Based Intervention Strategies
- Systemic Interventions: Policy to Industry
- Multi-Stakeholder Implementation



THE END

**Thanks**