

Ethnomining

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Getting grounded in problematic play and its mitigation in remote settings

Research Team: Parke, Parke & Wardle
Industry Collaborator: M. Bonello, Unibet

Using Grounded Theory to Understand
Harm Minimisation in Remote Gambling



helps understand **patterns, context and idiosyncrasies**



adds **player insight** into their own behaviour

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industry collaborator providing supportive, open and unrestricted environment



player interviews associated explanation, cognition and emotion



iterative process of developing and refining ideas about causal mechanisms



detect **problem gamblers to observe data**



identify triggers and processes for harmful behaviour



recommendations to operators for **RG strategy and PLAYER INTERACTION**



recommendations for **further research AND QUANTITATIVE ANALYTICS**

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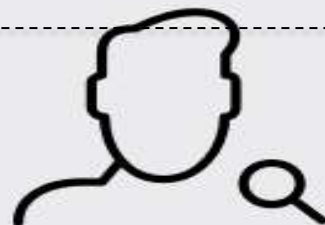
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