

ABSZTRAKT

The rapid expansion of online gambling poses potential risks to players, making it necessary to develop tools that promote responsible online gambling. However, certain factors, such as the inaccessibility of protective practices and design elements focused on corporate interests, can put users at risk.

To address these concerns, we conducted research within the framework of the Behavioural Insight Research Group to investigate online sports betting sites in Hungary. Our goal was to conduct a risk audit to identify positive and negative patterns of operational features on ten major sites of operators. We examined these patterns from registration to active play and prize collection.

Our findings indicate that although some operators prioritize player protection by providing dedicated interfaces with self-limitation options and psychological support, accessing these positive tools can be challenging due to friction-based multi-step pathways and anchors.

This study highlights the necessity for a centralized regulatory system for online gambling operators, which can aid in establishing and implementing player protection measures. Moreover, our results underscore the need for future research to develop a framework for utilizing and evaluating the effectiveness of behavioral interventions in promoting responsible online gambling behavior.

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ÉRDEKLŐDÉSI TERÜLET

Egészségmagatartás
Népegészségügyi intervenciók
Viselkedéses beavatkozások