

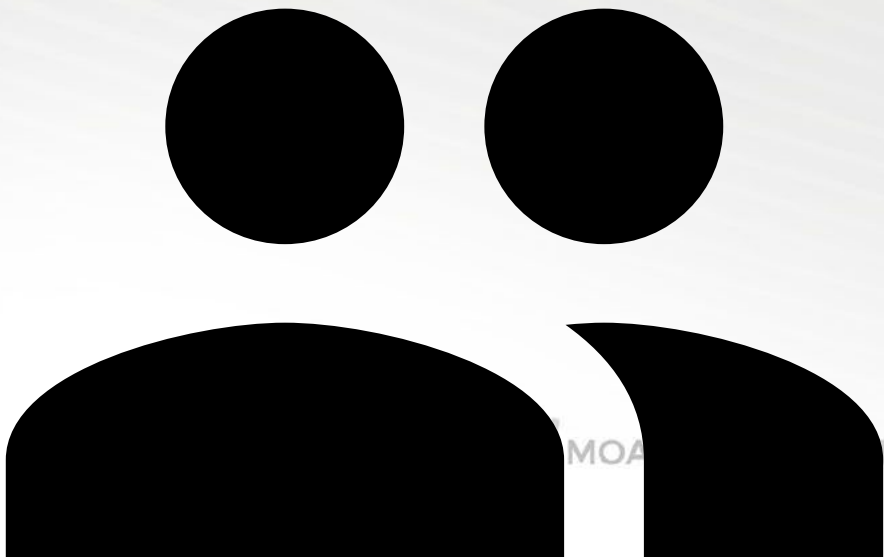
# PASIFIKA YOUTH

ONLINE GAMING & GAMBLING RESEARCH:

“Are online video games a  
gateway to problem gambling  
among Pasifika youth?”



What we knew  
prior to  
starting this  
research?



# Background



Gambling elements exist within some games.



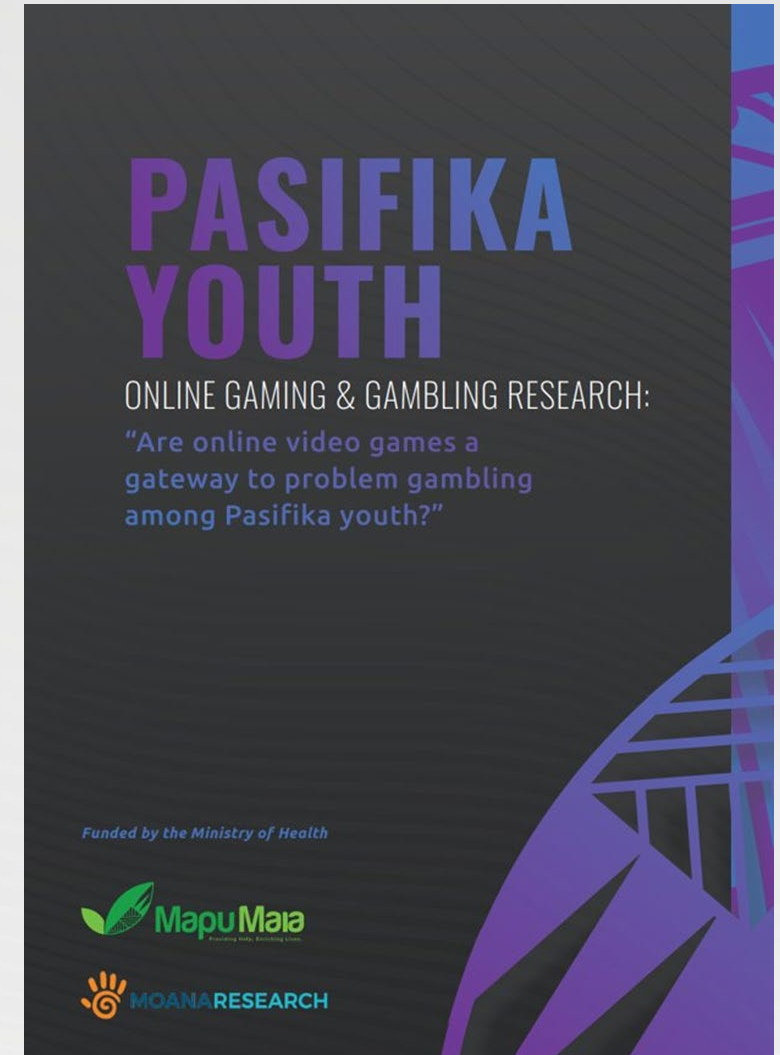
Progress in a game can depend on spending money and parts of games can rely on chance, rather than skill.



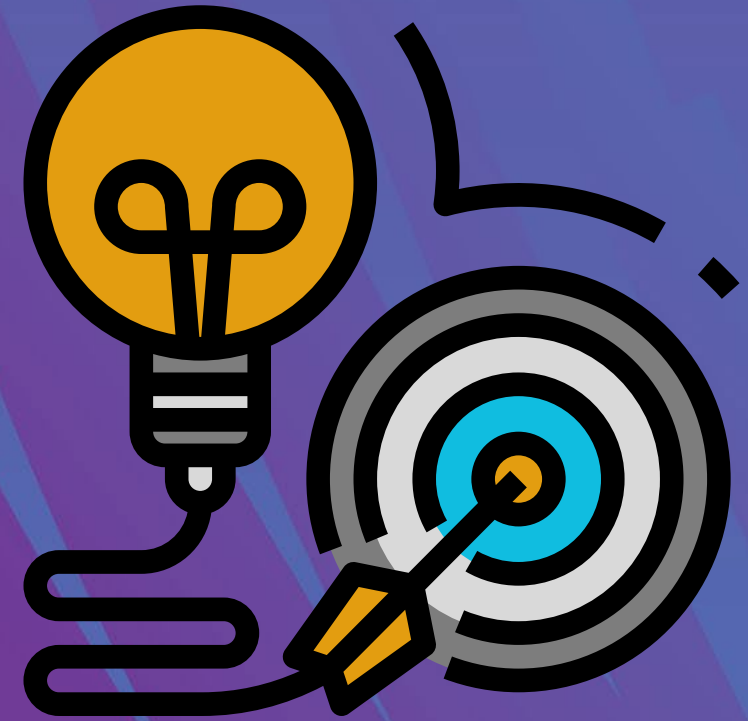
We wanted to know more about loot boxes and its impact on Pacific young people.



We wanted to better understand the behaviour of Pacific youth in online gaming activities

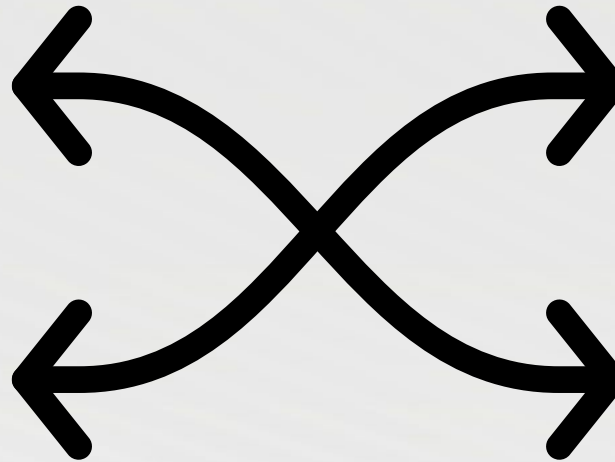


# Our Approach



# Background - Mixed Methods

Study 1: Focus group talanoa to obtain qualitative findings and narratives of Pacific youth/young adults' understanding and experiences of gaming behaviour and any links to gambling.



Study 2: Online survey to gather quantitative indicators that will complement the qualitative findings. The final research report will inform future policy and practices, further research and more importantly, relevant and innovative services for Pacific peoples.

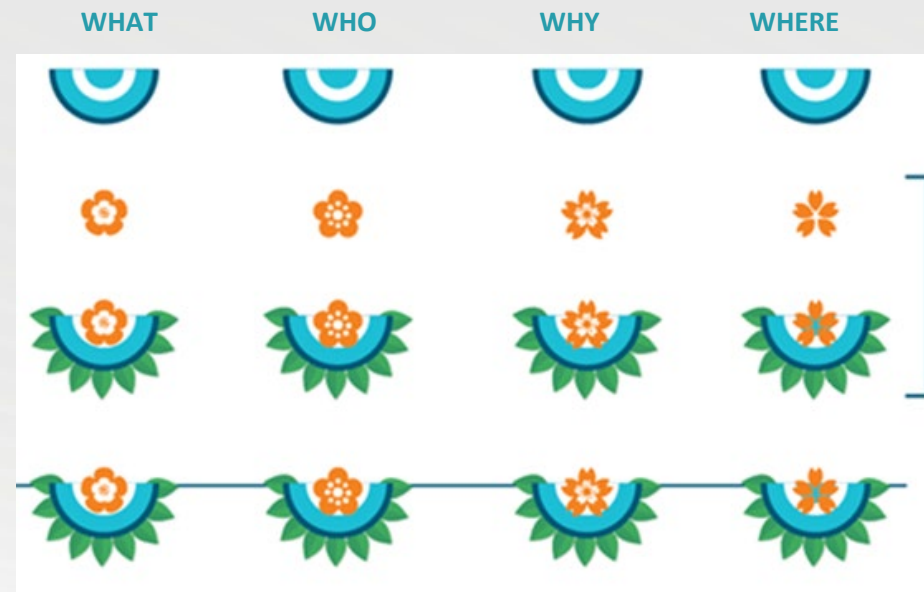
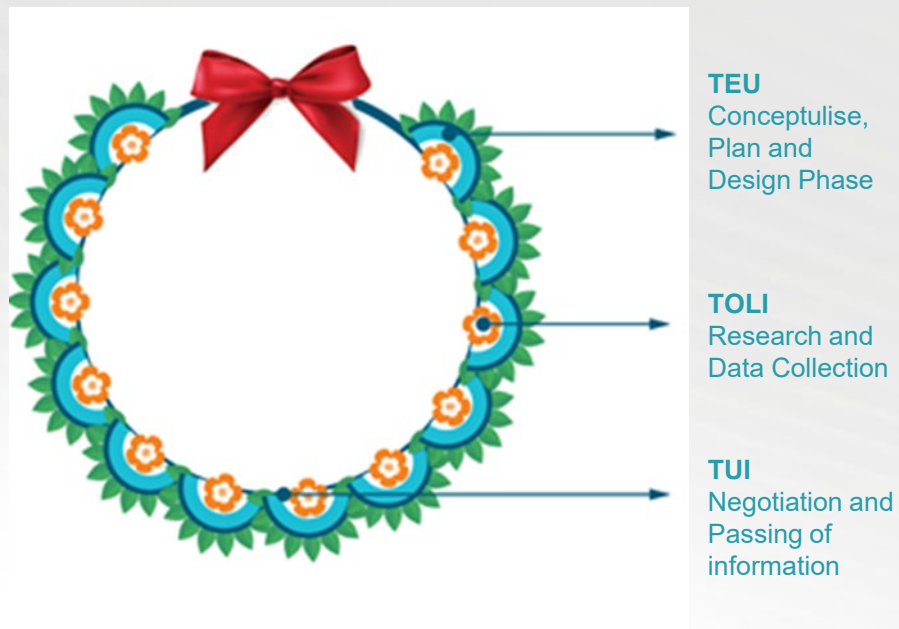
## Objectives:

- To explore the gaming\* behaviours of young Pacific people/adults and financial transactions that take place while gaming;
- To identify any possible links between gaming and gambling, including problem gambling; and
- To understand any needs for young people while gaming to prevent problem gambling.



# The Kakala Framework

The Kakala Framework developed by Professor Konai Helu-Thaman is a research approach that denotes quality in all research steps and processes. Kakala consists of six components that align with the steps of garland-making and ensuring the delivery of a quality product through a quality process. These steps are - Teu, Toli, Tui, Luva, Malie and Mafana. It is imperative that each step adheres to their corresponding values and principles to provide authentic results that make an impact.

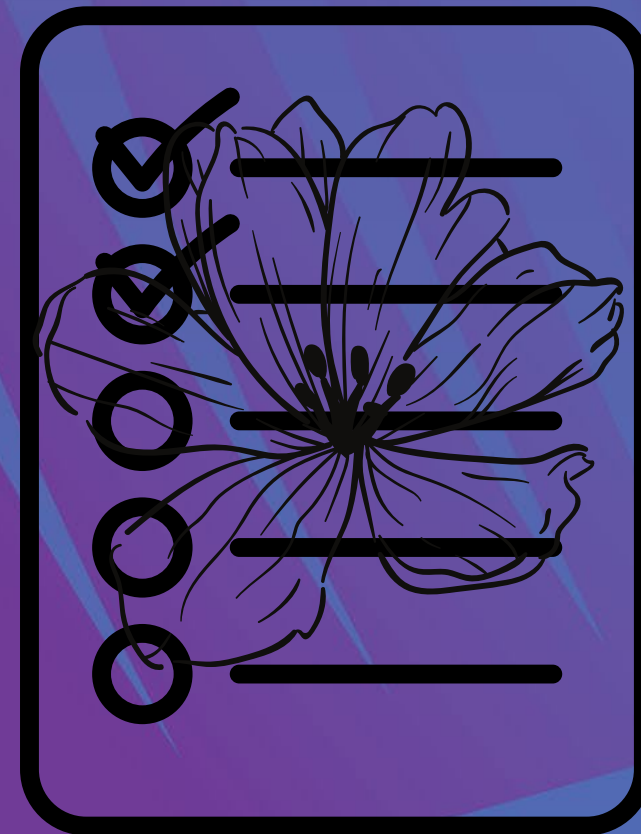




# The importance of a cultural approach



# Teu: What was planned?





	Outputs
Stage 1: Teu (Planning & Development)	<ul style="list-style-type: none"> <li>• Workplan developed and approved.</li> <li>• Ethics application developed, submitted and approved by HDEC</li> <li>• Development of Research tools i.e. talanoa questions consent form, participation information sheets, and demographic surveys).</li> <li>• Recruitment.</li> </ul>
Stage 2: Toli (Data Collection)	<ul style="list-style-type: none"> <li>• Organise focus group logistics including recruitment, dates, venue/zoom links, catering, dissemination of research documents.</li> <li>• Undertake focus groups (collect research documents and disseminate koha)</li> </ul>
Stage 3: Tui (Analysis)	<ul style="list-style-type: none"> <li>• Undertake transcription and/or translation of interviews</li> <li>• Undertake coding and thematic analysis to extrapolate key theme/feedback and recommendations</li> <li>• Quantitative analysis – demographic information and survey information</li> </ul>
Stage 4: Luva (Reporting)	<ul style="list-style-type: none"> <li>• Develop draft report of findings</li> <li>• Send to MOH to review</li> <li>• Presentation of findings to MOH</li> </ul>

# Toli: Who did we talk to? Where did we go?



Location	Date	Number of Participants
Auckland	18 November 2019	8
Auckland	4 December 2019	12
Porirua	4 February 2020	10
Levin	5 February 2020	10
Christchurch	11 February 2020	12
Timaru	12 February 2020	13
Dunedin	13 February 2020	10
<b>Total</b>		<b>75</b>

	Number (=n)	%
<b>Region</b>		
Auckland Region	20	27
Wellington Region	20	27
South Island	35	47
<b>Gender</b>		
Male	47	63
Female	28	37
<b>Ethnicity</b>		
Samoaan	44	59
Tongan	19	25
Cook Island Māori	6	8
Niuean	5	7
Fijian	1	1
<b>Age Group</b>		
16-18 years	38	51
19-21	26	35
22-24	10	13
25+ years	1	1



# Recruitment



“WE DON'T HAVE MANY  
ACTIVITIES FOR THE YOUTH,  
SO GAMING IS WHAT WE  
DO TOGETHER, IT'S  
HOW WE INTERACT”

# Online Survey

- The development of the survey began before the completion of the focus groups; however, themes from study 1 (focus groups) were used to inform questions included in study 2 (online survey).
- A total of 32 questions were confirmed for the final survey, and demographic and COVID-19-related questions were also included.
- The survey was piloted with young people internally across Moana Research, and Mapu Maia, and amendments were made in response to feedback.
- **The survey was opened on 21 April - 30 June 2020.**

Demographic	Pasifika		nMnP		Total		p-value
	N	(%)	N	(%)	N	(%)	
<b>Total</b>	402	(48.6%)	426	(51.4%)	828	(100%)	0.404
<b>Median age in years, (IQR)</b>	21	(18-26)	19	(17-24)	20	(17-25)	N.A.
<b>Gender</b>							
Male	292	(72.6%)	361	(84.7%)	653	(78.9%)	
Female	102	(25.4%)	60	(14.1%)	162	(19.6%)	
Prefer not to say/other	8	(2.0%)	5	(1.2%)	13	(1.6%)	<0.0001
<b>NZ born</b>							
Yes	326	(81.1%)	328	(77.0%)	654	(79.0%)	
No	76	(18.9%)	98	(23.0%)	174	(21.0%)	0.148

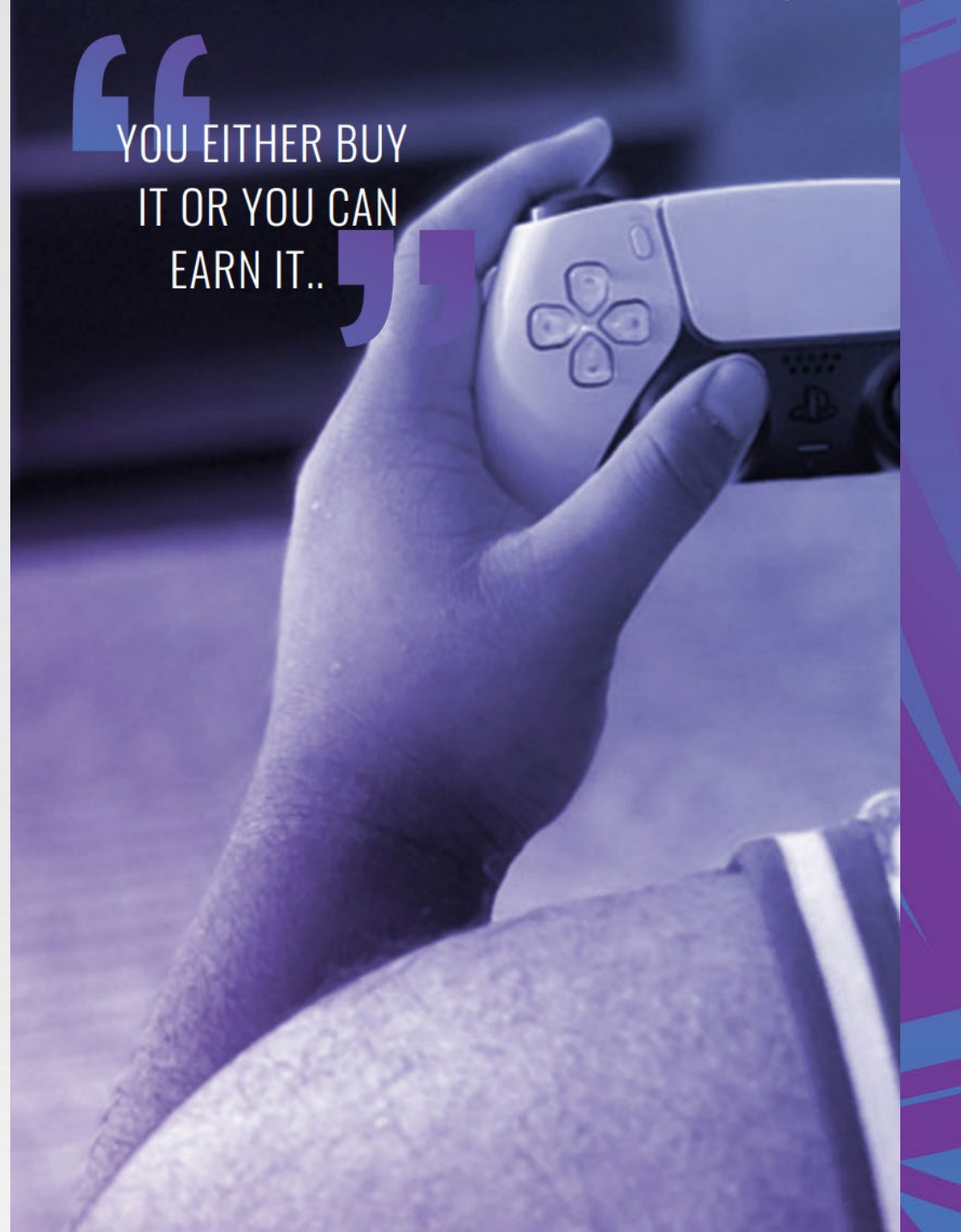
# Tui: Weaving the information, what did we find?





# Gaming and Spending Behaviour

“YOU EITHER BUY  
IT OR YOU CAN  
EARN IT..”



# Gaming Behaviour of Pasifika young people

- Two-thirds of Pasifika survey respondents (65%) spent 2-5 hours in one session compared to 74% of non-Māori, non-Pasifika respondents.
- Approximately 44% game every day regardless of ethnicity.
- Pasifika males, on average, played online games significantly longer per week than females. Approximately 30% of males played 15+ hours per week compared to 15% of females.

- In both the online survey and focus group *talanoa* the three most popular games were 1. Fortnite, 2. Call of Duty and 3. PubG.

All three games fall into the multiplayer gaming category.

- This aligns with why young people game –

*“You’re playing with your mates, so there’s the social part to it that makes it fun” (Levin).*

*“You can play with heaps of people. Being able to play with your friends is fun” (Dunedin).*

*“It’s fun because you’re playing with teams and they’re people that you know” (Timaru).*



# Spending Behaviour of 16-30-year-olds

- Approximately **66%** of Pasifika survey respondents were familiar with 'loot box' purchases compared with **81%** of non-Māori, non-Pasifika respondents.
- Of those who knew what loot boxes were, roughly a quarter (27%) of Pasifika respondents purchased them compared to 22% of non-Māori, non-Pasifika.
- Of those who spent on a loot box, **Pasifika survey respondents spent more on loot boxes than non-Māori, non-Pasifika** with approximately 22% of Pasifika spending more than \$20 per month on loot boxes compared to 10% of non-Māori, non-Pasifika respondents.
- A higher proportion (30%) of older gamers (21+ years) spent more money on loot boxes than those aged <20 years (10%).



# Identified links between gaming and gambling

- During *talanoa* with Pasifika youth, they were able to name characteristics of gaming harm and gambling harm. They noted:
  - When it starts impacting overall wellbeing (the way you feel):
  - When it affects engagement with others and educational/occupational activities:
  - When it takes up too much time
- They also identified characteristics of harm in younger family members:

*“I think for games, you’re not likely to spend, but we’re playing constantly so we’re losing sleep right, so it’s the same thing because sleep is of value, especially when you have to wake up and focus at school.” (Auckland FG 1).*

*“Yeah, definitely. When we look at the harmful effects for both gaming and gambling, you see how they’re pretty much the same. They both provide a certain buzz and can be social, but it’s when you overdo it, on both, I guess. It becomes a problem when it takes over too much of your life” (Timaru).*

*“With my nephew, he’s like eight, and he stresses when we take the controller off him, so we see it with even the generation after us (Christchurch).”*

# Pressures to look good

“STRESS IS OFTEN  
CREATED BY  
CONSTANTLY  
LOSING AND BEING  
EMBARRASSED IN  
FRONT OF YOUR  
FRIENDS.”



- Skins were acknowledged as being purely cosmetic in function.
- Pasifika young people often felt the social pressure of looking good and the desire to be included.
- When choosing teams, those who did not invest in skins were often not chosen because they associated skins with elevated player performance.



# Impact of COVID-19 lockdowns

- **During COVID-19 lockdowns, 42% indicated their spending on online games had increased**, compared to 32% whose spending stayed about the same and 27% who said it decreased yet did not state why.
- Of those who indicated their time playing games increased, **39% of them played an extra 4 hours per day**, 30% played for 2 hours extra, 18% for 3 hours, and 14% for 1 hour.
- Finally, this study shows that **Pasifika young people who game continuously daily, are experiencing some of the things listed in the DSM-5 or ICD-11 criteria** (for gaming harm), or they know of peers or family members tick boxes in the criteria.
- What is especially concerning is the acknowledgment by participants that family members as young as five years of age show symptoms of gaming harm. Consequently, **while the harmful effects of gambling harm on individuals who gamble are seen in adulthood, gaming harm is detected at a much younger age.**

# They suggested solutions

The solutions suggested by Pasifika youth to counter problem gaming included:

1. Acknowledging that there is a problem and a need to call it out,
2. Setting time limits for game time,
3. Creating activities/alternative hobbies, and
4. Parent and family awareness and support.

This harms identified aligns with the Ministry of Health's (2019) Practitioner's Guide on Preventing and Minimising Gambling Harm

# **Luva: Gifting the garland Recommendations**



# Key recommendations of research

- Build literacy on online gaming (harm), particularly for Pacific parents
- Invest in further development of e-learning tools
- Invest in further research to explore context of gaming in Pacific community
- Stronger regulation of online gaming products
- Invest in intervention services for problem gaming



# PASIFIKA YOUTH

ONLINE GAMING & GAMBLING RESEARCH:

“Are online video games a gateway to problem gambling among Pasifika youth?”



Any Questions?



ARCH