Risk, Reward & Addiction:

How gamification compels us to gamble with our lives

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SSHRC CRSH
My initial risk of developing cancer by 30 (by gender & age in Canada) = 0.0167%

Survival chances (5 years) for breast cancer: 88%

Individualized 2.0 BOADICEA risk calculation results for developing new, secondary cancers by age 40:
  Breast cancer: 26%
  Ovarian cancer: 2.5%

...by age 80:
  Breast cancer: 83%
  Ovarian cancer: 44%
<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Description</th>
<th>Reg C</th>
<th>Perf C</th>
<th>Result</th>
<th>Unit/Specimen</th>
<th>Abn</th>
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<td>WBC</td>
<td>K</td>
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<td>%</td>
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<td>G</td>
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<td>K</td>
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<td>K</td>
<td>G</td>
<td>mmol/L</td>
<td>3.5-5.1</td>
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<td>G</td>
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<td>K</td>
<td>G</td>
<td>mmol/L</td>
<td>5-12</td>
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<td>K</td>
<td>G</td>
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<td>G</td>
<td>umol/L</td>
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<td>Feb 05 2014 15:13</td>
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<td>K</td>
<td>G</td>
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<td>U/L</td>
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<td>Feb 05 2014 15:13</td>
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<td>K</td>
<td>G</td>
<td>110</td>
<td>mL/min</td>
<td>&gt; 60</td>
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</tr>
</tbody>
</table>

*** END OF REPORT ***
A multiverse of worlds vibrating and replicating... and a multiverse that should have been one, became many.
current 5 year survival: 75\%.

25 dark universes
5 year survival, diagnosis, but no treatment (for gen. pop.)

4%
5 year survival, post-treatment (gen.pop): 88%
1. How does surveillance relate to games? And why do definitions like “games” and “play” shape how we respond to both?
2. How do games change as they move from analogue to digital?
3. Why is gamification important, and how does it link to other practices such as Quantifying the Self?
4. How are quantification and surveillance linked through the Care of the Self?
5. What are links here to Gambling and Addiction? Where are the differences and the similarities?
5 year survival, diagnosis, but no treatment (for gen. pop.)

4%
5 year survival, post-treatment (gen.pop): 88%
5 year survival, for Grade 3, triple negative cancer, post-surgery:

47%
1. How does surveillance relate to games? And why do definitions like “games” and “play” shape how we respond to both?

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Risk and fear of victimization are key lenses for viewing surveillance
Hello Julia

Your Current Level is: BRONZE

Levels:
- BRONZE
- SILVER
- GOLD
- VIP

Total points earned:
- BRONZE: 0
- SILVER: 3000 pts
- GOLD: 20000 pts

Your Level:
- Your Current Level: BRONZE
- Points to next level: 500
- Total points earned: 0

Claim cash bonus:
- Available points: 0

You can claim cash bonuses at your current level and all of the lower levels providing you have enough available points to spend.

Points Level | Cash Bonus (EUR) | Cost (points) | Convert
---|---|---|---
BRONZE | 8 | 400 | Claim
SILVER | 40 | 1500 | Claim
GOLD | 200 | 7000 | Claim
VIP | 1200 | 20000 | Claim

Claim
A game is an activity defined by rules in which players try and reach some sort of goal.

Play is ‘free movement within a more rigid structure’. Play emerges both because of and in opposition to more rigid structures, such as rules.
The ‘fun’ of the game rests on the sense of spontaneous involvement, the singular and exclusive focus on the game on behalf of the participants.

One becomes immersed, engrossed in the game and the social interactions that the game system’s rules and goals evoke.
Work consists of whatever a body is obliged to do, and... Play consists of whatever a body is not obliged to do.
5 year survival, for Grade 3, triple negative cancer, post-surgery: 47%
5 year survival, for Grade 3, triple negative cancer, post-chemo: 70%
10,000 steps
Next up: 15,000 steps
the competition
1. How does surveillance relate to games? And why do definitions like “games” and “play” shape how we respond to both?

2. **How do games change as they move from analogue to digital?**

3. Why is gamification important, and how does it link to other practices such as Quantifying the Self?

4. How are quantification and surveillance linked through the Care of the Self?

5. What are links here to Gambling and Addiction? Where are the differences and the similarities?

6. How do we successfully critique gamification and similar actuarial practices of governance that are masked by “play”?
Games change form, moving from analog to digital

“Free” play in analog space

Rules are locally negotiated. This takes substantial effort.
“Free” play in analog space

Rules are locally negotiated. This takes substantial effort.

Structured play in analog space

Rules are standardized and homogenized.

Games change form, moving from analog to digital

“Free” play in analog space

Rules are locally negotiated. This takes substantial effort.

Structured play in analog space

Rules are standardized and homogenized.

Digital Play

Rules are hidden within the black box of technology.

Games change form, moving from analog to digital

30 FREE SPINS!
KEEP WHAT YOU WIN!
PLUS! $100 FREE ON YOUR FIRST DEPOSIT!
Click here for more details...

Play Casino Games
Free Deluxe Software!
- 400+ rich graphic casino games
- Free software on your desktop

Play Casino Games
In Your Browser
- 200+ casino games in Flash
- Mac users click here

Promotions

Nuclear 9s
EARN DOUBLE LOYALTY POINTS
Play Power Spins - Nuclear 9’s Video Slot and Earn Double Loyalty Points - valid from 7 March 2012
Download and Play

Table Games
22 Games

Blackjack
44 Games

Video Poker
58 Games

Slots
255 Games

Winners

COME PLAY WITH US & WIN
“I keep checking my bank balance to remind myself this is real! Thank you so much!”
Eric M. won €25,500 on Bars and Stripes Video Slot!

Registered Players: 4,086,531

Progressive Jackpots

Jackpots Paying: $3,756,143.47
1. How does surveillance relate to games? And why do definitions like “games” and “play” shape how we respond to both?
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Gamification: the use of game elements in non-game contexts.
theory-crafting in WoW by powergamers
Both games and gambling are about risk – attuning to in-game risk to replace other, more unmanageable risks.
Most people define gambling as pure chance, where you don’t know the outcome. But at the machines I do know: either I’m going to win, or I’m going to lose. I don’t care if it takes coins, or pays coins: the contract is that when I put a new coin in, get five new cards, and press those buttons, I am allowed to continue.

So it isn’t really a gamble at all—in fact, it’s one of the few places I’m certain about anything. If I had ever believed that it was about chance, about variables that could make anything go in any given way at any time, then I would’ve been scared to death to gamble. If you can’t rely on the machine, the you might as well be in the human world where you have no predictability either.

Sharon – (Schüll, pg. 12)
Welcome to the Complete QS Guide to Self-Tracking!

Here you will find tools, apps, and projects that are tagged, rated, and reviewed by the global Quantified Self community (that includes you!) This guide is funded by the Robert Wood Johnson Foundation Pioneer Portfolio, which supports bold ideas at the cutting edge of health and health care, in partnership with Institute for the Future. Our goal is to gather and organize the world's collective self-tracking resources in one place, in a way that is useful and encourages collaboration between self-tracking experts and beginners who are just starting out. Dive in now and explore some of the Tools or Members who are part of this site...

What's New

- **MyFitnessPal**
  MyFitnessPal is a health and fitness community with easy to use tools to track your nutritional intake and exercise...

- **Run Coach Pro**
  Training plans and tracking for running events....

What's Hot

- **DailyBurn**
  A decent app, which ties in nicely with their website. It won't let you export your data, though, so...

- **Fitbit**
  The fitbit is an outstanding tool. Activity tracking is very accurate. Sleep stats are also interesting - something I...

Highest Rated

- **CureTogether**
  At CureTogether, patients around the world come together to share quantitative information on over 500 medical conditions. They share...

- **Genomera**
  Genomera helps people use personal data tracking, science, and collaboration to understand how their...
Everyday (analog) metering reproduces everyday life and the construction of social problems.

Quantification allows for aggregation and a collective picture of the social body.
Measurements make performances visible and thus reproducible.
5 year survival, for Grade 3, triple negative cancer, post-chemo: 70%
5 year survival, for Grade 3, triple negative cancer, post-chemo, post-radiation: 75%
1. How does surveillance relate to games? And why do definitions like “games” and “play” shape how we respond to both?
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“We step on a scale and record our weight. We balance a checkbook. We count calories. But when the familiar pen-and-paper methods of self-analysis are enhanced by sensors that monitor our behavior automatically, the process of self-tracking becomes both more alluring and more meaningful.

Automated sensors do more than give us facts; they also remind us that our ordinary behaviour contains obscure quantitative signals that can be used to inform our behavior, once we learn to read them.”

Gary Wolf
### Activity (831)

- **Daily Steps (537)**
  - ![Icon 1](image1.png)
  - ![Icon 2](image2.png)
  - ![Icon 3](image3.png)
  - ![Icon 4](image4.png)
  - ![Icon 5](image5.png)
  - ![Icon 6](image6.png)

- **Daily Climb (282)**
  - ![Icon 1](image1.png)
  - ![Icon 2](image2.png)
  - ![Icon 3](image3.png)
  - ![Icon 4](image4.png)

- **Lifetime Climb (4)**
  - ![Icon 1](image1.png)
  - ![Icon 2](image2.png)
  - ![Icon 3](image3.png)
  - ![Icon 4](image4.png)

- **Lifetime Distance (8)**
  - ![Icon 1](image1.png)
  - ![Icon 2](image2.png)
  - ![Icon 3](image3.png)
  - ![Icon 4](image4.png)
  - ![Icon 5](image5.png)
  - ![Icon 6](image6.png)
  - ![Icon 7](image7.png)
  - ![Icon 8](image8.png)
Technology allows us to measure what was previously immeasurable, and share what was previously private.
Highlights

- Real-time view of players’ activity including their location on the floor
- Immediate overview of the best and worst players
- Integrated customer management system helps building better relationships with players and sales agents
- Variety of bonus options (time, slot machine, player characteristic-specific promotions ...)
- Enables the optimization and efficient cost control of all the marketing costs
- Easily mountable Player Tracking hardware components independent of the slot machine type
- Exhaustive reporting and predictions on player spend
- Segment players by different parameters
- Reward players with points earned by play and spent on different games, locations and time periods
- Create time specific promotions such as Happy Hours
- Do a full comp and points analysis
- Track points redemption, coupons and comps
- Query database by specific marketing criteria and send direct mail to specific target groups
- Associate a player or a group of them to specific sales reps, track their spend and calculate the sales commission.
“Player value algorithms set calendars and budgets to predict when and how much a player can be expected to gamble, generating “behavior modification reports” that suggest what kinds of solicitations he or she might respond to. “
Technology allows us to measure what was previously immeasurable, and share what was previously private.
Gamification makes the interiority of the body actionable by framing it as something to be measured, quantified and then acted on.
Games excel at providing actionable feedback, on a number of temporal scales, via visualizations.
REALITY
Worst game ever.
Exposing the minutiae of our everyday lives and delving for meaningful patterns

Using this data to improve ourselves; and

Inciting and maintaining behaviour change by making this self-improvement process more pleasurable.
Gamified running apps use databases, automated value judgments, and “juicy” feedback mechanisms to stimulate desired behaviors.
Gamifying running is a social encounter between a community of players with a shared sense of identity: the healthy subject.
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“In the beginning, there was excitement about winning, but the more I gambled, the wiser I got about my chances. Wiser, but also weaker, less able to stop. Today when I win—and I do win, from time to time—I just put it back into the machines. The thing people never understand is that I’m not playing to win”…

Mollie Schüll, pg2
Why play if not to win?

“...To keep playing—to stay in that machine zone where nothing else matters...It’s like being in the eye of a storm, is how I’d describe it. Your vision is clear on the machine in front of you but the whole world is spinning around you, and you can’t really hear anything. You aren’t really there—you’re with the machine and that’s all you’re with.”

Mollie Schüll, pg2
Normally, the BRCA1 gene repairs a broken PTEN gene by “sewing” it back together. When BRCA1 is mutated it stops repairing the PTEN gene, which contributes to cancer tumors and metastasis.

<table>
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<th>Age</th>
<th>(New) Breast Cancer Risk %</th>
<th>Ovarian Cancer Risk %</th>
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<tr>
<td>33</td>
<td>5%</td>
<td>0.2%</td>
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<td>40</td>
<td>26%</td>
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<td>45</td>
<td>41%</td>
<td>7%</td>
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<td>50</td>
<td>56%</td>
<td>11%</td>
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<td>55</td>
<td>66%</td>
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<td>60</td>
<td>73%</td>
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<tr>
<td>80</td>
<td>83%</td>
<td>44%</td>
</tr>
</tbody>
</table>
Gamification is about using veneers of games to deal with risk head-on.
Chance of starting at square 1 again:

Breast cancer: 83%

Ovarian Cancer: 44%
Gamification creates hyper-aware actuarial subjects, making it much more difficult to sustain the “encounter” of the game.
The gambling “encounter”, while equally surveillance-dependent, is resistant to collapse, due to information asymmetries.
Playful surveillance technologies can be developed and refined in terms of precision, accuracy, ease of use, and unobtrusiveness, and then be exported to other domains.
To unpack digital play and its implications for everyday life, especially governance and social control, we must unpack the algorithms that make it possible.
Thanks!

@jen_whitson