

# CHANCE Collaboratory

## ABOUT THIS INITIATIVE

Our digital lives are increasingly designed to foster addiction. **CHANCE (Collaboratoire pour l'étude des jeux de Hasard et d'Argent Numériques Connectés)** critically examines gambling, video games, and digital consumption.

Using experimental methods and advanced data analysis, we study how the digital environments and the games interact with player behaviours to reflect on promising strategies for harm reduction.



Gambling &  
Digital  
Platforms



Video Game  
Design & Player  
Behaviour



Emerging  
Technologies

## OUR APPROACH

### Interdisciplinary Research

Combining sociology, communication studies, psychology, and game studies.

### Critical Lens

Investigating the intersections between consumer behaviour, addictive design, and emerging technologies.

### Public Engagement

Producing knowledge accessible to policymakers, educators, and the general public.



“We wanted to simulate a natural setting where we can have the gambler, the game and the social environment in one same spot, where we can film them, listen to what is happening and observe how people behave together in a gambling environment.”

-Sylvia Kairouz

# KEY RESEARCH AREAS

## Gambling & Digital Platforms

- Monetization models (loot boxes, skins, microtransactions)
- Regulatory challenges and consumer protection

## Video Game Design & Player Behaviour

- Engagement loops and persuasive design
- Links between gaming and gambling practices

## Emerging Technologies

- VR/AR gambling experiences
- AI-driven personalization and targeted marketing

## LOOKING AHEAD

CHANCE aims to expand its database of case studies, develop educational resources for parents and educators, and create evidence-based policy recommendations to mitigate harms associated with digital gambling and gaming.

## REFERENCES

Lejtenyi, Patrick. "The CHANCE Collaboratory Allows Researchers to Study Digital Gambling Behaviour in Real Time." Concordia University, 23 Apr. 2025, [www.concordia.ca/news/stories/2025/04/23/the-chance-collaboratory-allows-researchers-to-study-digital-gambling-behaviour-in-real-time.html](https://www.concordia.ca/news/stories/2025/04/23/the-chance-collaboratory-allows-researchers-to-study-digital-gambling-behaviour-in-real-time.html)

Concordia University. "CHANCE Collaboratory." Research Chair on Gambling, Concordia University, 2025, <https://www.concordia.ca/research/lifestyle-addiction/research/research-programme/collaboratory.html>.



### **CHANCE Lab**

Concordia University  
2070 Mackay Street  
Montreal, QC

**Tel.:** +1 514 848-2424 ext. 5398

**Website:** [concordia.ca/research/lifestyle-addiction](https://concordia.ca/research/lifestyle-addiction)

**E-mail:** [lifestyle.lab@concordia.ca](mailto:lifestyle.lab@concordia.ca)