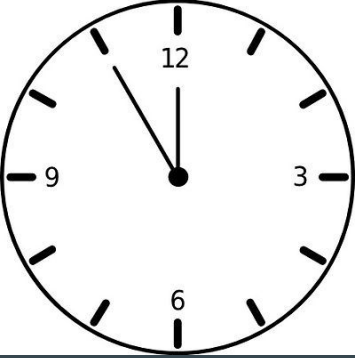


Ethicality of Monetizing Addiction within videogames



by Aidan LePage



Definition of Video Game Addiction



1. Time
2. Video games become sole hobby
3. Playing despite harm
4. 12 months and noticeable harm

Monetization Models (How Money Works) “The Predatory Monetization of Video Games”



History of the Loot Box

Toys

Japan

“Gashapon”

Would have to buy and open to see what you have got

First Loot Box in games

Maplestory “Gachapon Ticket”

Lottery

Western

Late 2000s

Fifa 09

TF2



• **Gachapon Ticket**
• AVAILABLE FOR 90 DAYS.



This ticket will enable you to use Gachapon and obtain various items.





The Loot Box



RARE
APEX PACK

RARE or BETTER

100%

EPIC or BETTER

24.8%

LEGENDARY

7.4%

- Issue
- Gateway to real gambling
- Random Chance
 - Not guaranteed to get what you want even if you pay a lot of \$
 - Addicts have harder time stopping
 - 5% chance to get the food you wanted after you paid for it.
 - What value is there?

A Case Study on Fate/Grand order

What is known as a Gacha Game, same category as Genshin Impact



| | |
|---------------|-----|
| Rarest | 1% |
| Second Rarest | 3% |
| Third Rarest | 40% |

167 currency for 80\$
60 attempts
45.28% 1 or more of the rarest character.

Most optimal to get a specific character is that you then need to win a 80/20 chance

Monetization of Addiction

For

No one is being forced to participate

Some have no advantages (cosmetic)

\$\$\$ for company

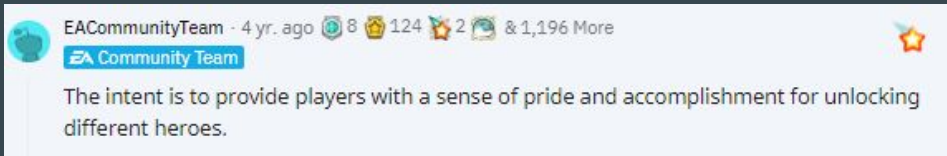
Against

Can be very nefarious

Hurtful to consumers, especially to those with addictions

Not beneficial to consumer

In some games, players can be at a disadvantage if they don't participate



Ethical Perspectives of Monetization

Premise: Monetization tactics that are predatory are being used on those with an addiction to the game.

Kant: **No.** Do not treat peoples as a means to an end.

Utilitarian: **Depends** on what we will define as utility

Act: **No.** Value given to people not enough to compensate time and money invested.

Rule: **No.** Rule to value your citizens would produce more utility upon a populace.

Virtue Ethics: **No.** Not virtuous to take advantage of those with addictions.

Lookout for The Future

One bill proposed in senate to restrict loot boxes

Restrict games to m rating

Personally believe not enough

Thank you for listening!
Questions?

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