The use of mobile Free-to-Play (F2P) games in everyday life :

The experiences of gamers during the COVID-19 pandemic.

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Declaration – Conflict of Interest

The speakers declare having no conflict of interest
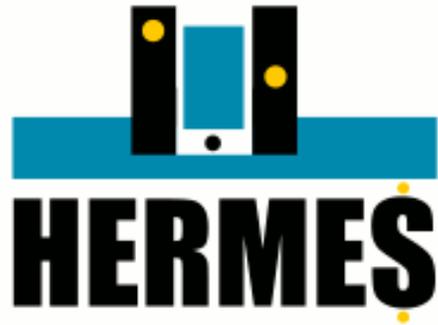
Mobile F2P games in everyday life

❖Access to multiple mobile and casual games through portable, connected and powerful devices:

❖Devices available anytime: new temporal dimensions of play;

❖**How do F2P mobile gaming practices fit into the daily lives of players?**

➢ Social pracices theory (Shove et al., 2012 & Reckwitz, 2002)

Methodology

Procedures and participants

Semi-structured qualitative interviews (**n=15**; x̄=89 min.)

Purposive sampling: Playing various types of games, daily, on a mobile device, in the last 12 months

Participants

4 men, 11 women; Aged 22 to 56 (x̄=36), 12 full-time workers, 1 part-time worker, 1 student, 1 unemployed.

Analyses and Dimensions

Thematic Content Analysis
(Braun & Clarke, 2006)

Mobile F2P games

Mobile technologies
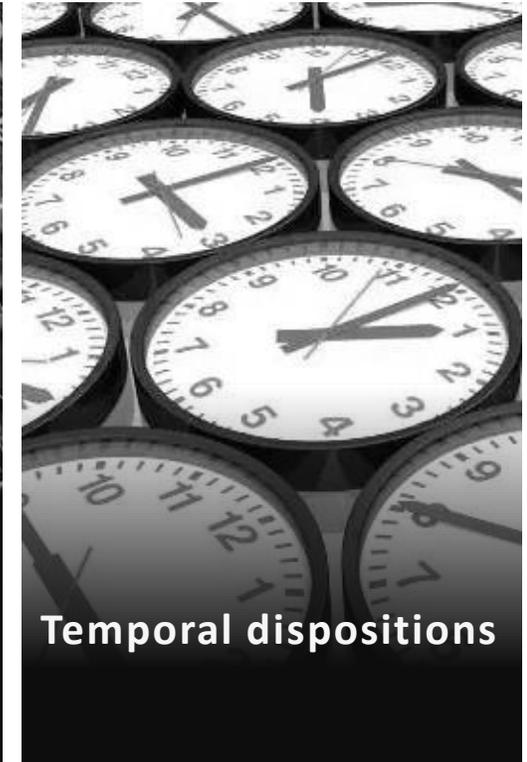
Temporal dispositions

Mobile F2P game caracteristics
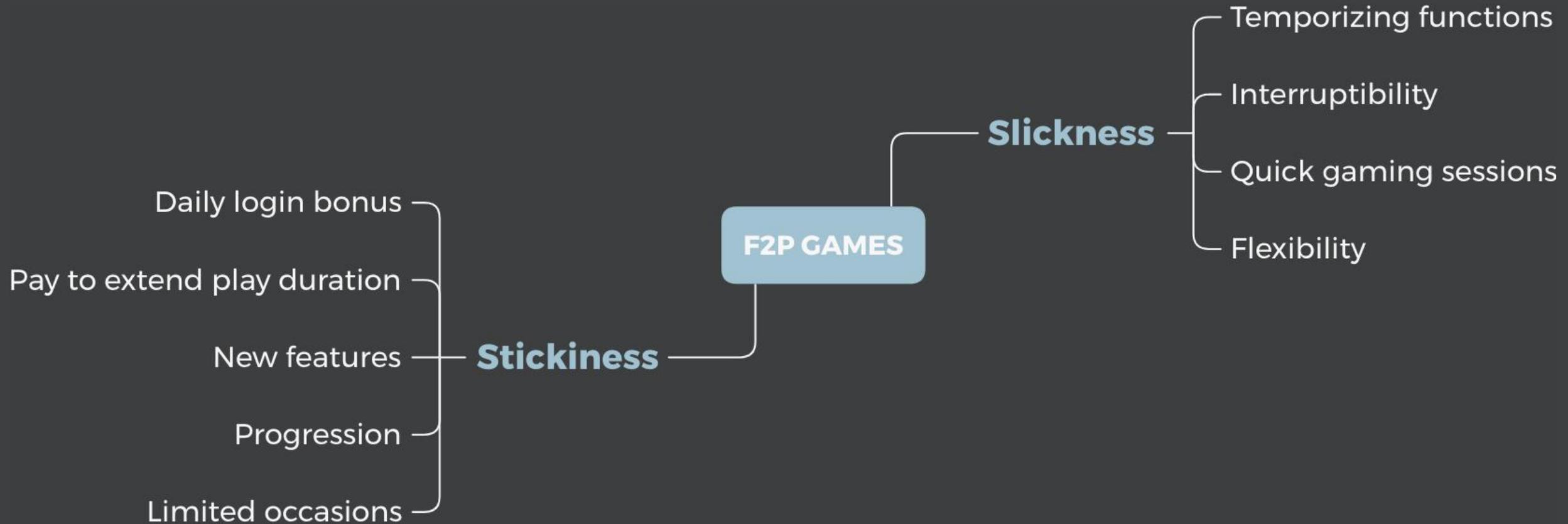
"*Stickiness*": encourages a player to engage with a game and thus spend as much time as possible playing (Pierce, 2010; Reynolds, 2016).

"*Slickness*" : allows players to integrate their gaming practices into their daily lives without unwanted "frictions" in their schedules.

Stickiness
Daily login bonus

"[…] Like, there are **particular rewards** that you would get just for **going in every day** and completing a set of achievements. So, I would maybe play it for **about ten minutes every evening** just to do that and to maintain, just getting all of those rewards." – *Marcia, 22, F, Love Nikki-Dress UP Queen*

Slickness
Temporizing functions (wait times)

"[The game] that I play at the moment doesn't distract me that much, so I'm able to move on to other things. […] **After five lives, you have to wait.** […] Once I played my five lives, **I move on to other things**, and then **I'll come back tonight or tomorrow morning**, and I'll start again from there."

– *Beatrice, 34, F, Board Kings, Two Dots*

Mobile technologies
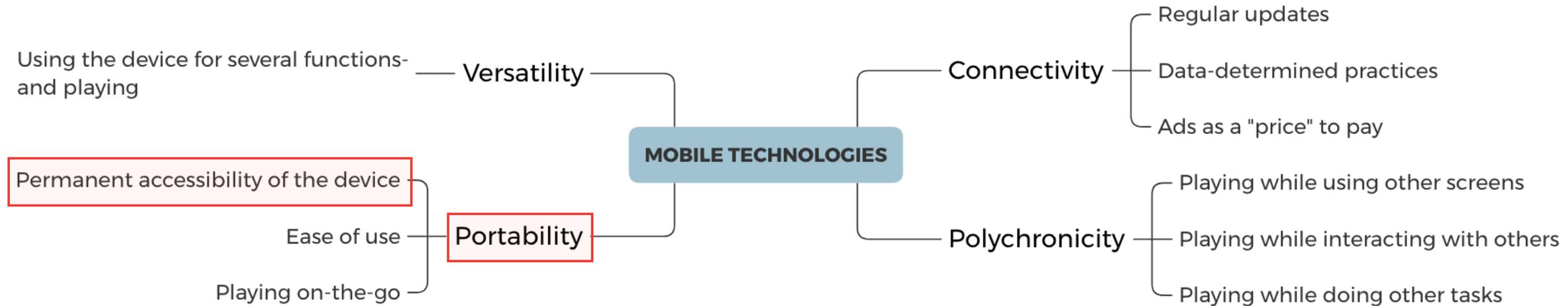
Portability: refers to their physical aspect, i.e., technological objects that can be handled and carried around in everyday travel due to their small size and lightness (Darmi & Albion, 2014; Schrock, 2015).

Portability

Permanent accessibility of the device

"The fact that it's relatively accessible, [compared to] playing, let's say the [*Nintendo Switch*], that **I wouldn't necessarily carry anywhere** [...]. So I think that's what it is, it's having access to entertainment that's **accessible, actually, like 24 hours a day, because I always have my cell phone with me**." - *Cedric, 29, M, Pokémon GO, Mario Kart Tour*

Temporal dispositions of the everyday
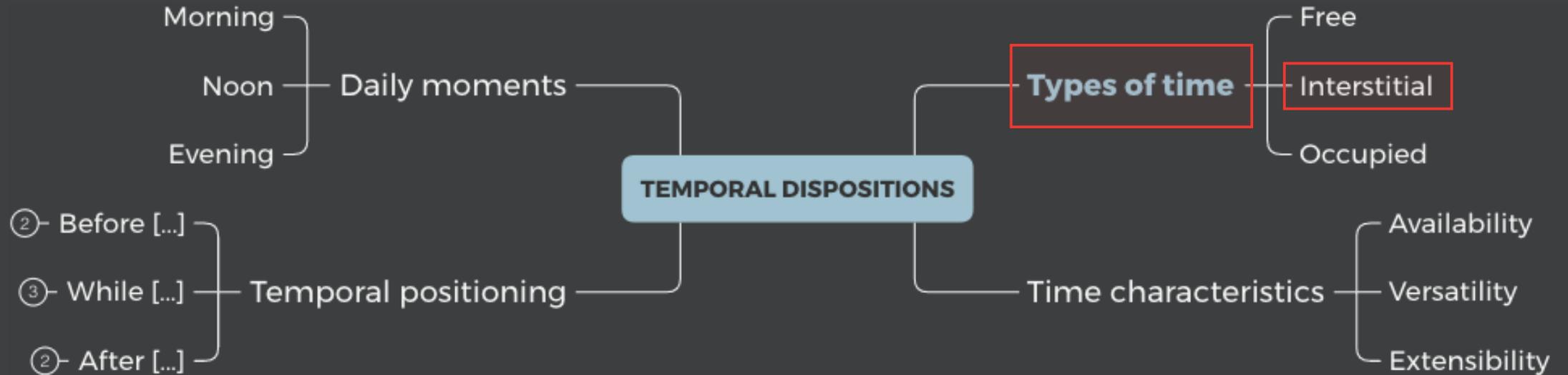
Interstitial Time: belongs in between events or actions – these are small gaps of time that are not used for anything else (Chess, 2018)

Types of time

Interstitial times (Chess, 2018)

"It's really, something to pass the time, to **fill in the little 'holes'** in a day. For entertainment. I have a very demanding work life. It's really just, it's really pure entertainment to change your mind occasionally. **And that's what I liked about it from the start**. The aspect of being able to **play a little, but not too much**. And then to take your mind off it […]."

– Oscar, 47, M, Mafia Wars, Kiss of War

Discussion

Gaming practices and interstitial times:
The gamified "dead times" of everyday life

❖**Mobile F2P gaming practices:** The entanglement of time, technology and games in everyday life…

❖**Time is nevertheless central to the gaming practices**

❖**Permanent accessibility of the device allows for** a permanent accessibility of games, thus transforming the short dead times of everyday life into times for gaming and consumption

Sociological perspective and Social practices theory: new understandings of gaming practices beyond the framework of individual behaviours

Conclusion

The centrality of time in mobile F2P gaming practices: understanding the role of time in gaming and gambling addiction studies.

Thank you for your time!

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