

## University Students with Responsible Gaming Shoes

Three years ago, ONCE, together with the Complutense University of Madrid (the largest in terms of number of students in Spain and a leader in research), created a project under the name "Extraordinary Chair on Responsible Gaming and its Communication" to promote research in Responsible Gaming and, with the help of communicators, to help citizens understand this concept. This commitment is directly related to the activity of the Spanish Organization, which has 86 years of experience in managing and marketing a social, safe, and responsible lottery.

The Chair was endowed with a principal researcher who, supported by a joint working team, has promoted in recent months a series of practices and initiatives that are forming a set of activities (compiled on the website <https://catedraonceucm.com/>) that bring Responsible Gaming closer to all audiences, facilitate its understanding, and make analysis (sometimes using neuroscience methods) their form of daily action and work. In this line, they have organized and participated in university and scientific congresses; conducted multiple focus groups on different realities; continuously collected information and research that is made publicly available; and maintained awareness towards informers, with meetings and other initiatives.

Within this wide range of actions, the need to reach young people over 18 years old was assessed so that they know these realities, and what better way than to involve university students in it, especially those related to communication. Thus, the first idea and the first edition of the hackathon "Practice Responsible Gaming" was born, a contest aimed at students of audiovisual communication, journalism, and advertising degrees, or students of university master's degrees and postgraduate courses related to these topics.

Students had to create and define creative and original projects, developed innovatively to communicate the scope and benefits of Responsible Gaming. The first objective was for participants to understand this reality - defined as the rational choice of gaming options considering the player's personal situation and circumstances and preventing this activity from becoming a problem - and then design a creative and innovative campaign for social networks, describing the strategy and action plan to make the general public and especially young people (18 to 25 years old) reflect on the consequences of pathologies that could result from excessive gaming activities.

More than 50 students participated in the first edition, framed in 14 proposals, all of quality and scope, according to the jury that evaluated them. The winner was a project from the Pontifical University of Salamanca, which also won the prize of 5,000 euros among the four members of the winning team (two Spaniards and two Erasmus students of European origin), who shared 1,000 euros in cash plus another 4,000 euros exclusively for training actions related to audiovisual communication, journalism, and advertising.

The winning proposal suggests creating a podcast where real experiences of people who have overcome disordered gaming problems are shared, telling their story and how they overcome it. All this would be uploaded to all platforms in different formats (YouTube, Spotify, Instagram, or TikTok). Additionally, it proposes promoting collaboration with educational institutions and youth organizations for adults, talks and workshops, or participation in events and fairs. In this way, interaction with the public can be achieved, and feedback can be collected to improve the strategy with a tone of communication that must be respectful, sincere, and understandable.

Moreover, the jury especially valued five finalists, with works with such original names as "Don't Lose What You Love, Play Responsibly," "The Luck of Life," "Responsible Generation," or "I Play with My Head," which highlighted the interest of young people in the topic and their good ideas to inform about it.

The marketing professor at the Pontifical University, Sandra Lizzeth Hernández Zelaya, tutor of the winners, highlighted the usefulness for students of this type of initiative that leads future professionals to face the reality of having to communicate different issues and, for this, the best thing is to "put yourself in the shoes" of what you want to tell and, in this case, Responsible Gaming. This teacher is absolutely right, which is why the next edition is already being prepared.