

# Gambling, Entertainment, and Finance



University of Gotland,  
September 22-34, 2010,  
This conference is sponsored by:



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## Wednesday, September 22, 2010

**15:00 – 16:00:** Registration and coffee

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**16:00 – 17:30** Wednesday, August 18

**Keynote Speaker:** David G. Schwartz (University of Nevada, Las Vegas)  
"Mobile Gaming and its Effects on the Casino Experience and Casino Financials"

**Chair:** Helen Julia Paul (University of Southampton)

**17:30 – Reception**

**18:30 – Dinner**

## Thursday September 23, 2010

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**9:30 - 11:00**

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**Keynote Speaker:** Natasha Dow Schüll (MIT)  
"Machine Gambling and Addictive Designs"

**Chair:** James Cosgrave (Trent University)

**11:00 – 11:30: Coffee**

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**11:30 – 13:00 Thursday, September 23 Morning Session**

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***Gambling and Pop Culture***

**Chair:** Dan Hassler-Forest (Universiteit van Amsterdam)

Joyce Goggin (Universiteit van Amsterdam)  
"The Holy Game of Poker: Looking for the American Religion"

Don Feeney (Minnesota State Lottery)  
"Gambling in Traditional and Popular Music"

Ilana Shiloh (Tel Aviv University)  
"Poker and the American Ethos in Robert Altman's *McCabe and Mrs. Miller*, Paul Auster's *The Music of Chance*, and Lady Gaga's "Poker Face"

**13:00 - 14:00: Lunch (Provided)**

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**14:00 - 15:30 Thursday, September 23 Early Afternoon**

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***Where the Action is: Gambling and Interface***

**Chair:** Natasha Dow Schüll (MIT)

Jani Kinnunen (University of Tampere)  
"Action and Character in Social Online Gambling"

Erkka Rautio (University of Tampere)  
"Finnish Poker Players' Attitudes towards the Upcoming National Poker Site"

Serge Sévigny (Université Laval)  
"Video Lottery Gamblers' Problems, Behaviors, Preferences, Related to Frequented Sites"

**15:30 – 16:00:**

**Coffee**

**16:00 - 17:30**

**Thursday, September 23**

**Late Afternoon**

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*Historical Constructions of Gambling*

Chair: Elton McGoun (Bucknell University)

Riitta Matilainen (University of Helsinki)

"The Experiential Turn and the Use of Elicited Written Data in Gambling Studies: Finnish Gamblers from the 1920s to the 1970s"

Helen Julia Paul (University of Southampton)

"Illness as a Metaphor: The South Sea Bubble and Gambling on the Stocks"

Dominik Hasler (Universiteit van Amsterdam)

"The Libidinal Economy of *Dr. Mabuse*: Bordieu's Notions of Interest, *Illusio* and Libido as Elements of a Theory of Gambling and Investment"



**Keynote Speaker:** Lars Oxelheim (Lund University)

"How to Avoid Compensating CEOs for Luck: The Case of Macroeconomic Fluctuations"

**Chair:** Joyce Goggin (Universiteit van Amsterdam)

**18:00**

**Drinks and Dinner**