

Expert opinion

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Tulane University associate professor of marketing Daniel Mochon, right, is interviewed by Fox 8 News reporter Rob Krieger on Friday, May 4, outside the Goldring/Woldenberg Business Complex on the uptown campus. Mochon was questioned about video games that require or allow players to purchase (with actual money) virtual equipment, weapons or clothing that will enhance their video game character's chance of winning. Some experts say this is a form of gambling, offering the same thrill of risk and reward.