

This is what responsible gambling looks like

Dr Richard Wood, Director, GamRes: Montreal
www.GamRes.org

Laura Da Silva, Corporate Responsibility Manager, Camelot: London

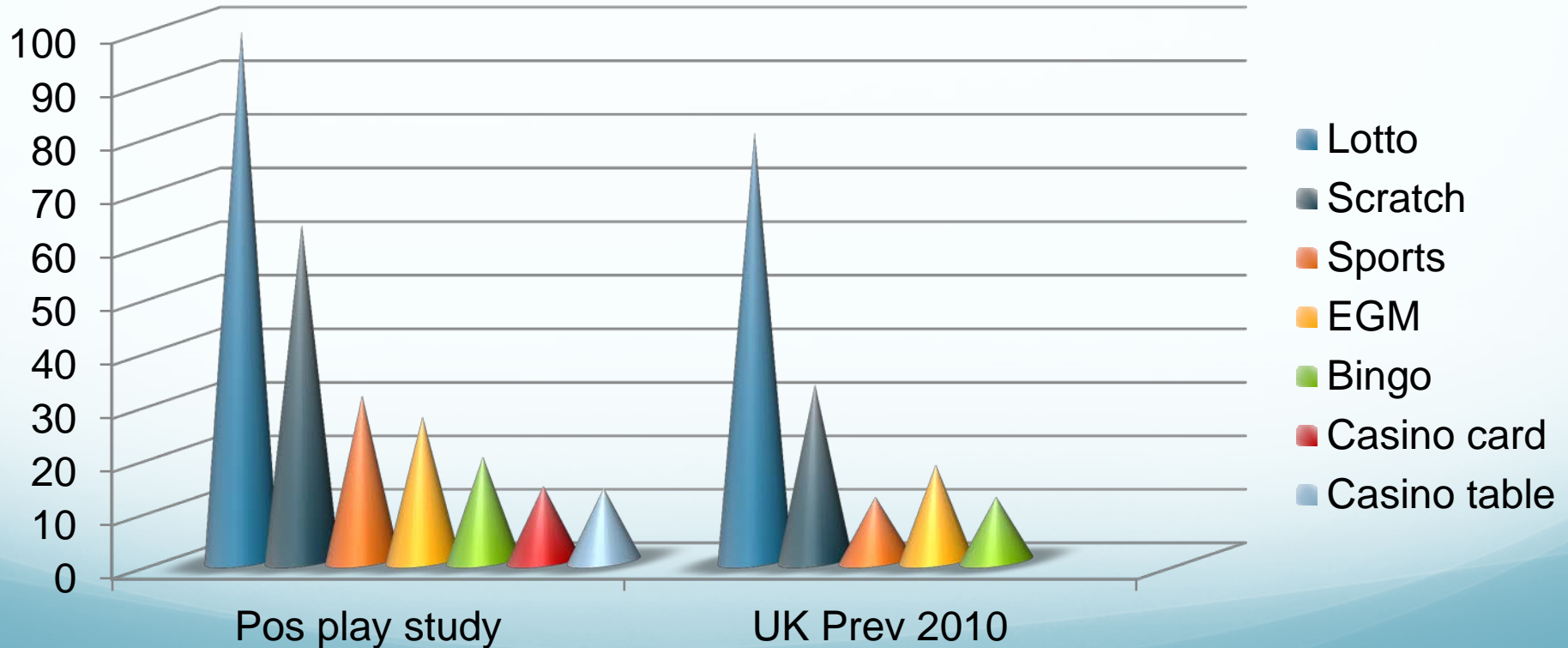
Study aims

- What does positive play look like?
- How can positive playing experiences be maximised?
- What strategies do positive players employ to keep their playing at desired level?

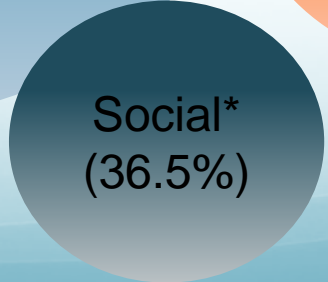
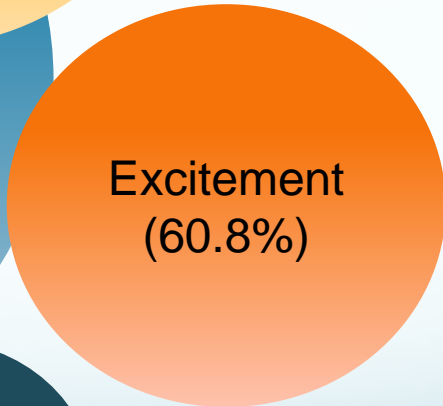
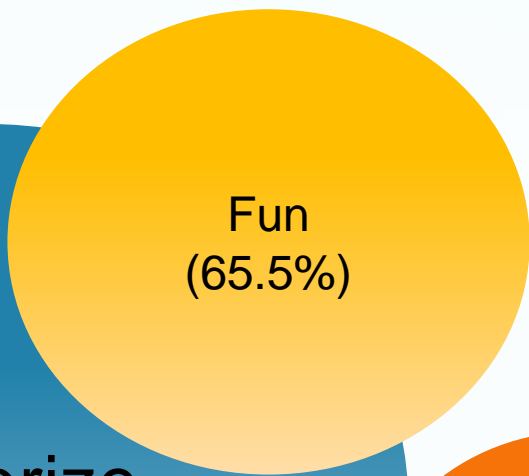
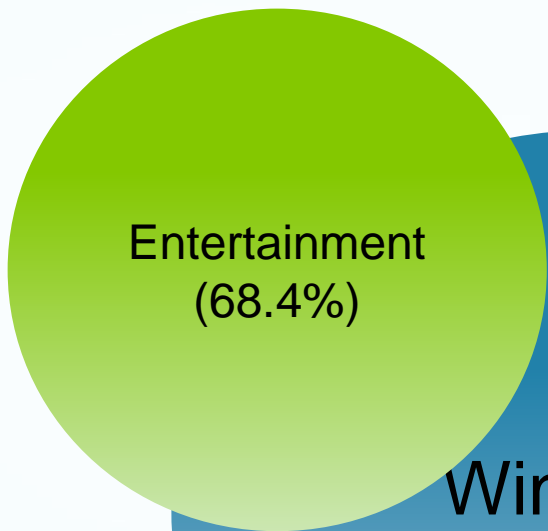
What did we do?

- A two part study with both qualitative & quantitative parts
- Phase one: Semi-structured interviews with 20 regular players from the UK
- Phase two: Online questionnaire using themes and previous literature, completed by 1,797 players from the UK
- Lie/Bet screen to identify any problem or at-risk players
- +ve players $n = 1,484$, PPG $n = 209$

Games played



What motivates positive play?



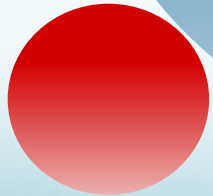
Upset*
4.3%



Depressed*
7.6%

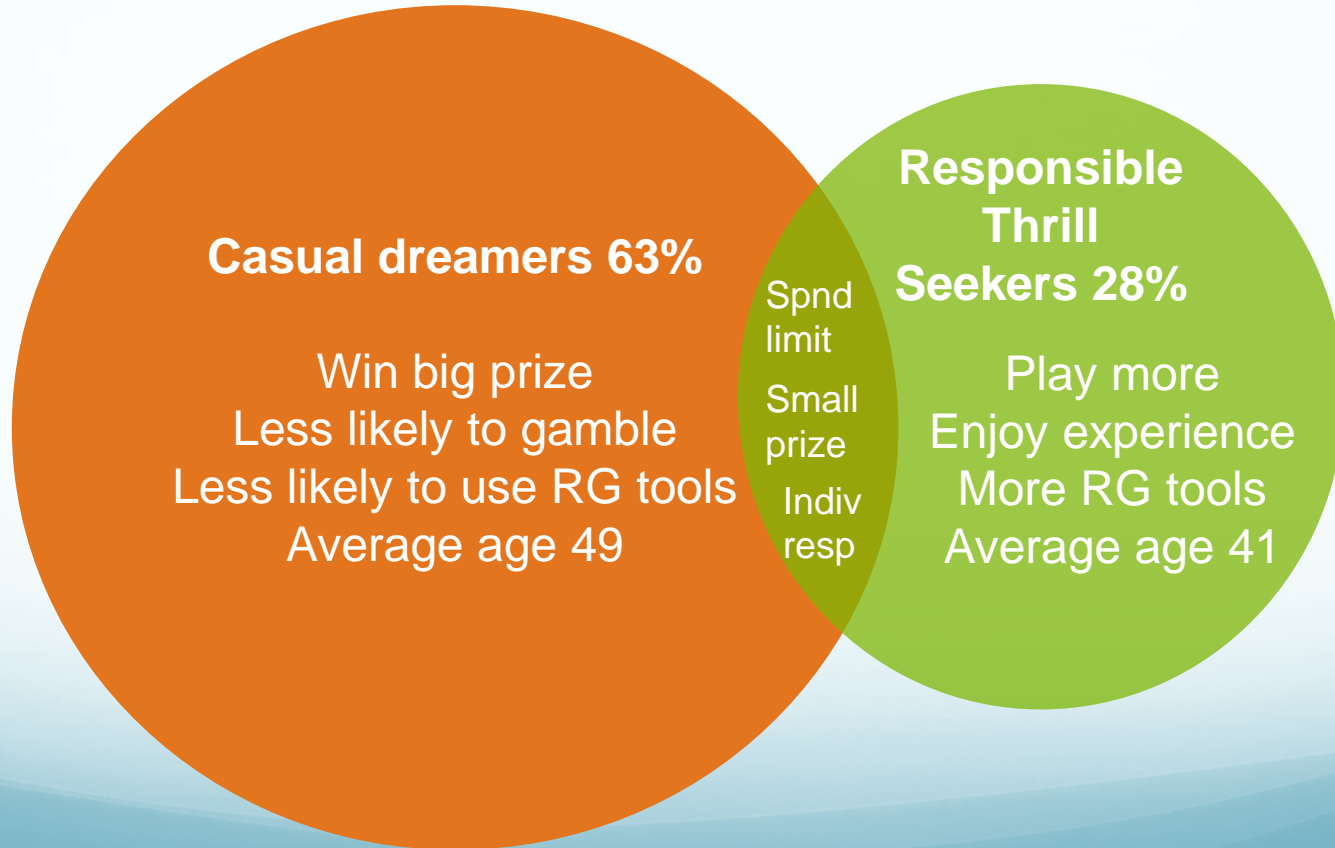


Bored*
21.2%

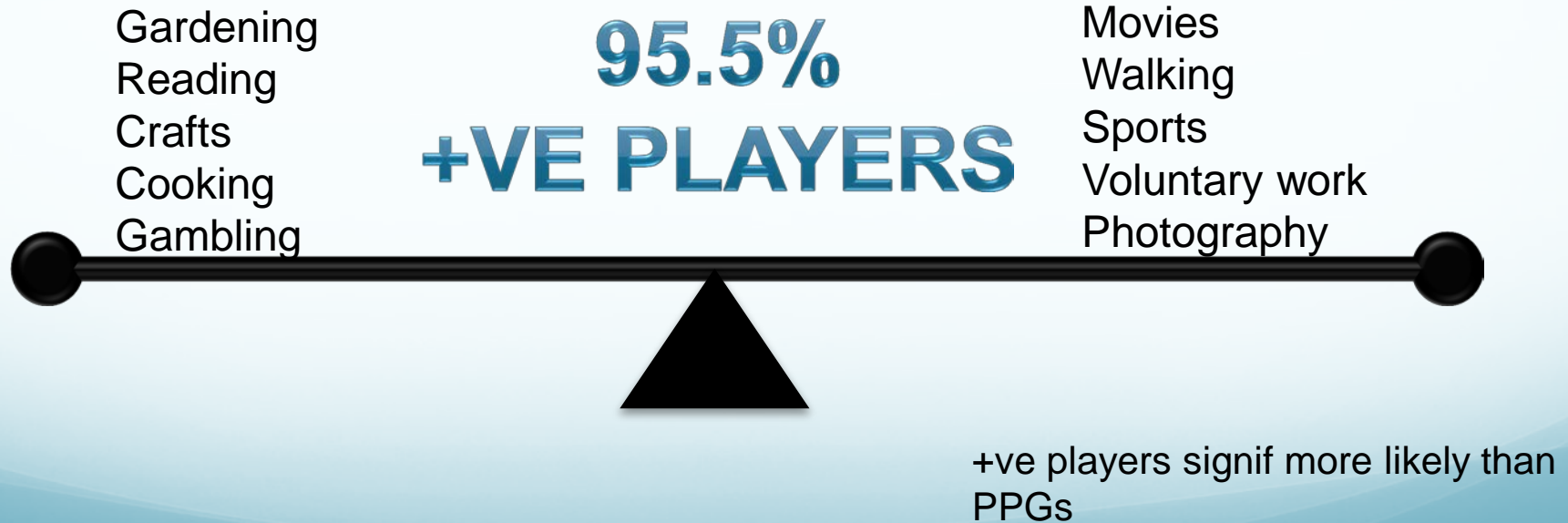


* = signif associated
with PPG

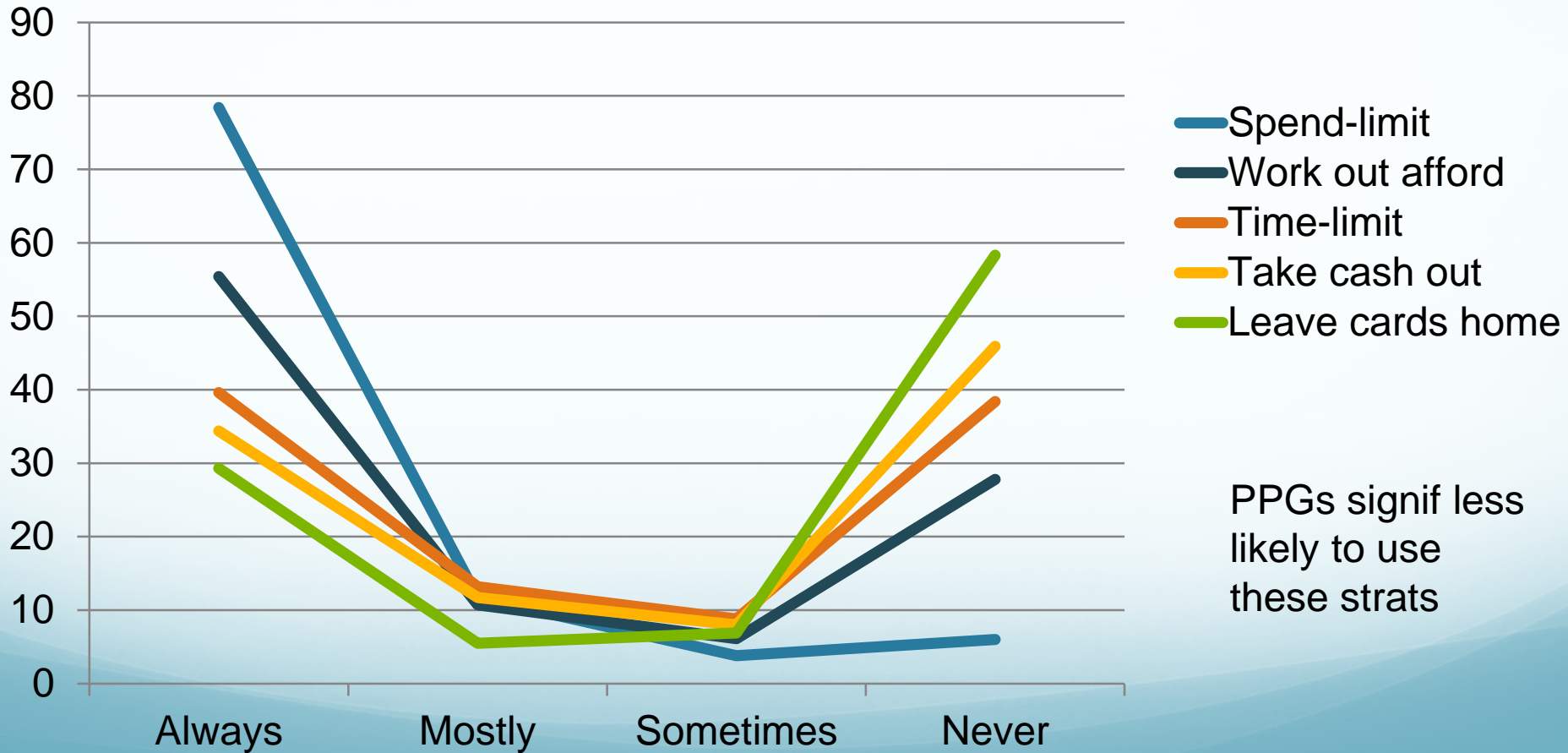
Two sub-groups of positive players



Balancing gambling with other leisure interests



Positive players own RG strategies

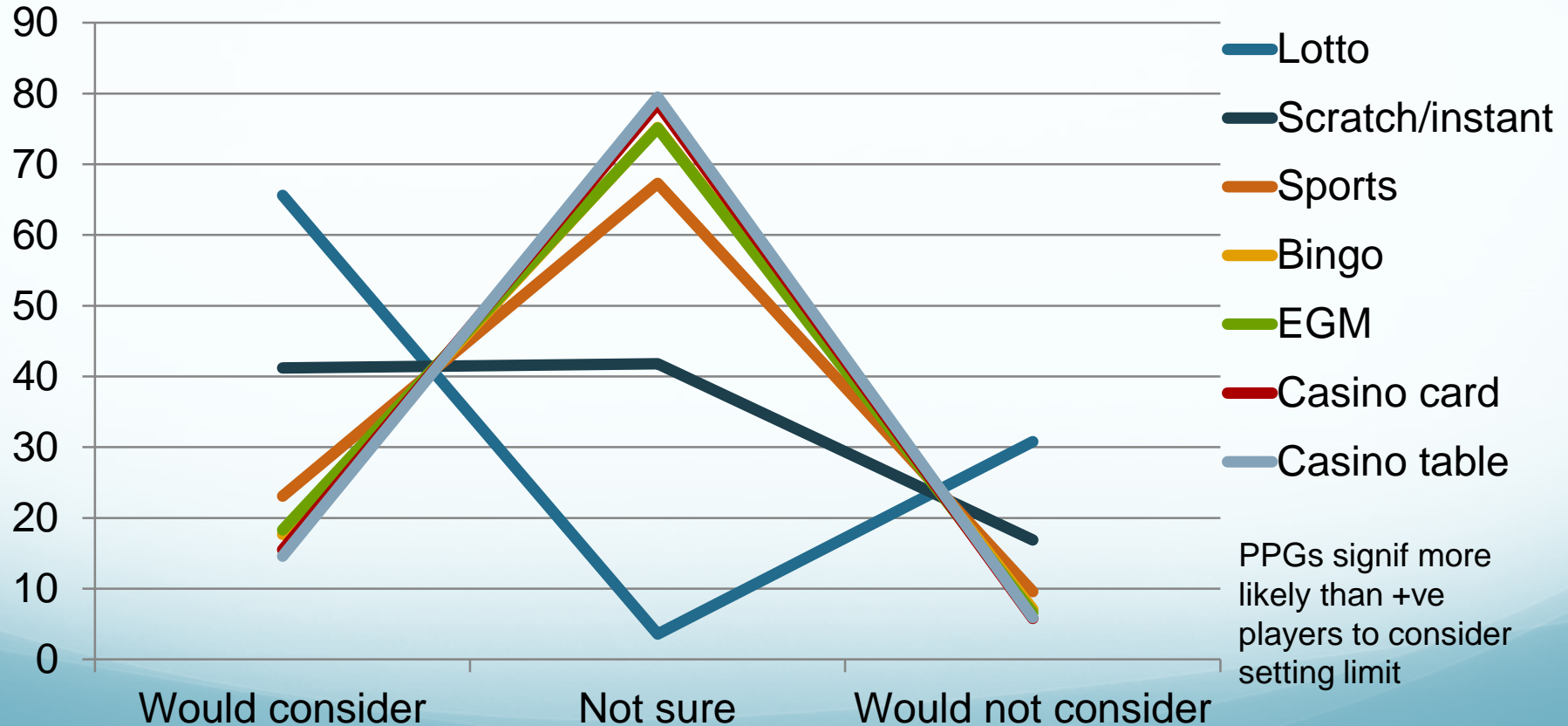


Internet gambling

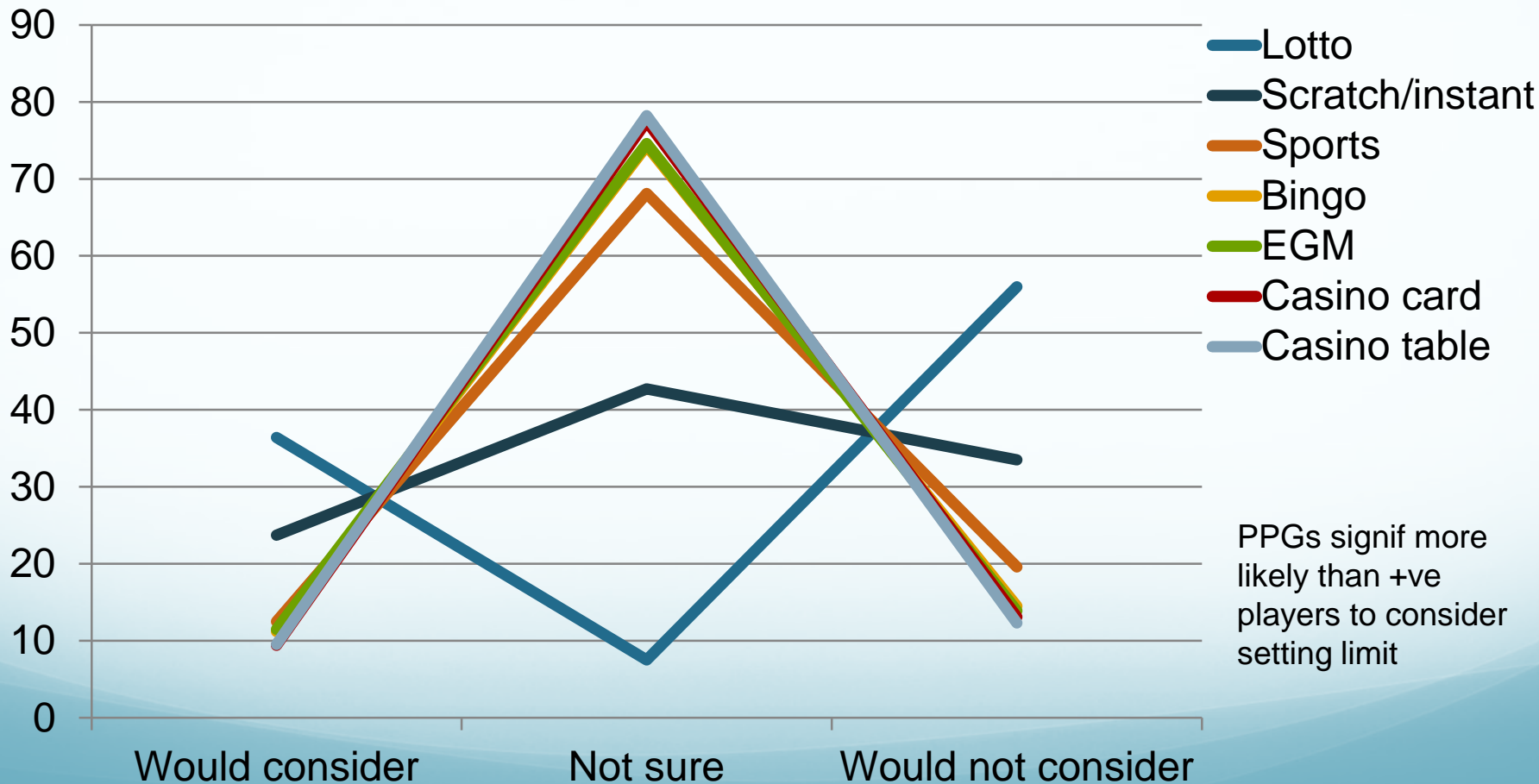
93% had done this

65.5% every week

Would you consider setting spend-limit?

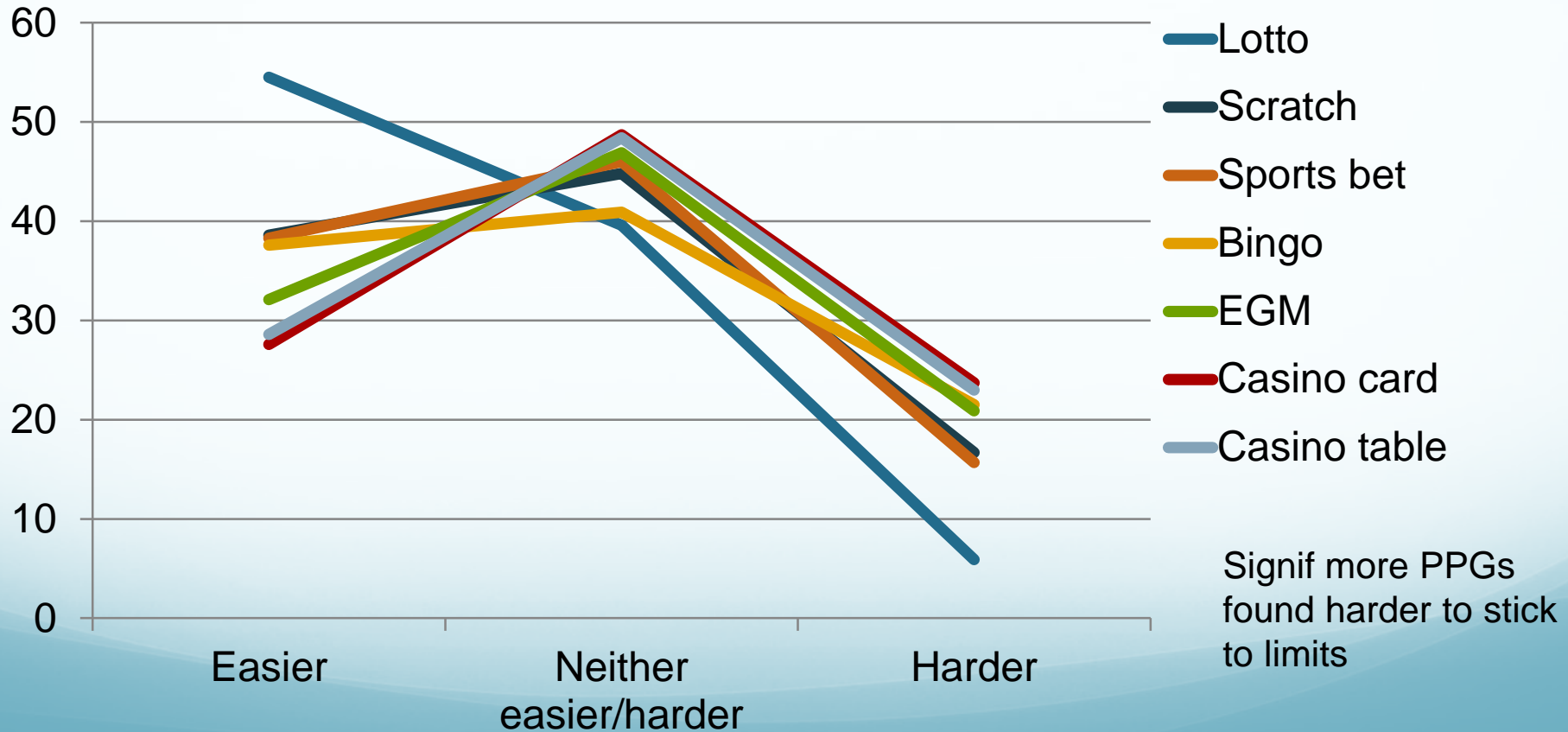


Would you consider setting time-limit?

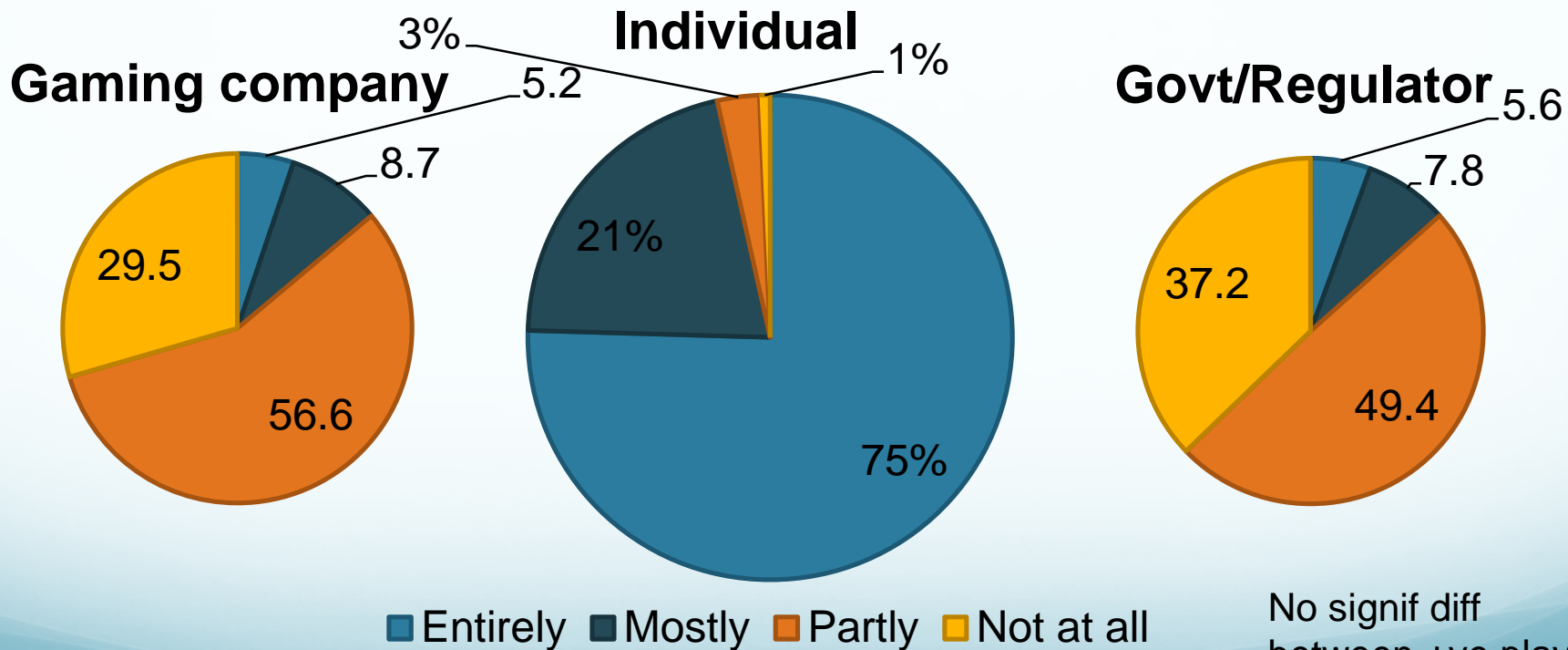


Sticking to spend-limits online

(games that have been played only)



Whose responsibility is it that players don't spend more than they can afford?



No signif diff between +ve play & PPGs

Conclusions

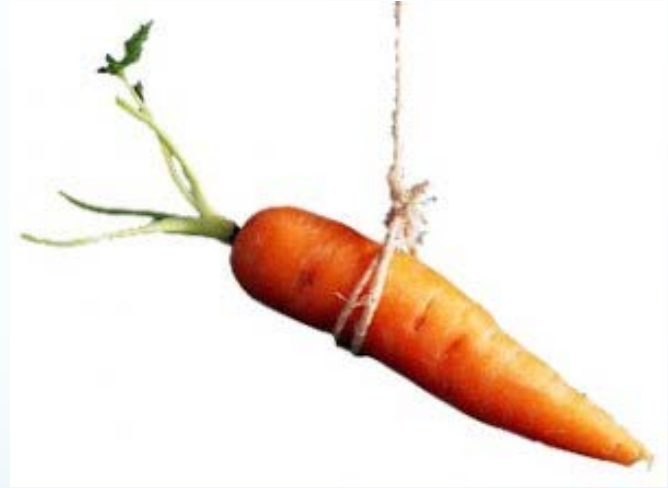
- Apart from winning, +ve players gamble for the entertainment experience
- Positive players who play the most use RG strategies the most – Good message!
- Internet gambling does not appear to be inherently riskier for pos players
- Need to consider specific game characteristics & RG tools when considering Internet game risks

Conclusions

- PPGs are receptive to the idea of setting personal limits online
- Pos players balance gambling with other leisure interests
- Playing socially may not be a protective factor
- All players valued personal responsibility but saw gaming companies and govt/regulators as playing a supporting role
- Perhaps we should be promoting the benefits of RG and not just the problems that result from a lack of RG?



Or



Any Questions?

Wood, R.T.A., & Griffiths, M.D. (2014). Understanding positive play: An exploration of playing experiences and responsible gambling practices.
Journal of Gambling Studies (In Press).

Email: info@gamres.org

www.RGReview.org