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Personalised feedback in the promotion of responsible gambling: A brief overview

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Abstract

Research into gambling has shown that irrational gambling-related cognitions linked to randomness and probabilities contribute to the initiation and maintenance of problematic gambling. A small body of empirical research has shown that educational programs about erroneous beliefs in gambling can successfully help change such cognitions. Studies have also shown that the way information is presented to players is significant. This paper briefly reviews the literature on personalised behavioural feedback on gambling behaviour and evaluates the extent to which players gamble more responsibly as a result. This type of feedback has also been studied in many other areas outside of the gambling area (e.g., cigarette smoking). Research into personalised feedback from these related areas suggest that behavioural feedback could also work in promoting responsible gambling. These personalization approaches aim to change a person’s behaviour via behavioural feedback. Such approaches are based on both the ‘stages of change’ model and motivational interviewing. It is concluded that in order to change people’s gambling behaviour using behavioural tracking data, personalised player feedback should be presented in a tailored, non-judgmental, and motivational way to increase the likelihood that players will gamble more responsibly.

Keywords

responsible gambling, personalized feedback, behavioral tracking, corporate social responsibility, problem gambling

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From the laboratory to the casino: Using psychological principles to design better responsible gambling tools

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Abstract

With the increased expansion of legalised gambling comes a need to develop responsible gambling tools, initiatives and programs to minimise the potential harms associated with excessive gambling. Over the years, the Carleton University Gambling Lab (a state of the art laboratory casino, which contains both a real-world casino environment in addition to a highly realistic virtual reality casino) has developed and scientifically tested an array of responsible gambling tools that have been shown to promote responsible play. The purpose of this paper, is to provide a concise yet comprehensive overview of the responsible gambling tools and interventions that have been developed at the Carleton University Gambling Lab. To this end, we provide summaries of previously tested tools and interventions, including (a) educational videos, which reduced erroneous cognitions, (b) pop-up message tools, which helped players set and adhere to pre-set monetary and time limits and (c) innovative ways to reduce craving and persistence in gambling via everyday activities such as eating. We, like others, believe that for responsible gambling tools and interventions to be maximally effective, they should be guided in scientific research and empirically tested before being implemented into actual gambling environments.

Keywords

monetary limits . pop-up messages . slot machine gambling

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GameSense: Changing the channel on responsible gambling

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Abstract

Many players are reluctant to access responsible gambling (RG) educational resources because of the perceived association (stigma) with problem gambling, undermining prevention programming efforts. In an effort to separate the two streams (education and treatment referral), BCLC undertook to develop and execute a new branding approach that entails the elimination of any reference to responsible gambling with players. Experience to date indicates this approach appears to increase the likelihood that players will access RG tools and programming, and raises awareness and appreciation of BCLC’s RG efforts.

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Reflections on underage gambling

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Abstract

Gambling, once thought to be primarily an adult activity, has become an extremely popular pastime amongst adolescents around the globe. The worldwide expansion of gambling as well as its accessibility, availability, diversity and societal changing attitudes has resulted in its increased popularity amongst adolescents. International research efforts have continued to document gambling’s popularity, with serious issues raised about adolescents being a particularly vulnerable group for gambling-related problems. The authors reflect upon a growing body of research collected over the past two decades examining the personal, social, and legal consequences as well as the risk factors associated with adolescent problem gambling. They call for a collaborative effort between the research and clinical community, government, and gambling operators to help develop more effective social policies and harm minimization strategies.

Keywords

underage gambling . social responsibility . harm reduction . public policy

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Knowledge translation and exchange in gambling research: A beginners guide

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Abstract

In recent years, Knowledge Translation (KT) – the process of taking knowledge and turning it into action – has planted itself squarely in the middle of the gambling field. Despite the recent interest, most knowledge creators (e.g., researchers) and end-users (e.g., service providers, government) have only a vague understanding of KT and the role it can play in advancing responsible gambling. The purpose of this paper is to provide readers with an introduction to KT and how to translate gambling knowledge into action (e.g., policy), where significant impact can be made. To this end, the present paper will (a) define KT, (b) examine why KT is important, and (c) provide guidelines and recommendations in implementing KT in the field of gambling studies. The goal in doing so is to facilitate the exchange of knowledge between knowledge creators and end-users to help advance responsible gambling through evidence-based initiatives.

Keywords

knowledge translation and exchange, dissemination, implementation, stakeholders, responsible gambling

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Selecting appropriate responsible gambling features for a specific portfolio of games

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Abstract

The perceived effectiveness of 45 responsible gambling (RG) features in relation to 20 distinct gambling type games were examined. Participants were 61 raters from seven countries, including responsible gambling experts (n = 22), treatment providers (n = 19) and recovered problem gamblers (n = 20). Overall, player control over personal limits were favoured more than gaming company controlled limits, although mandatory use of such features was often recommended. The study found that online games had the possibility to provide many more RG features than traditional (offline games). The findings draw together knowledge about the effectiveness of RG features for specific game types. This should aid objective, cost-effective, evidence based decisions on which RG features to include in an RG strategy, according to a specific portfolio1 of games. The findings of this study are available via a web-based tool, known as the Responsible Gambling Knowledge Centre (RGKC).

Key words

responsible gambling, structural characteristics, problem gambling

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Stopping when you’re ahead: Win limits and responsible gambling

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Abstract

In this paper, we review our recent publication on a simple and potentially useful strategy for responsible gambling (RG). Researchers have tested RG strategies that include setting monetary loss limits and time limits on gambling. Our paper developed a simulation of slot machine play in which the players use a simple, one-line slot machine with an expected payout of 95%. We tested different “stopping rules” including a loss limit, time limit, and win limit. Our results showed that using a monetary win limit in addition to a loss limit improves the player’s outcome from gambling. This suggests that win limits may be promising as a RG or “positive play” strategy and that they warrant further research.

Keywords

win limits, responsible gambling, loss limits, harm reduction, positive play

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