



**NEW HORIZONS**  
IN RESPONSIBLE GAMBLING

## Session: Positive Play – A Decade of Developments Follow Up Q&A

**Q: This was amazing! I'm curious about PPS integration to VSE reinstatement interviews.**

**Dr. Wood:** Thanks. Glad you enjoyed it. What a great idea! This isn't something that we have considered, but I could see how it would be useful to help someone see if they still hold beliefs about gambling that could negatively impact them if they decide to gamble again. Any erroneous beliefs could then be discussed and hopefully amended.

**Q: Do you think pop-ups offering feedback for players on normative play is recommended?**

**Dr. Wood:** We know that personally salient pop-up messages can be more effective than generic messages or even basic information such as time spent playing at helping players to play more responsibly. We also know that normative feedback can also help players make more responsible decisions. However, I don't think that normative feedback in pop-ups has ever been empirically tested. I would say that, theoretically, that type of message ought to be effective. However, it would be good to test this out first to make sure there are no unintended consequences.

**Q: Can you talk more about research or data showing the linkage between player experience and positive play and where we can learn more about this?**

**Dr. Wood:** We are just starting to further explore the association between positive playing experiences and positive play. However, I conducted a study in the UK in 2014 that looked into this in a little more detail. Below is an excerpt from the paper abstract. I would be happy to send a copy of the paper to anyone who wants to read it. Just email me [richard@gamres.org](mailto:richard@gamres.org)

Via an online survey, 1,484 positive players were compared with 209 problem players identified using the Lie/Bet screen. The study identified two distinct groups of positive players defined according to their motivations to play and their engagement with responsible gambling (RG) practices. Those positive players that played most frequently employed the most personal RG strategies. Reasons that positive players gave for gambling were focused on leisure (e.g., playing for fun, being entertained, and/or winning a prize). By contrast, problem gamblers were much more focused upon modifying mood states (e.g., excitement, relaxation, depression and playing when bored or upset).

Wood, R.T.A., & Griffiths, M.D. (2015). Understanding positive play: An exploration of playing experiences and responsible gambling practices. *Journal of Gambling Studies*, 1-20.