Gambling Warning Messages:
The Impact of Winning and Losing on Message Reception across a Gambling Episode

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The Gambling Clinic

The Gambling Lab
Warning Messages
Gambling Warning Messages
Winning vs. Losing

Do winning and losing affect:

♦ consumption of warning messages?
♦ gambling behavior?

How does this evolve over time?
Overall Sample Characteristics ($n = 154$)

- Age = 23
- 60% female
- 50% African American; 33% Caucasian
- 88% never married
- 33% 1st year of college
- 98% recreational gamblers
154 College Students Randomly Assigned

Winning = 250% payout on investment over 20 minutes

Message Condition (n = 42)

Control Condition (n = 29)

Losing = 45% payout on investment over 20 minutes

Message Condition (n = 37)

Control Condition (n = 44)
Questionnaires

♦ Demographics
♦ South Oaks Gambling Screen
♦ Slot Machine Belief Questionnaire
If you continue gambling, you will eventually lose your money.

Hit the ODDS button to continue
Analytic Plan

- Mixed Model Analysis of Variance
  - Fixed between subject factors
  - Within subjects factors over time
  - Linear and quadratic effects
Retention accuracy better for warning messages, $F(1, 116) = 7.15, p < .05$
Warning message – win placed fewest spins, $F(3,144) = 3.13, p < .05, \eta^2 = 0.06$
♦ Quadratic increase over time
♦ Warning message-win accelerated at a slower rate than the control-loss, $t(24671) = -6.59$, $p < .05$. 
Bet Size

- Linear increase over time
- Warning message-win increased at a slower rate compared to control-loss, $t(24671) = 18.25, p < .05$, and control-win, $t(24671) = 9.11, p < .05$. 
Summary of Findings

♦ Consume message regardless of winning or losing
♦ Winners receiving warning messages gamble safer
Future Directions

♦ More complex gambling scenarios
♦ Individuals with gambling problems
♦ Efficacy vs. effectiveness
Thank you!

Questions?

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