

Considerations for Implementing Self-Assessment in Online Gambling Platforms

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OLG to launch online gambling site by late 2013

*Ontario Lottery and
Gaming Corp. President
and CEO Rod Phillips said
the move to online
gambling is "exciting step in
OLG's modernization."
(CBC)*





Questions to consider for Modernization

- Increase in prevalence of problem gambling?
 - Prevalence as high as 42% (Wood & Williams, 2007)
- Exacerbation of existing gambling problems?
 - Factors: Ease of access, Availability, E-commerce, Gambling under the influence, Underage, Solitary play, Anonymity
- Impact on vulnerable populations?
 - adolescents
 - older adults
 - women
 - aboriginals
 - Immigrants
 - concurrent
- Few gamblers are likely to seek out treatment

(Suurvali, Hodgins, Toneatto, & Cunningham, 2008)



Research Goals

- Review problem gambling self-assessment tools for use on an internet platform.
- Explore how self-assessment tools may be promoted to increase uptake.





Two-Fold Approach

1. Literature Review:

- Identify and evaluate problem gambling self-assessment tools

2. Qualitative study of stakeholders perspective

- Experienced gamblers n=11 (2 Focus Groups)
- Problem gamblers n=14 (2 Focus Groups)
- Field experts n= 5 (out of 22 invitees)



Focus Group Methods

- Filled out SOGS, PGSI, DIGS upon arrival
- Questions covered 3 themes:
 - 1. Utility of Problem Gambling Self-Assessment Tools**
 - 2. Marketing and promotion of tools**
 - 3. Feedback following tool completion**
- Shown either real or simulated poker sites to discuss location of link to self-assessment
- “Check out” exercise among Clinical group



1. Utility of Problem Gambling Self-Assessment Tools

- Limited familiarity
- Items increased their awareness of their gambling behaviours
 - Process for promoting readiness for change
“made you think about things that maybe you never thought about, like family or how it affects relationships”
- Extreme brevity vs. Diagnostic length
- Perform an educational function



Problem Gambling Severity Index (PGSI)

- Trade-off between brevity & inclusion of key content
- Established cut-offs (1-4, 5-7, 8+)
- Has strong reliability
- Outperforms SOGS in sensitivity and specificity
- French and English translations
- Implemented on a number of internet platforms.
- Developed in Canada

Problem Gambling Severity Index

This self-assessment is based on the Canadian Problem Gambling Index. It will give you a good idea of whether you need to take corrective action.

Thinking about the last 12 months...

Have you bet more than you could really afford to lose?
0 Never. 1 Sometimes. 2 Most of the time. 3 Almost always.

Still thinking about the last 12 months, have you needed to gamble with larger amounts of money to get the same feeling of excitement?
0 Never. 1 Sometimes. 2 Most of the time. 3 Almost always.

When you gambled, did you go back another day to try to win back the money you lost?
0 Never. 1 Sometimes. 2 Most of the time. 3 Almost always.

Have you borrowed money or sold anything to get money to gamble?
0 Never. 1 Sometimes. 2 Most of the time. 3 Almost always.

Have you felt that you might have a problem with gambling?
0 Never. 1 Sometimes. 2 Most of the time. 3 Almost always.

Has gambling caused you any health problems, including stress or anxiety?
0 Never. 1 Sometimes. 2 Most of the time. 3 Almost always.

Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
0 Never. 1 Sometimes. 2 Most of the time. 3 Almost always.

Has your gambling caused any financial problems for you or your household?
0 Never. 1 Sometimes. 2 Most of the time. 3 Almost always.

Have you felt guilty about the way you gamble or what happens when you gamble?
0 Never. 1 Sometimes. 2 Most of the time. 3 Almost always.

TOTAL SCORE

Total your score. The higher your score, the greater the risk that your gambling is a problem.

Score of 0 = Non-problem gambling.

Score of 1 or 2 = Low level of problems with few or no identified negative consequences.

Score of 3 to 7 = Moderate level of problems leading to some negative consequences.

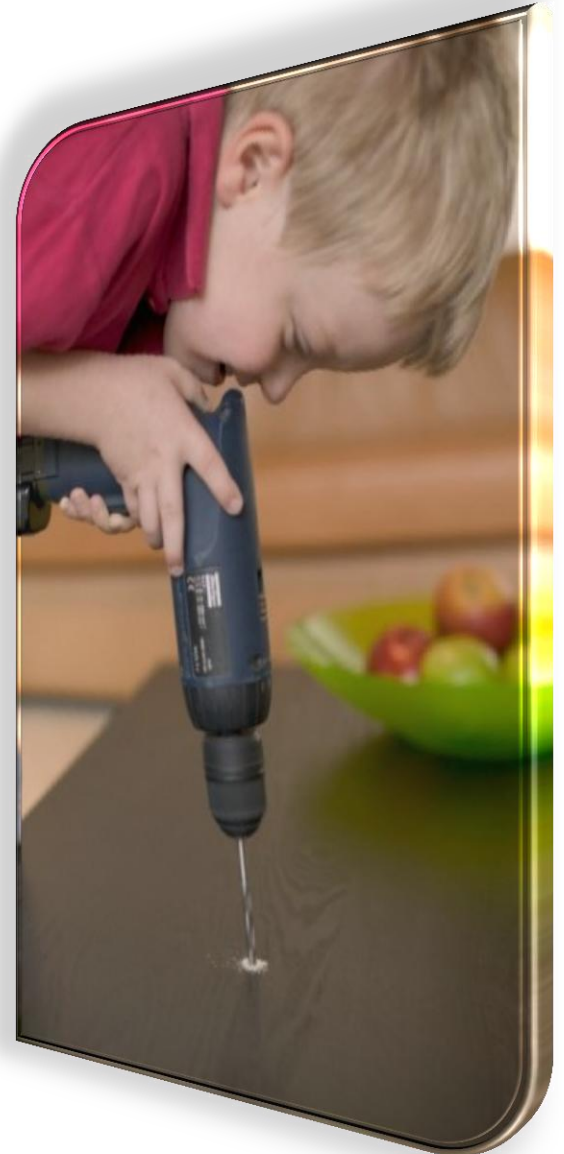
Score of 8 or more = Problem gambling with negative consequences and a possible loss of control.

Fertis, J., & Wynne, H. (2001). The Canadian problem gambling index: Final report. Submitted to the Canadian Centre on Substance Abuse.



What We Learned?

Although the tool that is selected is important, the participants (focus groups/interviews) were more passionate about how it's used!





2. Marketing and Promotion of Tools

Marketing

- Direct & clearly visible phrasing - not *responsible gambling*
- Confusion about the meaning of responsible gambling and even problem gambling
- Supported use of pop-up/warning messaging
 - Messages that encourage self-reflection and awareness
 - Stories or videos of those that have experienced consequences of PG
 - Static and self-reflective risks
- Omnipresent, attention-grabbing links
 - Hidden/unclear links insincere/insensitive to problem gambling
 - attempt to avoid litigation



Recommendations for Engagement

- Self-assessment should be available and promoted, but not mandatory
- Various forms of content such as self-appraisals and information about gambling risks
- Direct yet designed to capture different types of gamblers:
 - Highly impulsive or those who have difficulty self-monitoring most receptive to self-appraisal messages (*Monaghan & Blaszczynski, 2010a*)
 - Highly involved gamblers may be most receptive to threatening messages (*Munoz et al., 2010*)



Recommendations for Onscreen Icon

- Highly visible icon at the top of the web-page
- Available at all times
- “Responsible Gambling/Gaming?”
- Self-assessment icon should be entertaining:
 - “Having Fun?”
 - “Check In”
 - “Where Are You At?”
 - “Gaming Quiz”





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can you get a fuse?
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» EPT9 Monaco Day 3: Seat draw
May 9, 2013 1:41 AM

» EPT9 Monaco: Johnny Lodden thinks chip lead at close of Day 2
May 8, 2013 11:59 AM

» EPT9 Monaco Day 2: Team Pros charging up the leader board
May 8, 2013 10:23 AM



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- Stud
- Razz
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Red Dog
Sic Bo

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Sports Help
Sports Promotions



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eBingo Draw Results
Bingo Promotions

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Buy LOTTO MAX ticket
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Lottery Promotions

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1-888-795-6111

What is GameSense?

Game Sense reinforces our focus on keeping it fun. **GameSense** involves learning how the games work and the odds of winning and losing. Using your **GameSense** means balancing the fun part of gambling with the need to stay in control and within your boundaries.

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Do you have trouble sticking to a budget when you play? Maybe it's time to [review your weekly deposit limit](#).

Voluntary Self-Exclusion



If gambling no longer feels like a game, the voluntary self-exclusion program can help. [Learn more](#).

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IT
FUN!

GameSense

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Tools & Resources available to support you



[Improving your knowledge](#) of how games work helps you make smart decisions when you play.



What kind of player are you? Assess your gambling habits and discover your player profile [here!](#)



Learn about web content-filtering software to prevent your computer from accessing gambling websites.



If gambling no longer feels like a game, learn how [voluntary self-exclusion](#) can help.



Recommendations for Pop-Up Messages

Why

- Shock value may be effective in promoting help seeking and cessation (Munoz, Chebat & Suissa, 2010)
- Better recall and increased access vs. static onscreen messages
- Self-appraisal has greater self-reported effect on thoughts and behaviours vs. generic messages.
(Monaghan & Blaszczynski, 2010b)

When

- Multiple: login, after wins/losses, adding money/credits, at fixed intervals
- Recommended to appear every 15 to 30 minutes
(Monaghan, 2009)





Suggestions for Pop-Ups



Take a Break!

Is your family
concerned
about your gambling?

Do you have
enough money
for rent?

Break!



3. Feedback following tool completion

- Essential that feedback be included
- Easy to understand with text descriptions providing context of score
- Promote a critical appraisal of one's gambling behaviour
- Provide direction for obtaining help or support, if appropriate
- Comparison to norms may be helpful, particularly since internet gambling is typically a solitary activity





PGSI Score Ratings

Problem Gambling Severity Index



Your PGSI score is 6.



represents where your score falls. Here are the explanations of the scores:

Definition:

Probable life consequences:

High-risk gambler
8-27

A person scoring in this range may be gambling dependent and is experiencing a substantial level of gambling related problems.

Moderate-risk gambler
3-7

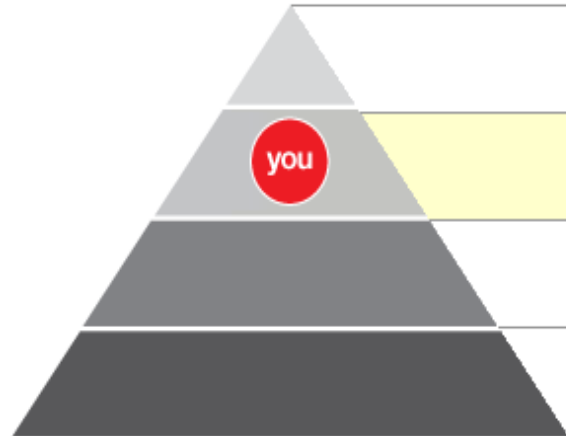
A person scoring in this range will already be experiencing some problem related to their gambling.

Low-risk gambler
1-2

Experienced one or two minor problems related to their gambling.

Non-problem gambler
0

Experienced no problems in the last year



The PGSI score shows whether a person's gambling should be considered a problem. High scores usually mean serious problems. The chart above is in the shape of a pyramid to show that there are more people with low scores than high scores.

Your score of 6 falls into the range of **Moderate-risk gambler**.

If your score indicates that you might be at risk, there are options available to you:

- Register for anonymous online tools [click here](#)
- Contact the Ontario Problem Gambling Helpline 1-888-230-3505 for other resources and treatment options.
- E-mail or send the Quiz results to yourself [click here](#)

[Retake Quiz](#)

<http://www.problemgambling.ca>



Providing Anonymous Support

- Feedback to include mechanisms to help persons engage with support as quickly as possible
- Direct link to CONNEX (Ontario Problem Gambling Helpline-online) may be most feasible
- Live online support with counsellors available to “chat” with the click of an onscreen icon
- List of treatment agencies available by region
- Unique aspects of the internet provide ways to break down common barriers to seeking treatment

(Suurvali, Cordingley, Hodgins, & Cunningham, 2009).





Conclusion

We hope that this study combined with future research activities, will help to change the future landscape of online gambling.

Our greatest wish is that this research will lead to the development and implementation of a responsible gambling framework to assist organizations in offering efficient, effective, and credible internet gambling activities with a reduced risk of harms associated with problem gambling.





Update

A large green rectangular graphic with rounded corners and a black outline, designed to look like a scroll. It has a vertical strip on the left side that is wider at the top and bottom, suggesting a binding or a way to unroll it. The text is centered within this graphic.

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the project . . .

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Grab your ticket and check your numbers now!



+ Check your numbers



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IT PAYS TO KNOW RESULTS

I **always** bet more than I can really afford to lose.

I **often** need to gamble with larger amounts of money to get the same feeling of excitement.

I **sometimes** go back to try and win back the money I lost.

I **often** borrow money or sell things to get gambling money.

I **sometimes** feel that I might have a problem with gambling.

My gambling **often** causes me health problems, including stress or anxiety.

People **always** criticize my betting or tell me that I have a gambling problem, regardless of whether or not I think it's true.

My gambling **often** causes financial problems for myself or my family and friends.

I **often** feel guilty about the way I gamble or what happens when I gamble.

IT PAYS TO KNOW

THIS IS HOW YOU STACK UP



WHOA!

You may have developed some risky playing habits. We encourage you to check out our responsible gambling tools & support to see how we can help you manage your play.



Responsible Gambling
TOOLS & SUPPORT



REVIEW RESULTS



EMAIL RESULTS



LINKS TO RESOURCES

Know your limit
Play within it

knowyourlimit.ca

olg.ca





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The full report will be available on the
Ontario Problem Gambling Research
Centre Website on June 10

<http://www.opgrc.org/content/research.php?appid=3353>



<http://www.opgrc.org>



The full report is also available at:

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