

Research on Problem Gambling Websites



Session 4-2-A

Friday, June 10, 2016

10.30 am – 12.00 noon

Grand Ballroom C

Chang Boon Patrick Lee

University of Macau

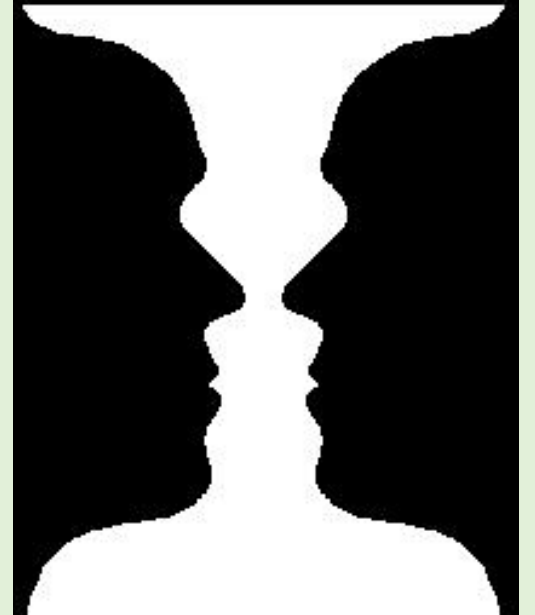
Introduction

- One avenue for problem gamblers to look for help is to go online
- There are practical benefits in using online help
- There is little research on online help for problem gambling
- What are the perceptions of online help for problem gambling?



Perceptions on Problem Gambling Websites

- A pilot study
- Based on Macao undergraduates (N=59)
- Questionnaire survey and web-surfing exercise
- Issues related to websites:
 - **Trust** in the organization/websites:
 - *Ability* (budget and resources),
 - *Benevolence* (carry out good and kind acts),
 - *Integrity* (adherence to moral or ethical principles, eg. information being kept secret),
 - *Overall trust* (general confidence in reliability and reputation)
 - **Familiarity** (prior experience with organization)
 - **Web-related factors** (professionalism of the website, including its contents)



Respondents' preference with help organizations

In order of preference of help organizations:

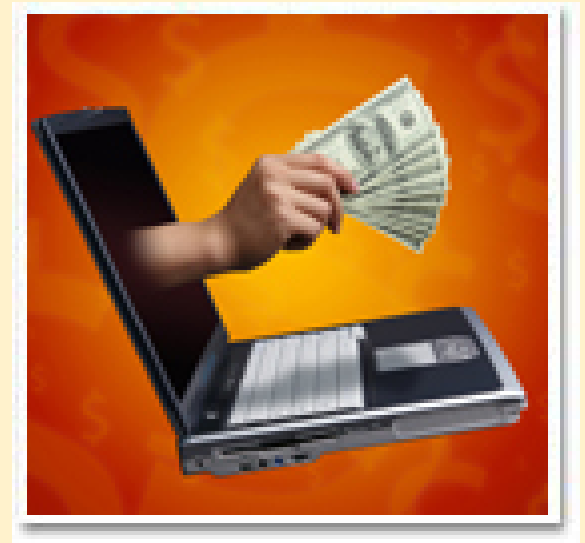
1. Government affiliated organizations
2. Volunteer and spiritual/religious entities
3. Medical or gambling related organizations



Limitations

- Based on undergraduates and without measurements of their gambling tendencies
- Small sample size

Nevertheless, perceptions of undergraduates are useful, as the demographics of gamblers are getting younger, and they might help influence those who may need to use the online help.



Future Research Directions

- Have problem gamblers evaluate the problem gambling sites
- Improve the offerings by the service providers – eg. chats
- Help users apply for exclusions in gambling facilities
- Using electronic devices / kiosks / apps to help in problem gambling



Thank you