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

The Institute for Gambling Education and Research

Rory A. Pfund, Meredith K. Ginley, Samuel C. Peter, James P. Whelan, & Andrew W. Meyers
The Institute for Gambling Education & Research

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
Warning Message Consumption

Retention accuracy better for warning messages,
\( F(1, 116) = 7.15, p < .05 \)
Warning message – win placed fewest spins,

\[ F(3,144) = 3.13, \ p < .05, \ \eta^2 = 0.06 \]
Speed of Play

- Quadratic increase over time
- Warning message-win accelerated at a slower rate than the control-loss, $t(24671) = -6.59, p < .05$. 

Gambling Session Length

<table>
<thead>
<tr>
<th>Speed of Play</th>
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<tbody>
<tr>
<td>♦ Message-Win</td>
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<tr>
<td>♦ Message-Loss</td>
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<tr>
<td>♦ Control-Win</td>
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<tr>
<td>♦ Control-Loss</td>
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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?

Email: gambling@memphis.edu
Websites: thegamblingclinic.memphis.edu
         thegamblinglab.memphis.edu