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

Stop Stop Stop

WARNING: GAMBLING CAN COST YOU YOUR JOB
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% 1\(^{st}\) 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, $t(24671) = 9.11$, $p < .05$. 

[Graph showing linear increase in bet size with different conditions]
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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