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

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Warning Messages

*Surgeon General's Warning:*
Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.

**Health Warning:**
Drinking alcohol increases your risk of injury or death.

**Health Warning:**
Drinking alcohol increases your risk of developing cancers.

**Warning:**
Cigarettes are addictive.

**Warning:**
Cigarettes are addictive.
Gambling Warning Messages

WARNING: GAMBLING CAN COST YOU YOUR JOB

STOP STOP STOP STOP
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, $F(3,144) = 3.13, \ p < .05, \ \eta^2 = 0.06$
- 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 Bet Size vs Gambling Session Length with lines for Message-Win, Message-Loss, Control-Win, and Control-Loss, with annotations indicating linear increase and slower rate for warning message-win.]
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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