



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

The Institute for Gambling
Education and Research

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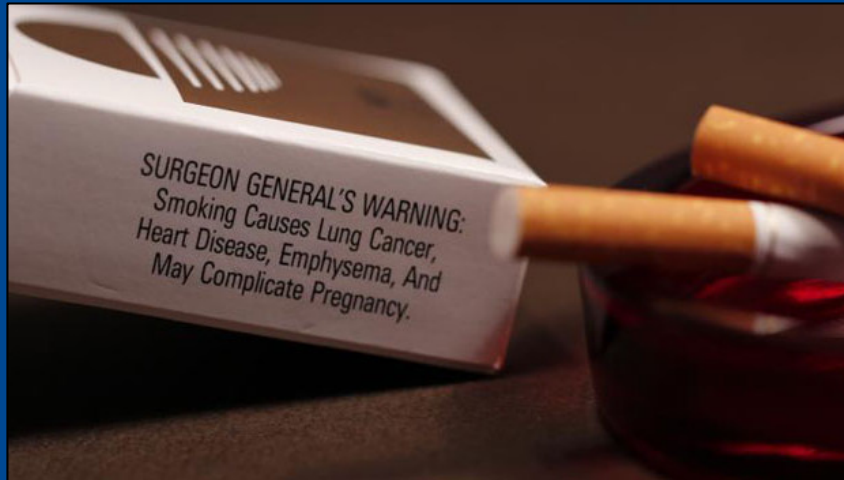
THE UNIVERSITY OF
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The Institute for Gambling Education & Research

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



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graph TD; A[154 College Students Randomly Assigned] --> B[Winning = 250% payout on investment over 20 minutes]; A --> C[Losing = 45% payout on investment over 20 minutes]; B --> D[Message Condition (n = 42)]; B --> E[Control Condition (n = 29)]; C --> F[Message Condition (n = 37)]; C --> G[Control Condition (n = 44)];
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The flowchart illustrates the experimental design. It begins with a top box labeled '154 College Students Randomly Assigned'. Two arrows point down from this box to two intermediate boxes. The left box is 'Winning = 250% payout on investment over 20 minutes' and the right box is 'Losing = 45% payout on investment over 20 minutes'. From each of these intermediate boxes, two arrows point down to a total of four bottom boxes. The bottom boxes under the 'Winning' box are 'Message Condition (n = 42)' and 'Control Condition (n = 29)'. The bottom boxes under the 'Losing' box are 'Message Condition (n = 37)' and 'Control Condition (n = 44)'.

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



WIZARDS



CENTER LINE ONLY

If you continue gambling, you will
eventually lose your money.

Hit the ODDS button to continue



MALFUNCTION
VOIDS ALL
PAYS AND PLAYS

COIN
ACCEPTED

WIN PAID

6

25¢

CREDIT

500

INSERT
COIN

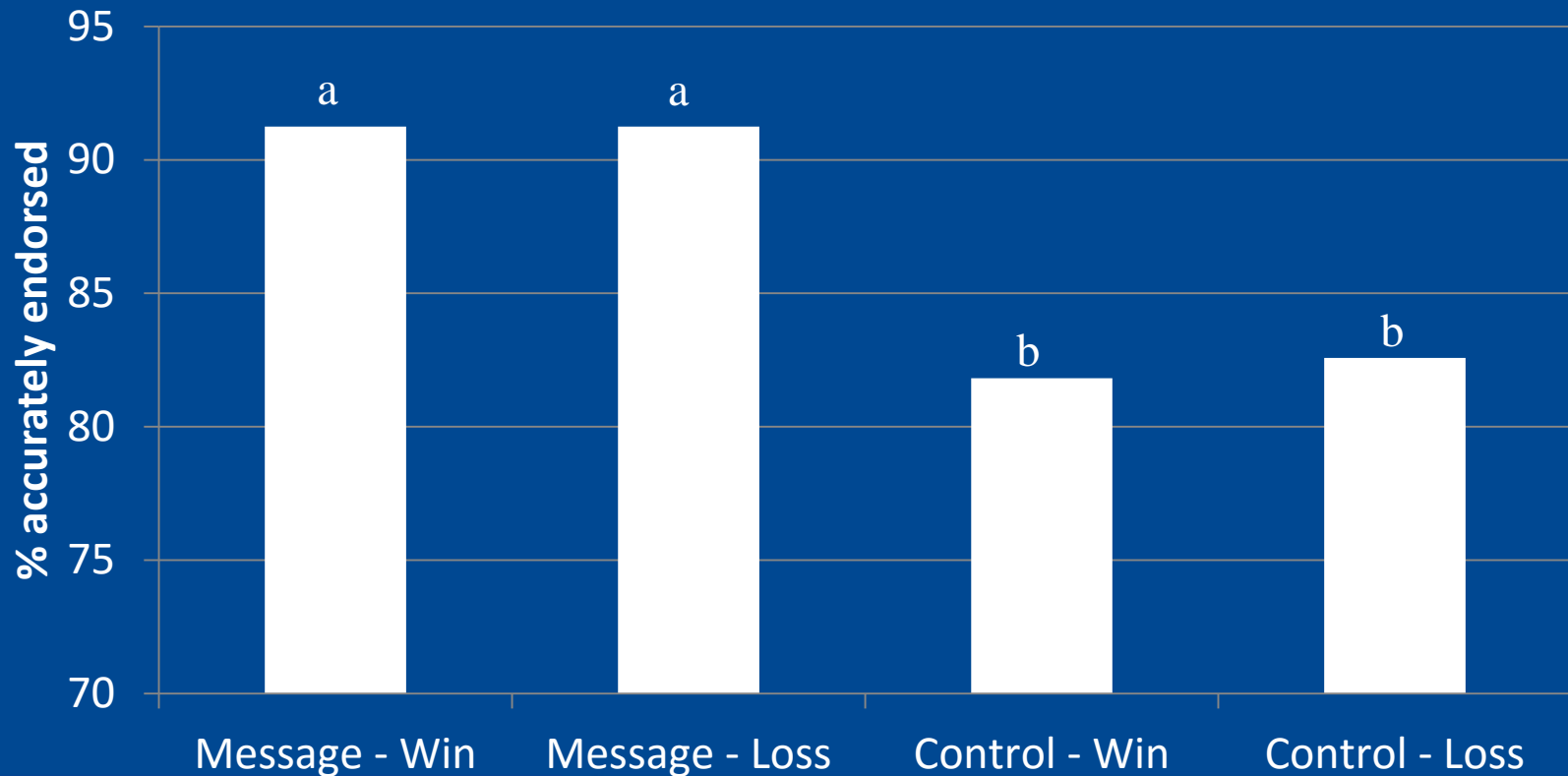
COIN IN

Thunderbird Gaming

Analytic Plan

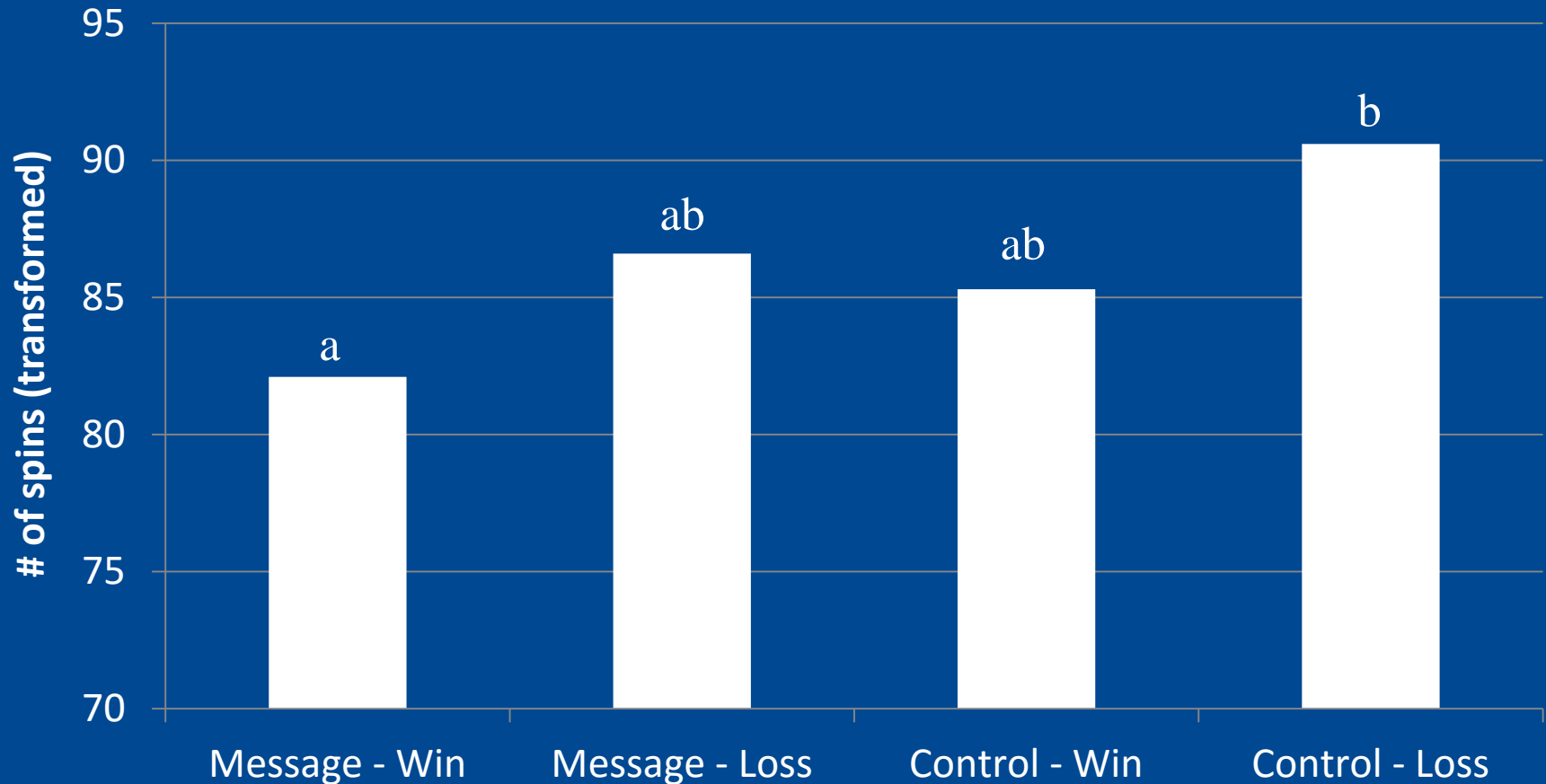
- ◆ Mixed Model Analysis of Variance
 - ◆ Fixed between subject factors
 - ◆ Within subjects factors over time
 - ◆ Linear and quadratic effects

Warning Message Consumption



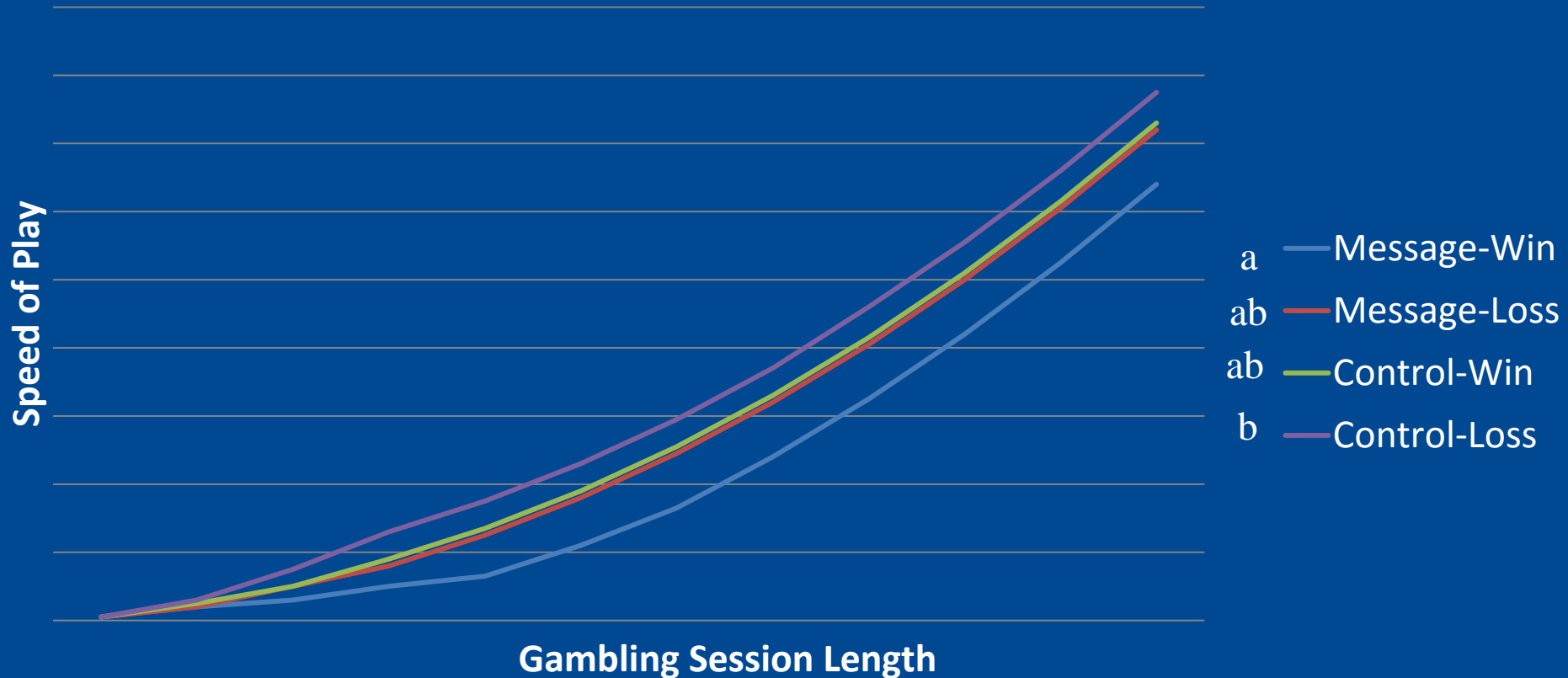
- ◆ Retention accuracy better for warning messages,
 $F(1, 116) = 7.15, p < .05$

Number of Spins



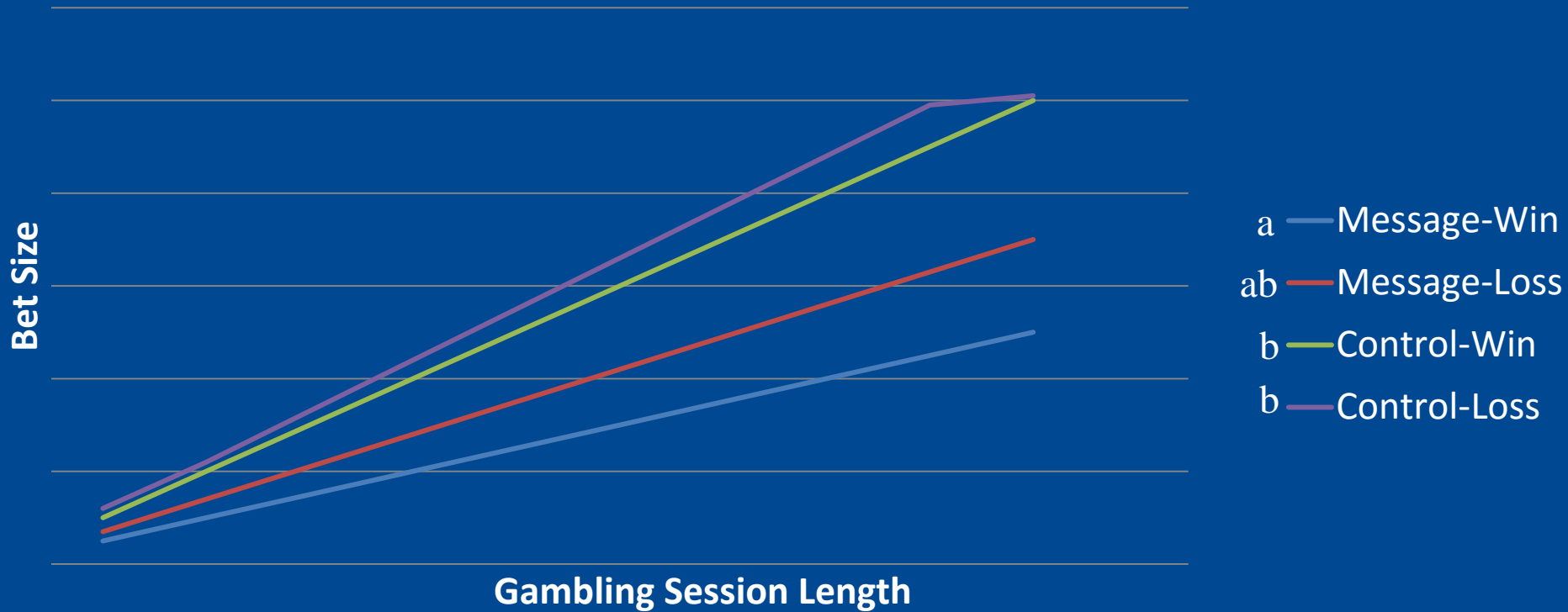
- ◆ Warning message – win placed fewest spins, $F(3,144) = 3.13, p < .05, \eta^2 = 0.06$

Speed of Play



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

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?

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