NEW HORIZONS
IN RESPONSIBLE GAMBLING

Around the World With Positive Play: New Trends & Findings

Presented by bclc

Around the world with positive play

tweets and findings

gamres
PUTTING RESEARCH INTO PLAY

Dr Richard Wood, Gamres Limited

Carleton UNIVERSITY

Drs Michael Wohl and Nassim Tabri, Department of Psychology, Carleton University

Reframe the traditional responsible gambling approach

“If you don’t do this, then bad things……”

The Positive Play approach

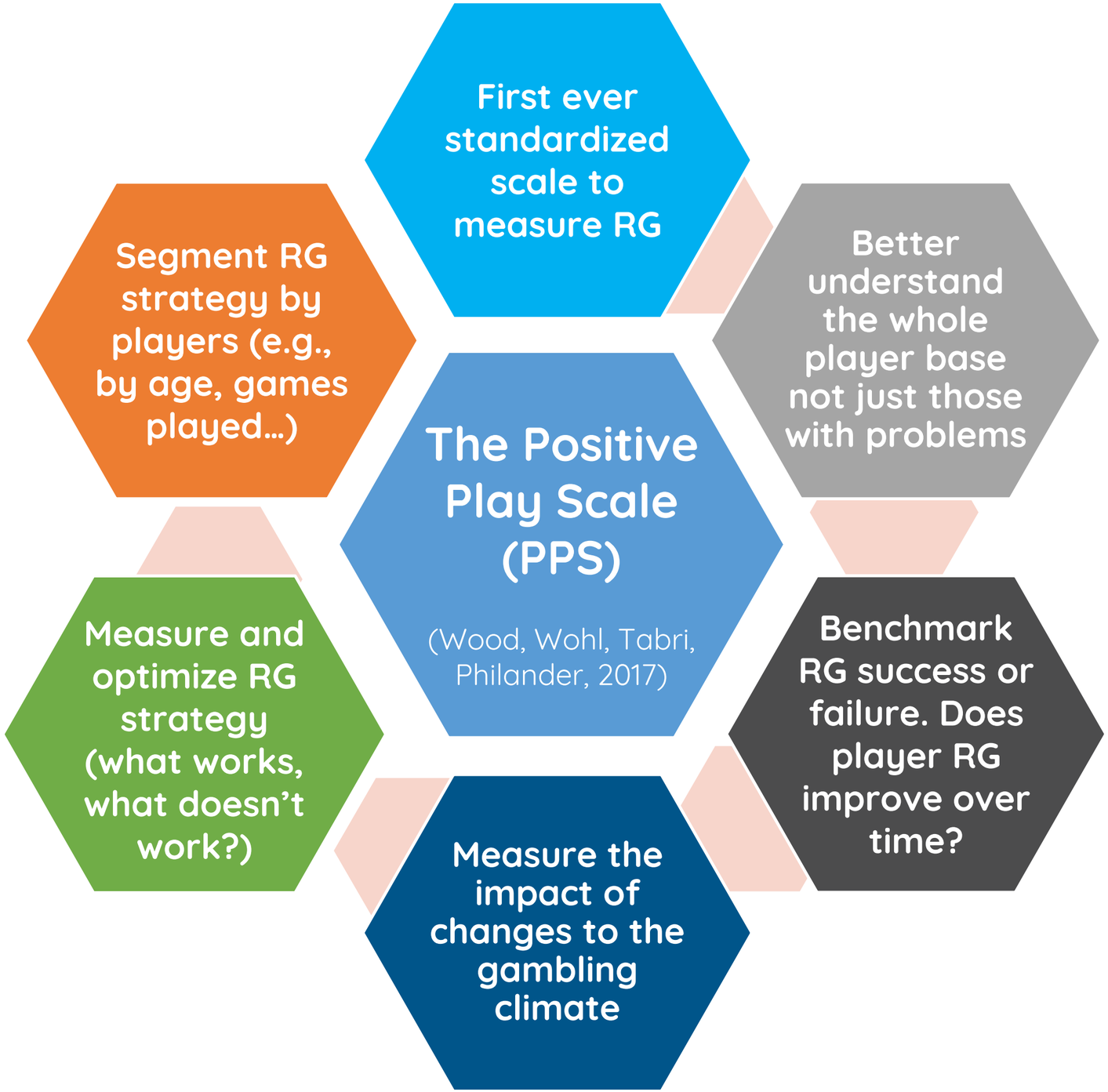
“Do this and have a better experience”

Which approach do you think is most successful at persuading players to be responsible?

But how positive are your players? And what could you be doing better?

Positive
Players

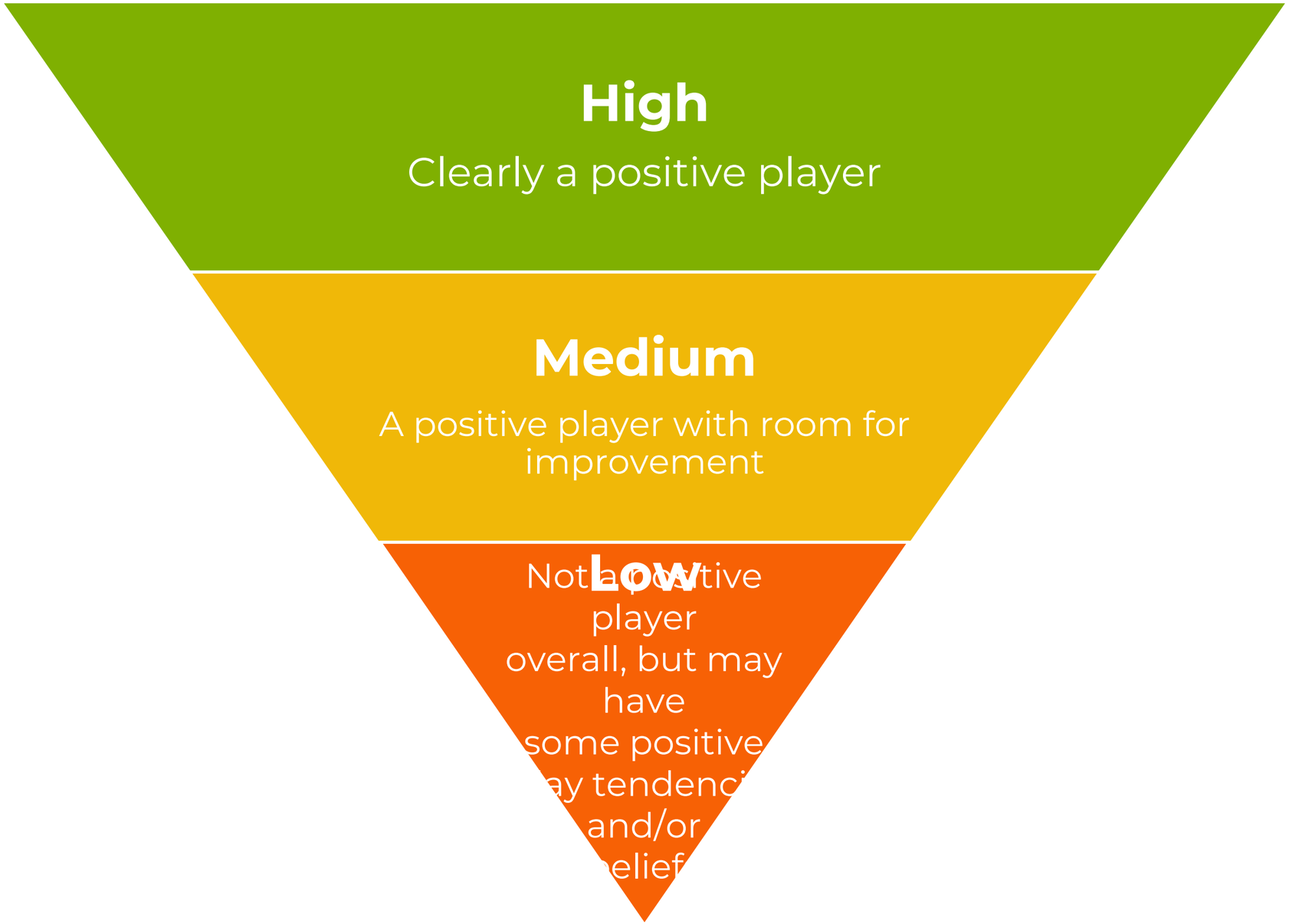
positiveplay



The Positive Play Scale has two belief elements:

The Positive Play Scale has two behaviour elements:

Players can be placed into positive play categories



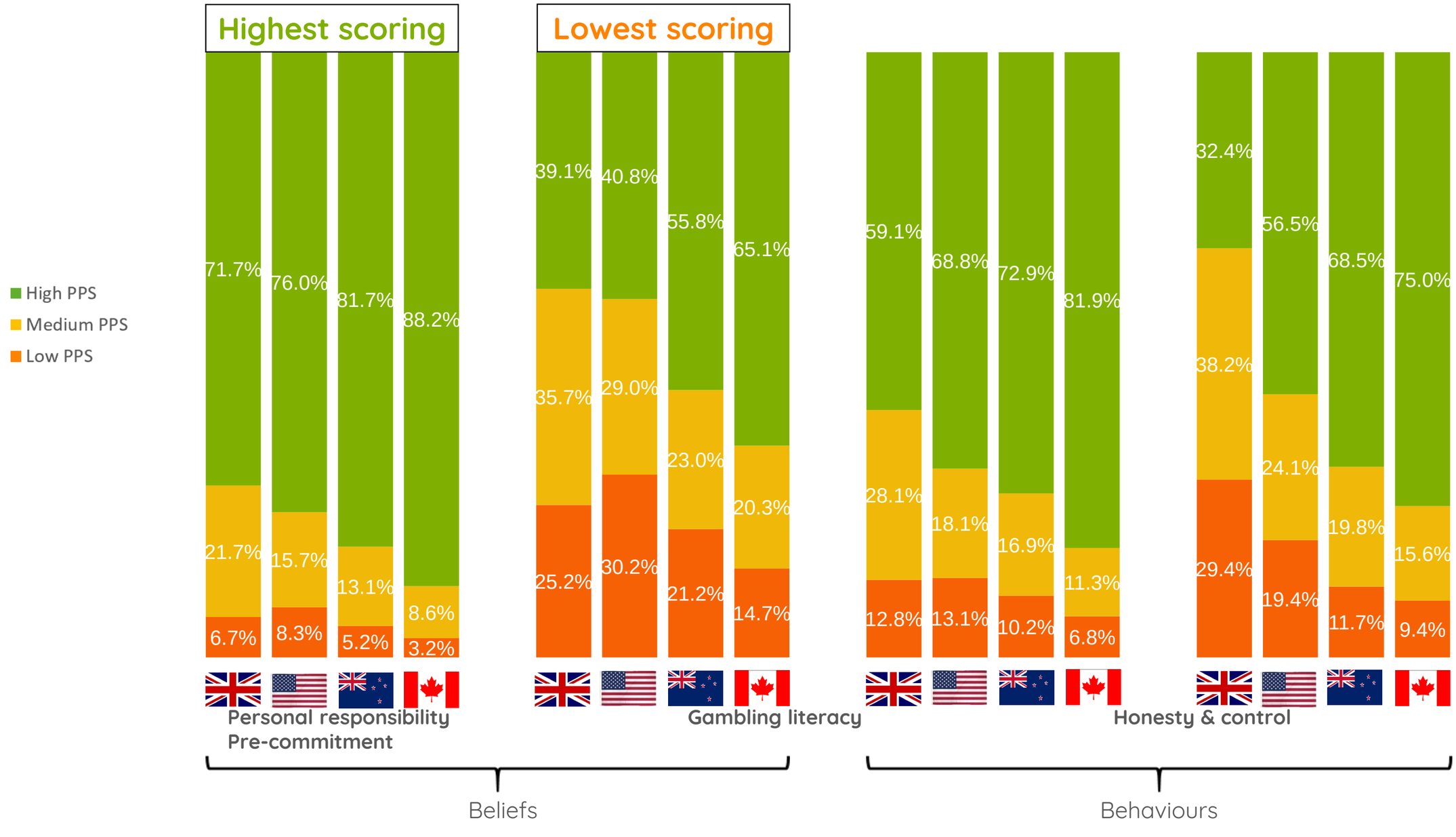
PPS studies to date

The PPS has been used in Canada (every province), by 5 US State Lotteries, MGM Casinos, 2 US problem gambling support services, 2 UK operators, the UK Gambling Commission, Lotto New Zealand, and an independent research study in Macau

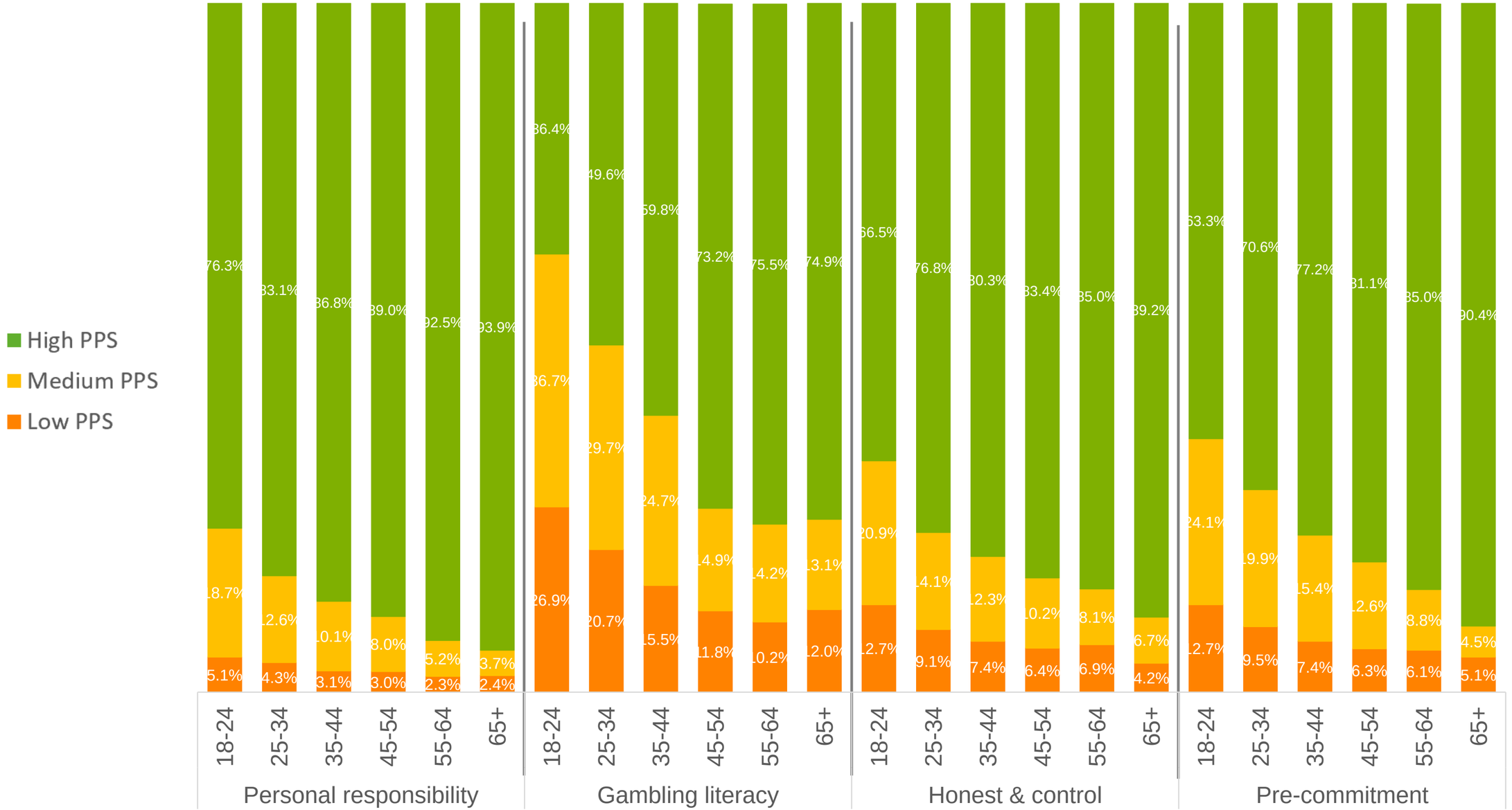
Measuring responsible gambling: Findings from Canada, USA, UK & New Zealand

UK N=3,466
USA N=5,471
New Zealand N=2,077
Canada N= 7,980

PPS scores: all players UK, USA, New Zealand, Canada

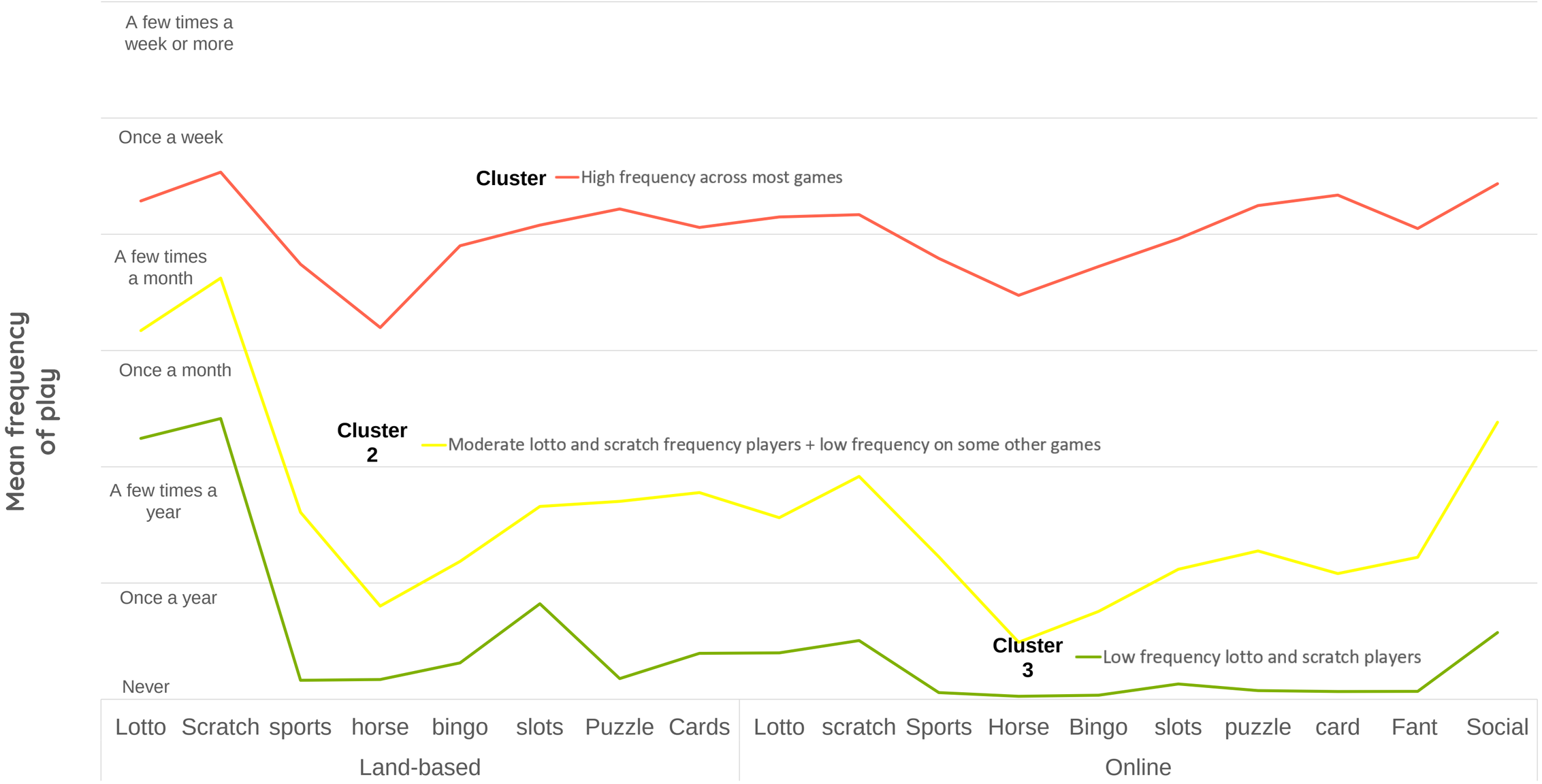


PPS scores: by age



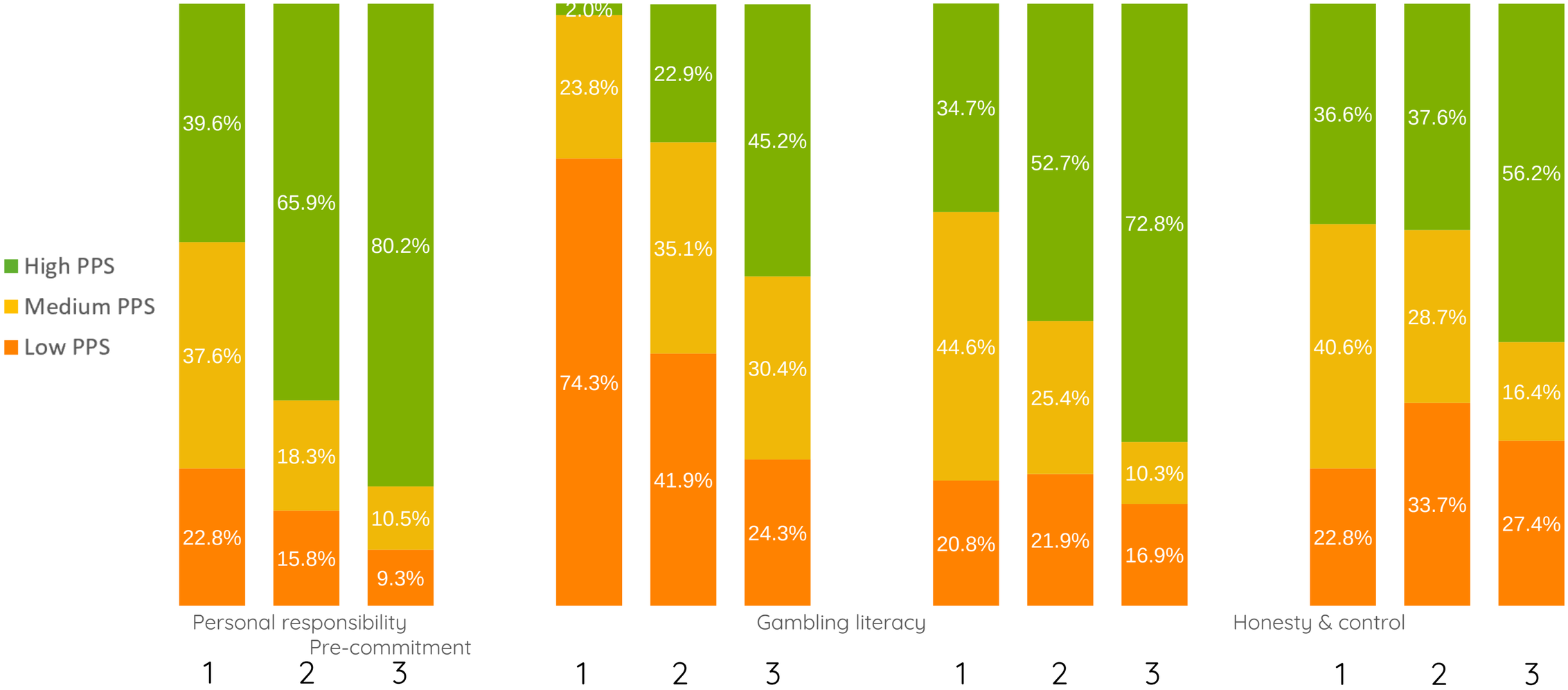
Frequency of play on different games was found to cluster into three distinct groups of players

N=3,959



PPS scores by game frequency cluster

N=3,959



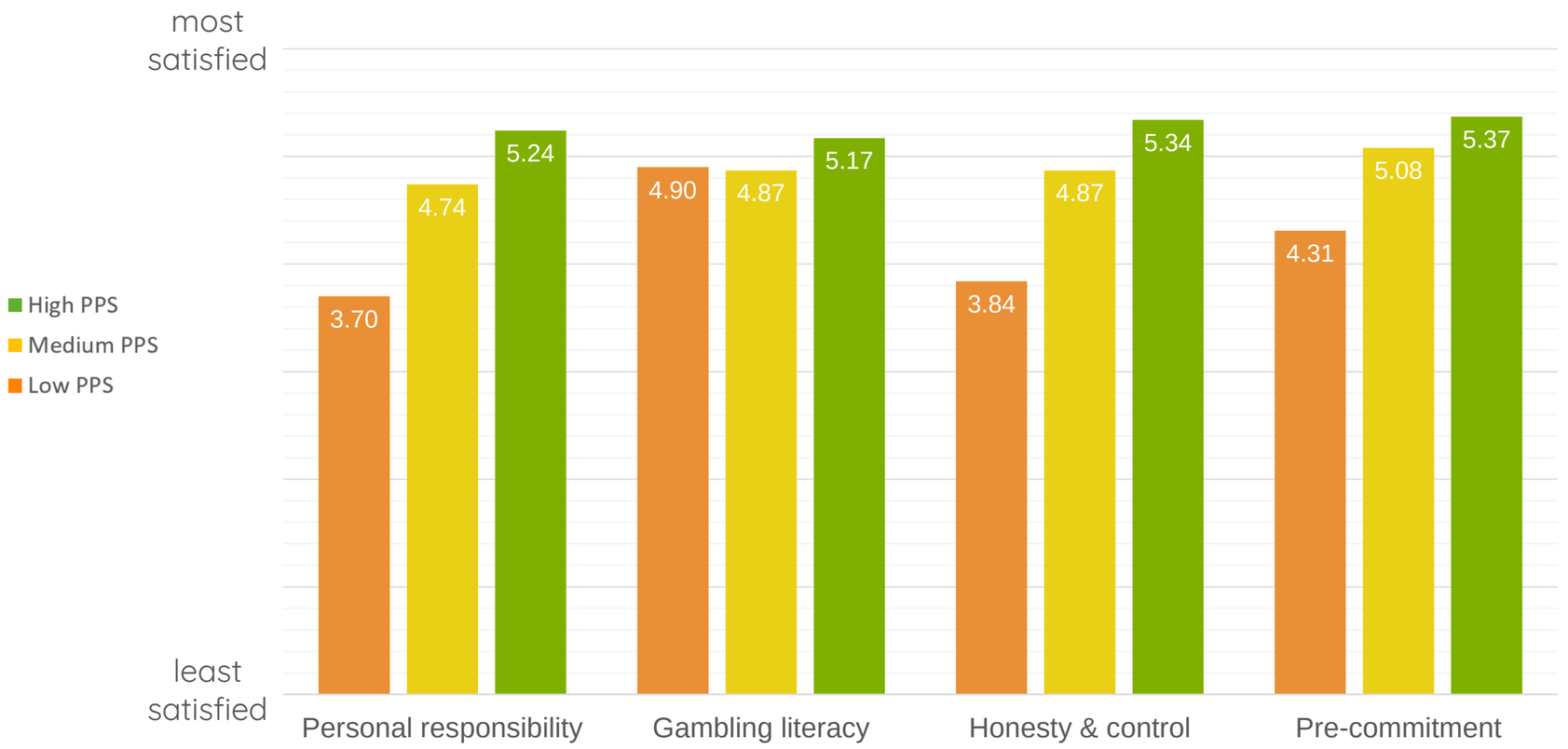
Cluster 1 = High frequency play across most games
Cluster 2 = Moderate lotto and scratch frequency players + low frequency on some other games
Cluster 3 = Low frequency lotto and scratch players

One size does not fit all!

Different players have different RG needs

Gambling satisfaction in last month

mean scores (out of 7) by PPS category scores



(Based on amalgamated data from US, UK and New Zealand)

Four steps to optimise responsible gambling strategy with the PPS

Benchmark:
How positive (responsible) are the beliefs and behaviours of your players?

Identify strengths/weaknesses :
What are the current RG strengths and which areas require additional RG focus?

Monitor change over time:
Are players' scores improving/worsening? Are PPS scores impacted by changes in RG strategy and/or the gambling climate?

Segment players:
Tailor RG approaches for different players (age, games played etc.)?

Levels of positive play vary by jurisdiction

Gambling literacy and *Pre-commitment* score lowest and *Personal responsibility* and *Honesty & control* score highest

One-size-fits-all RG strategies are sub-optimal

Older players are more positive players than younger players

Positive play decreases as gambling activities and frequency of play increase

Positive players are more satisfied with their gambling

How can we increase positive play?

Some general principles for promoting Positive Play

- A segmented approach is critical
- Interventions should be **E**asy to understand, be **A**ttractive, **S**ocial and **T**imely
- Work with stakeholder groups to narrow down ideas
- Test ideas with player groups before implementation
- Re-test PPS scores with the same participants after intervention (e.g., following messaging campaign)
- Beware of marketing companies!

Social proof a powerful way to influence people, by communicating what most others do

Did you know that……

- “92% of players report that they consider how much money they are willing to lose before they play.”
- “93% of players agree, that they only gamble with money that they can afford to lose.”

- People like to be consistent, thus making a **commitment** encourages them to follow through

  - ✓Ask players how they will decide on a limit before they gamble
  - ✓Present players with some limit setting suggestions and ask them to tick which strategies they intend to use

Reduce friction
If possible, make setting a limit the default action before playing

Reward Positive Play

Give them something in return for engagement (e.g., refreshment vouchers or swag for watching a player education video).

and finally.....keep it positive

Thank you!

Wood, R. T.A., Wohl, M. J., Tabri, N., & Philander, K. (2017). Measuring responsible gambling amongst players: Development of the Positive Play Scale. *Frontiers in Psychology*, 8, 227.

Tabri, N., Wood, R. T.A., Philander, K. & Wohl, M. J. (2020). An Examination of the Validity and Reliability of the Positive Play Scale: Findings from a Canadian National Study, *International Gambling Studies*. 1, 14.

For copies of these papers or more information about the PPS:

Richard@gamres.org
www.gamres.org

positiveplay

Questions?

Use the sessions chat
in the right-hand panel.

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