



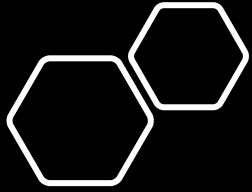
A decade of developments

Dr Richard Wood



Responsible
Gambling is
evolving





Hing (2010) *The evolution of RG policy and practise*

(based on Mirvis & Googin's 2004, *Stages of Corporate Citizenship*)

- **Elementary stage (mid 90s)** - legal compliance, viewed as conflicting with economic performance.
- **Engaged stage (late 90s)** – driven by PR, self-regulation and codes of practise, mostly passive (RG signage, best practise guidelines, VSE). No monitoring or evaluation (not much buy in).
- **Innovative Stage (early 2000s)** – Much new RG legislation and many new RG business practices emerge (e.g., comprehensive resource manuals, RG messages in advertising) largest operators have greatest buy-in.
- **Integrated Stage (2010)**– RG starts to become embedded in the overall business (RG managers, involvement of stakeholder groups and conferences).
- **Transforming Stage (2010+)** – Citizenship and business agendas merge, revenues only derived from healthy players, mechanisms in place to help prevent players from losing control.

key change #1
Responsible
gambling gets
more positive

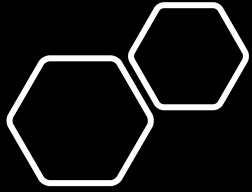


“Traditionally, responsible gambling, for many players, has been seen as being aimed at people with gambling problems”



“Responsible
Gambling”
reimagined





Positive Vs Negative

- Positive messages are more persuasive
- Negative messages make people look away
- Gambling is entertainment, responsible gambling should reflect that
- Positive messages are relevant to all players





key change # 2

“Does this stuff actually work?”

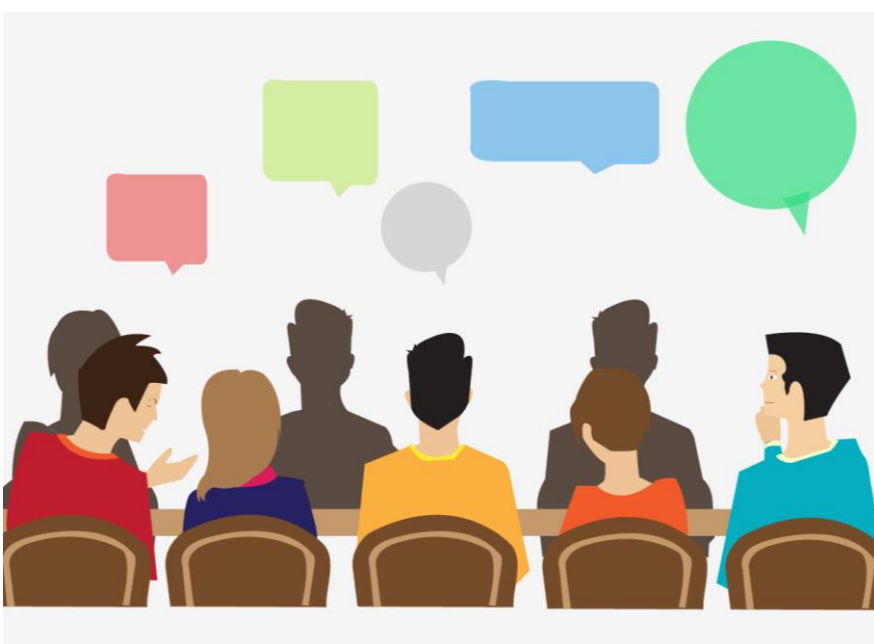
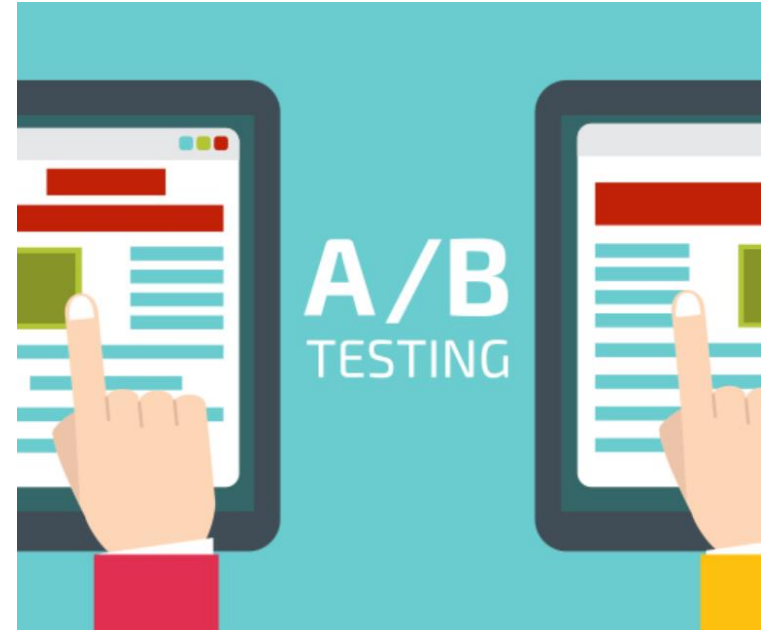
The pros and cons of measuring RG outcomes

Pros

- 1) Money and resources saved
- 2) More credibility
- 3) Players are better supported
- 4) Long term viability

Cons

- 1) Initial costs may be higher
- 2) Initial results may not be very encouraging



Measuring RG outcomes



Measuring RG outcomes: The many or the few?

The Positive Play Scale

(Wood, Wohl, Tabri, Philander, 2017)

An objective/standardized way to measure RG as an outcome

A 14 item scale that measures beliefs and behaviours of players as they relate to RG

Optimizes RG strategy

Segment scores by player types

Benchmark RG as an outcome and measure change over time



PPS studies to date

The PPS has been used in Canada (every province), by 7 US States, MGM Casinos, 3 UK organisations, Lotto New Zealand, an Italian national study and an independent research study in Macau



The Properties of the PPS

THE PPS IS A 14-ITEM SCALE THAT ASSESSES POSITIVE BELIEFS AND BEHAVIOURS ABOUT GAMBLING.

There are two beliefs subscales:



The extent to which a player believes they should take ownership of their gambling behaviour



The extent to which a player has an accurate understanding about the nature of gambling

The Properties of the PPS

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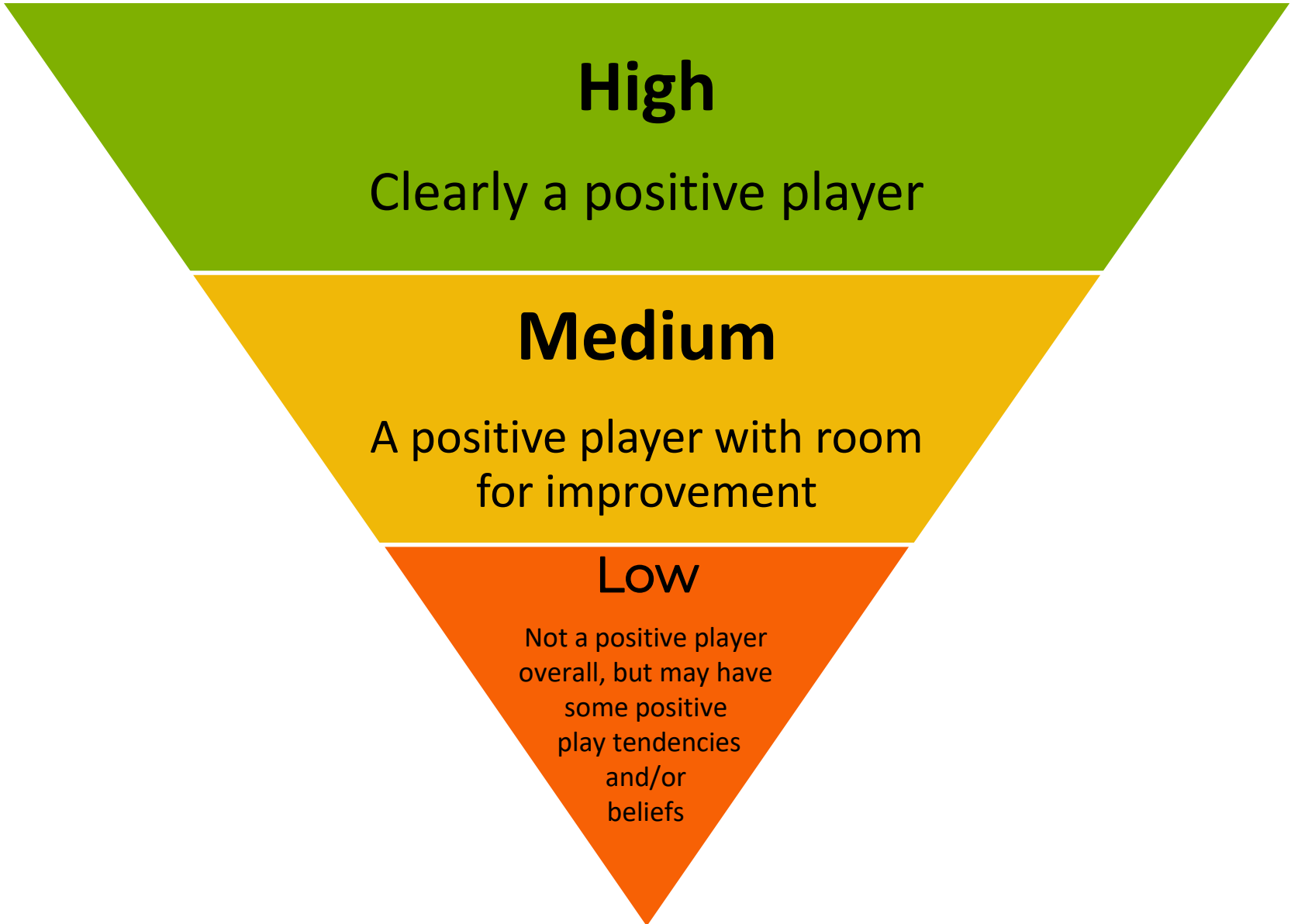
There are two behaviour subscales:



The extent to which players are honest with others about their gambling behavior and feel in control of their behaviour

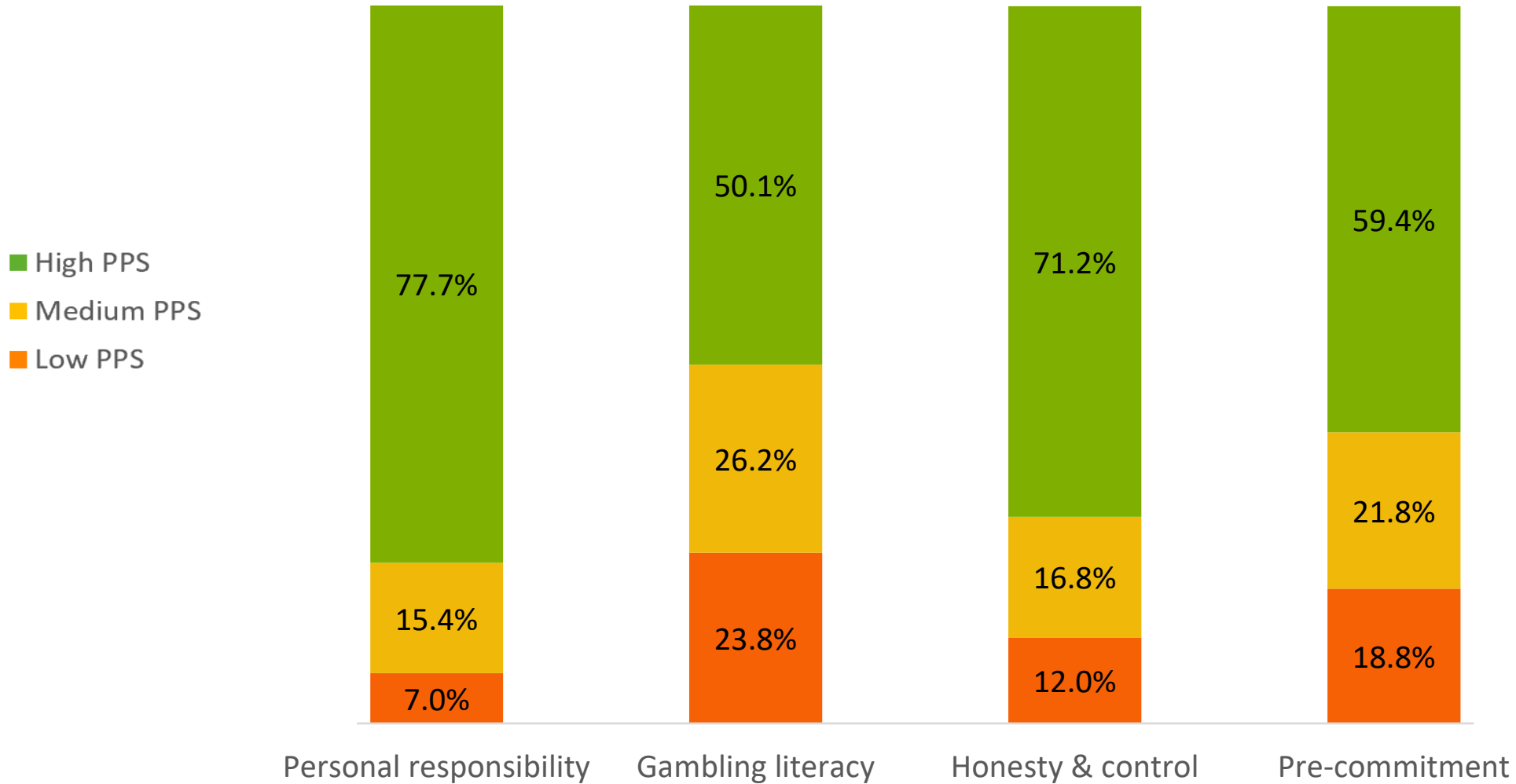


The extent to which a player considers how much money and time they should spend gambling



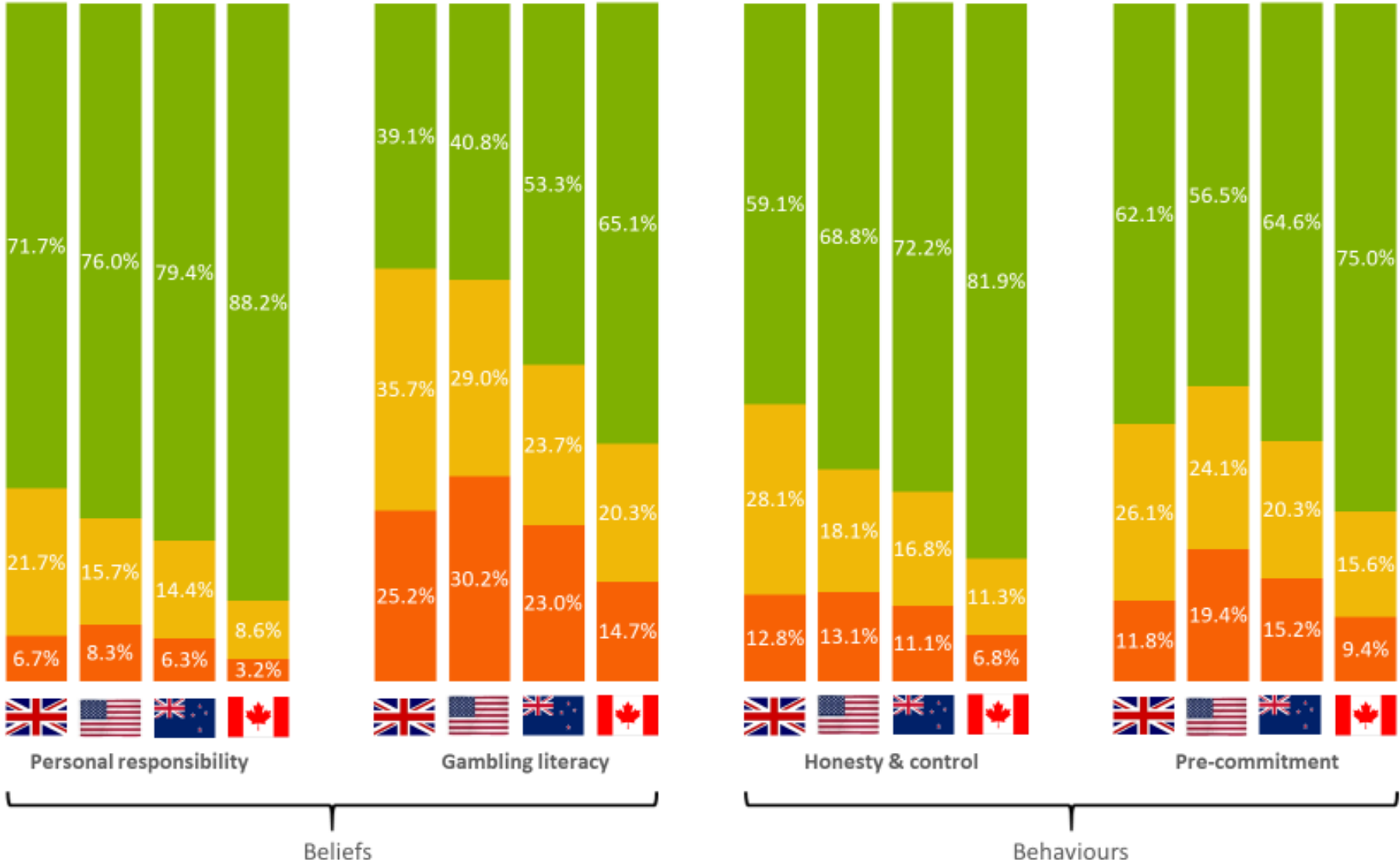
Positive Play Score Trends

(Canada, USA, UK, New Zealand, Italy N = 36,500)



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

- High PPS
- Medium PPS
- Low PPS

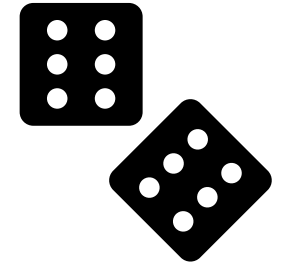
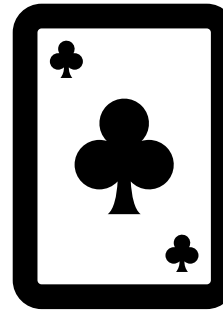


Universal low-scoring players

Younger players (18-34)



Higher frequency multi-game players



Universal high-scoring players

Older players (35+)



Lottery game (only) players



One size does not fit all!



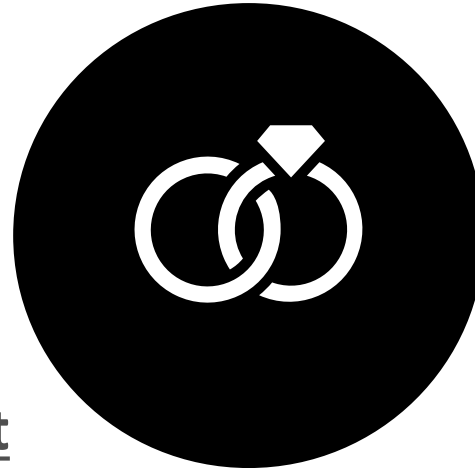
Different players have different RG needs

Demographics that had no meaningful association with overall PPS scores

Gender



Marital Status



Education



Employment



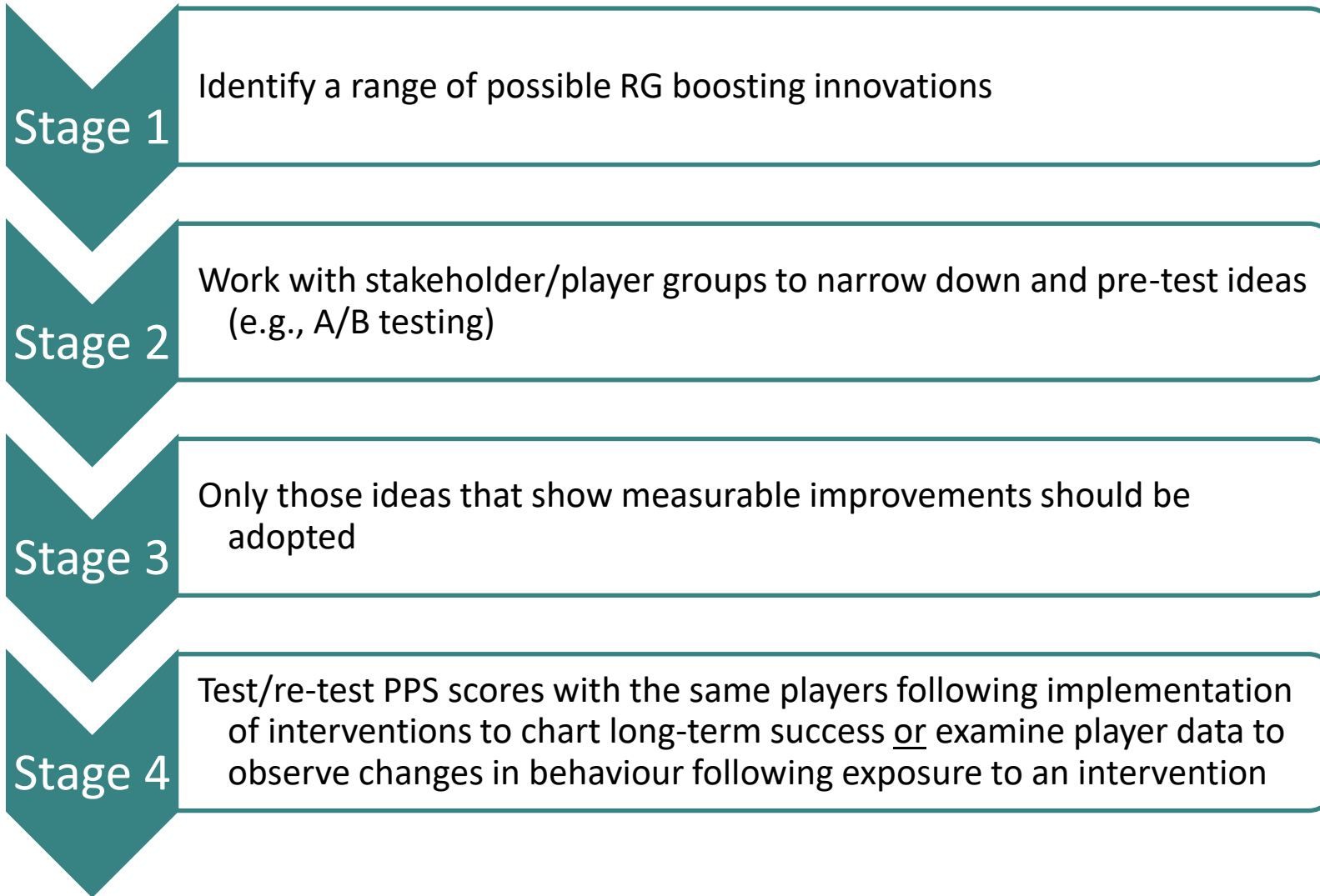
Personal Income



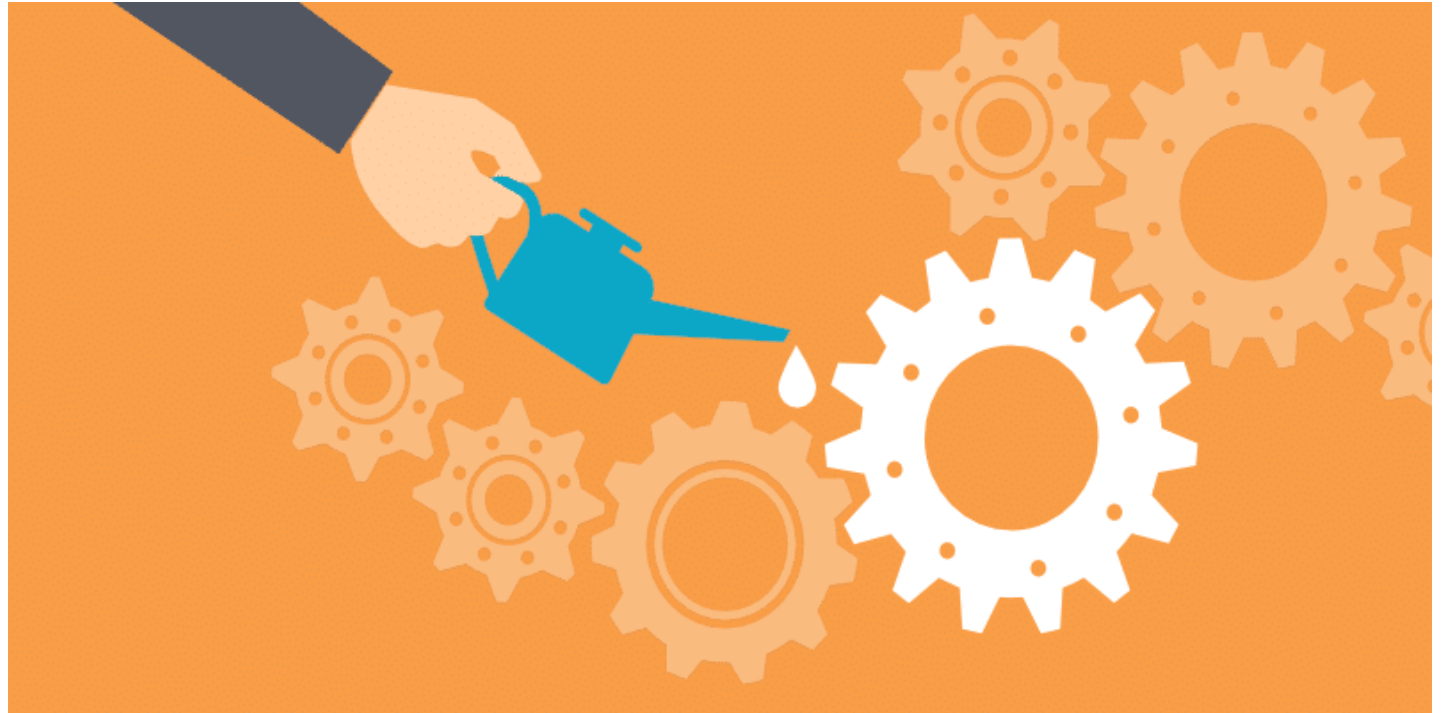
How can we increase positive play?



Four key stages for testing RG interventions to increase Positive Play



Reduce friction
Make
responsible
play easier



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.”





Openness



Gambling Knowledge



Self-Reflection



Planning



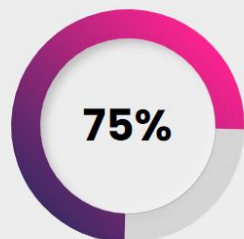
Final Results



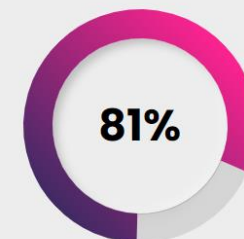
Find out more

All done, now take a look at your results!

Your positive play score is:



The average player score was:



	Openness:	Gambling Knowledge:	Self-Reflection:	Planning:
Your Score	86%	52%	86%	75%
Average player score	89%	84%	94%	90%

Your overall score is the combined four scores for each element. Take a look at each element to see your individual scores. Click next to find out more about your scores in each of the sections and discover more ways to play positively.

NEXT



REWARDS

People are motivated to act by rewards



Gambling rewards

- Winning a prize
- Excitement
- Socializing
- Entertainment
- Competition
- Support good causes

Responsible play rewards



- I am a responsible person
- I won't lose too much money

VEIKKAUS POINTS

RESPONSIBILITY AND REVENUE THROUGH GAMIFICATION



FUN & INTERACTIVE MISSIONS


TEHTÄVÄ Näin keräät Pisteit puhelimitä +300
Käsi viikon 40 edunsaajavideo +300
Testaa millainen pelaaja olet +300
Tee ylimääräinen tupattutuntautuminen +300

NAAPURIT Naapuri-malini - etsi 5 oikeita vastauksia +150
Suorita tehtävä +200

THAT AWARDS POINTS

VEIKKAUS
Iloa elämään.

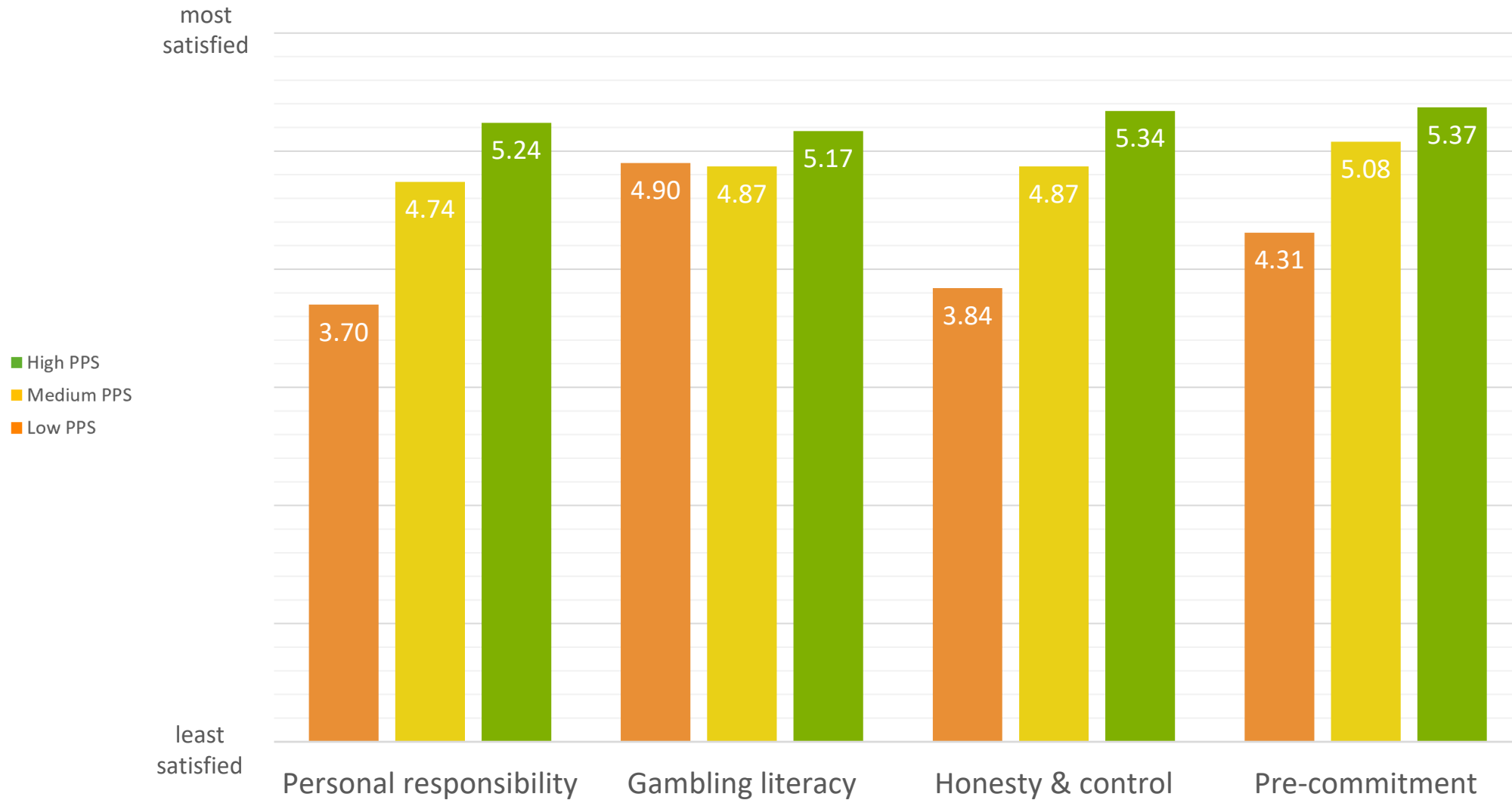




What is the
value of
Positive Play?

Gambling satisfaction in last 12 months

mean scores (out of 7) by PPS category scores



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

What Next?

for positive play?

What is the value of responsible gambling?



Canadian Responsible
Gambling Association

Can effective RG programming lead to better player retention and acquisition?

How can RG add value to the overall playing experience, as well as being the right thing to do?

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. This paper won the 2021 National Council for Problem Gambling (USA) award for best research paper.

For copies of these papers or more information about positive play:

Richard@gamres.org
www.gamres.org

