



SVENSKA SPEL

The principle of motivation applies to the usage of responsible gambling tools

Talk by Katja Franklin, Product Owner, Playscan, Svenska Spel
SNSUS, Tampere, Finland, June 4 - 2019



Experiences from working
with responsible gambling
communication



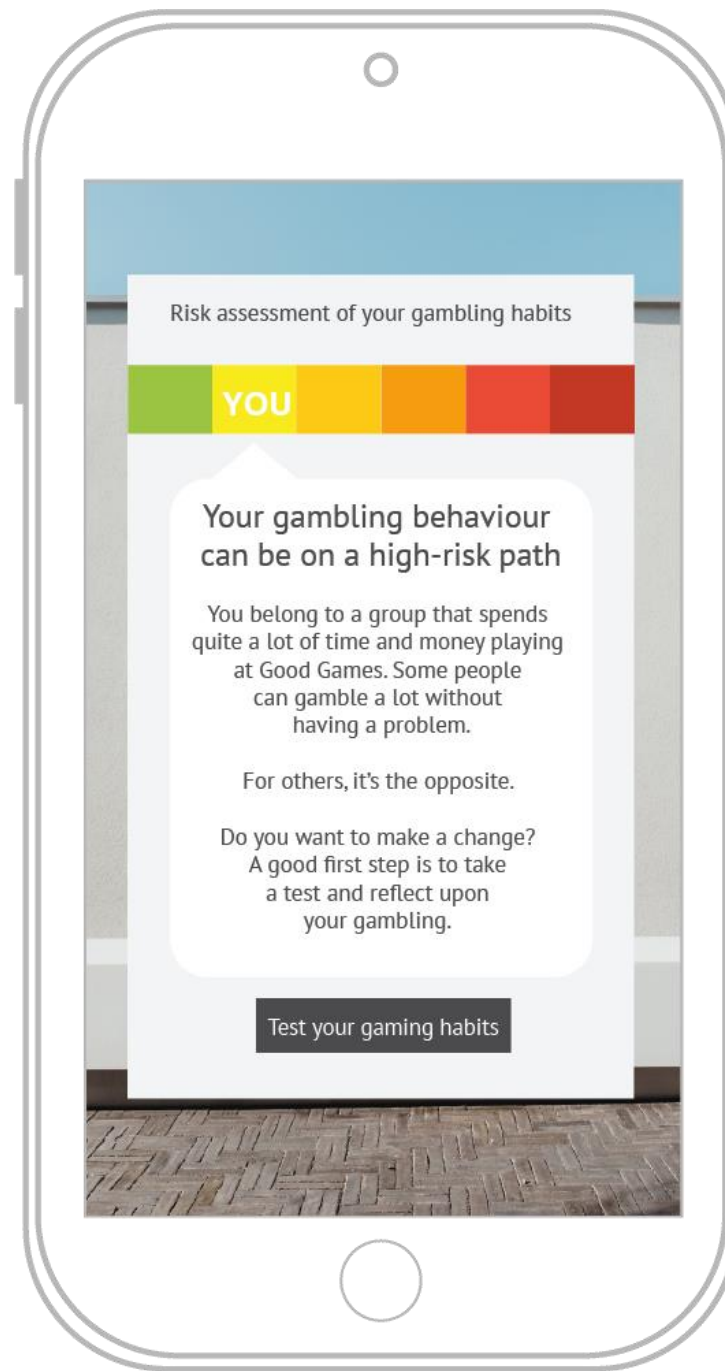
Norsk Tipping



SVENSKA SPEL



MILJON
LOTTERIET



The Playscan tool

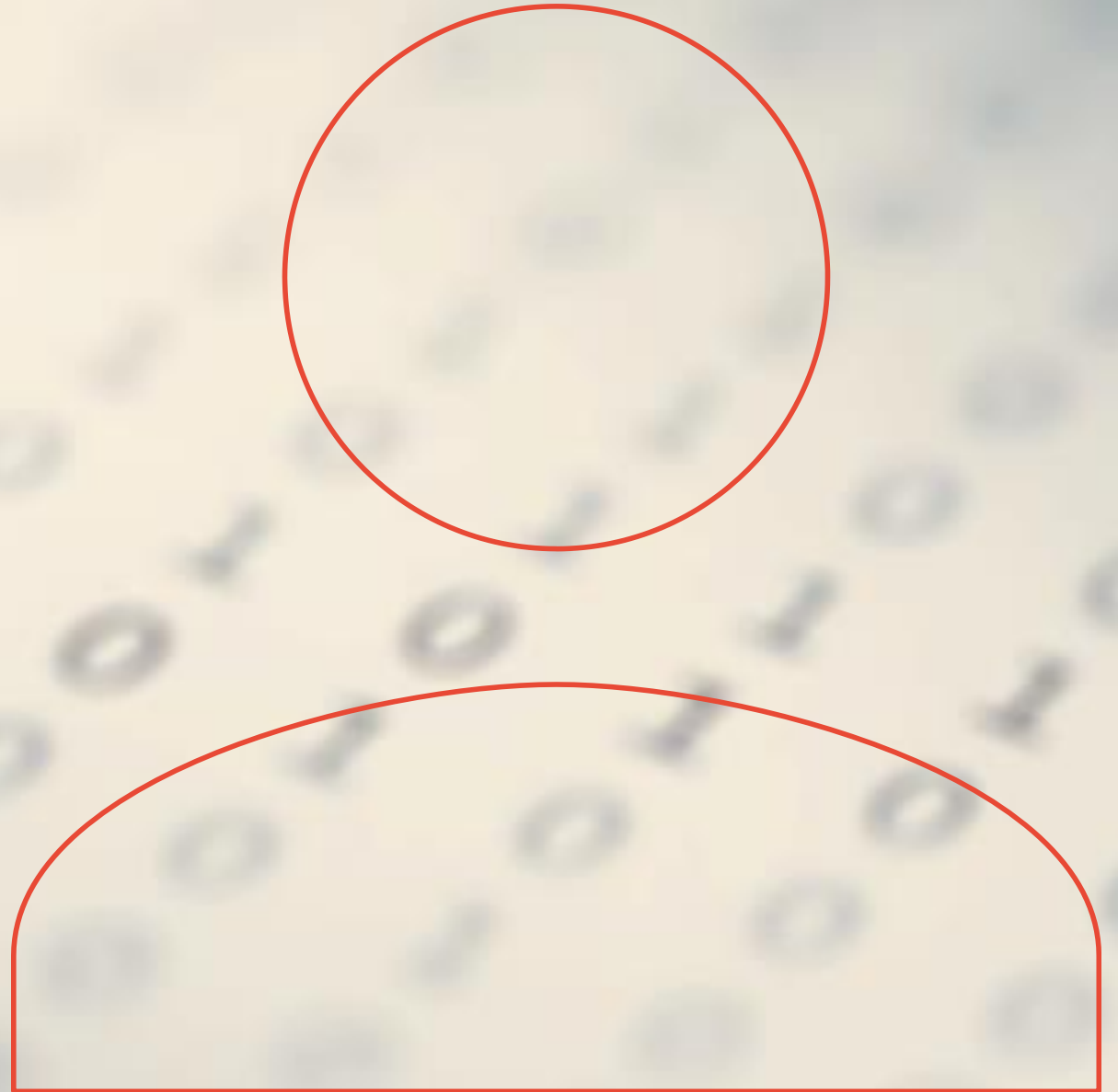
Analyses data to identify individuals that are at risk of developing gambling problems.



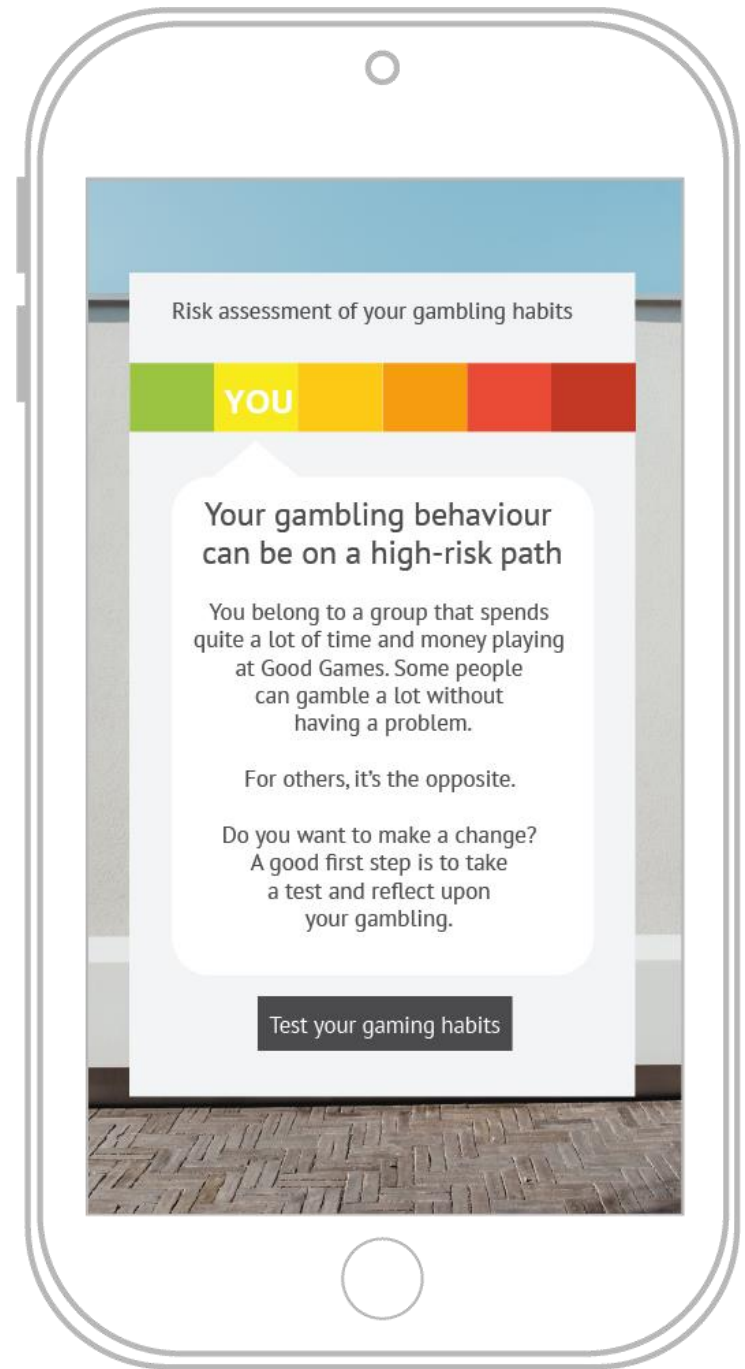
The Playscan tool

Analyses data to identify individuals that are at risk of developing gambling problems.

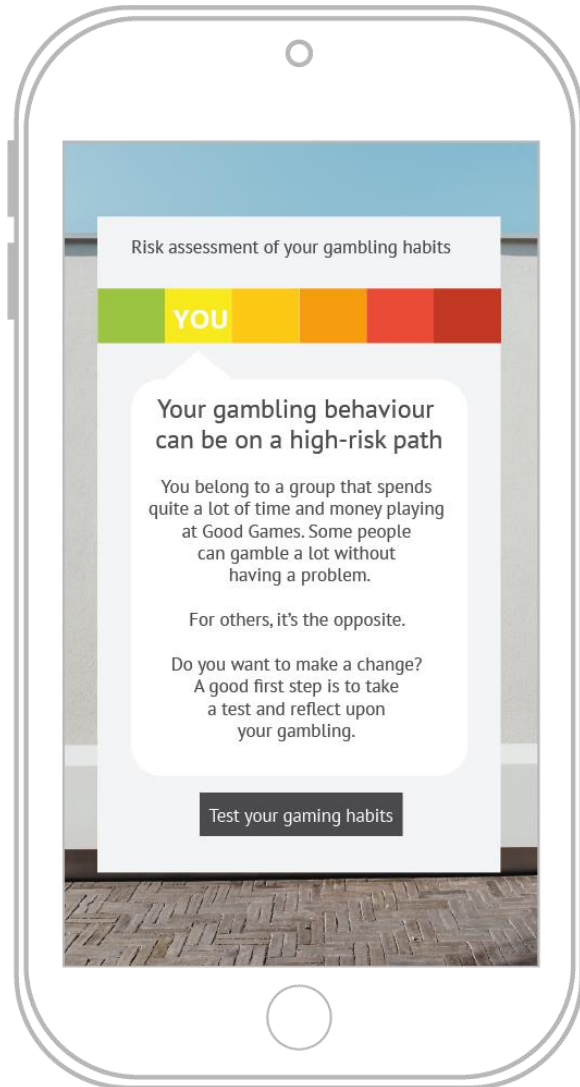
➔ Provides **Players** with personal feedback and recommendations on how to lower risk score



The Playscan tool



The Playscan tool

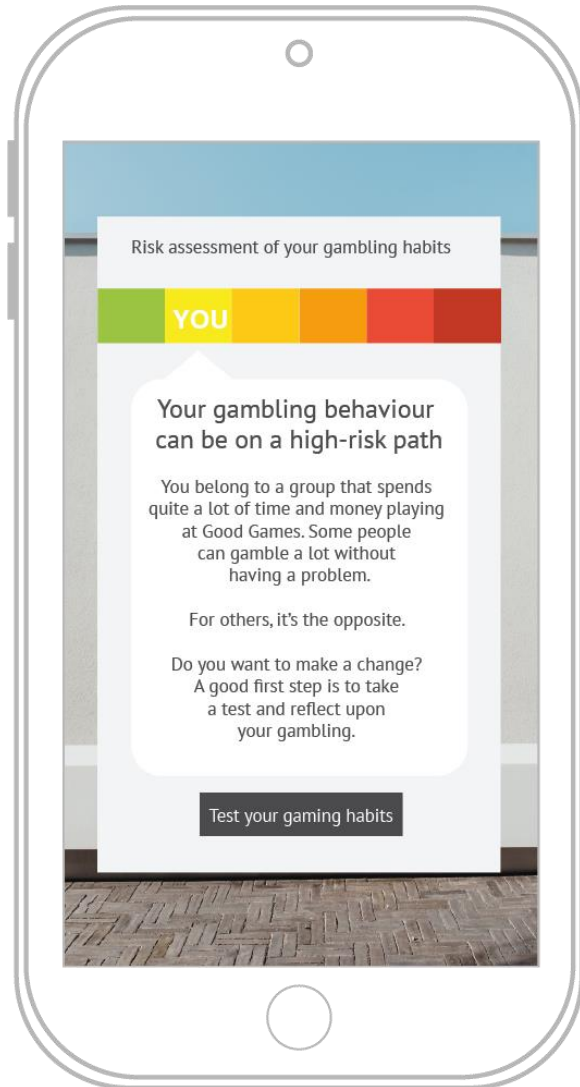


56 806 UNIQUE VISITORS

17 879 SELF ASSESSMENT TESTS

1 066 CLICKS TO RG-RESCOURCES

The Playscan tool



56806 UNIQUE VISITORS

17879 SELF ASSESSMENT TESTS

1066 CLICKS TO RG-RESCOURCES

Understanding the risk segment

Learn more about your gambling



Do you gamble more than...

Guess how much others gamble and how often they play.

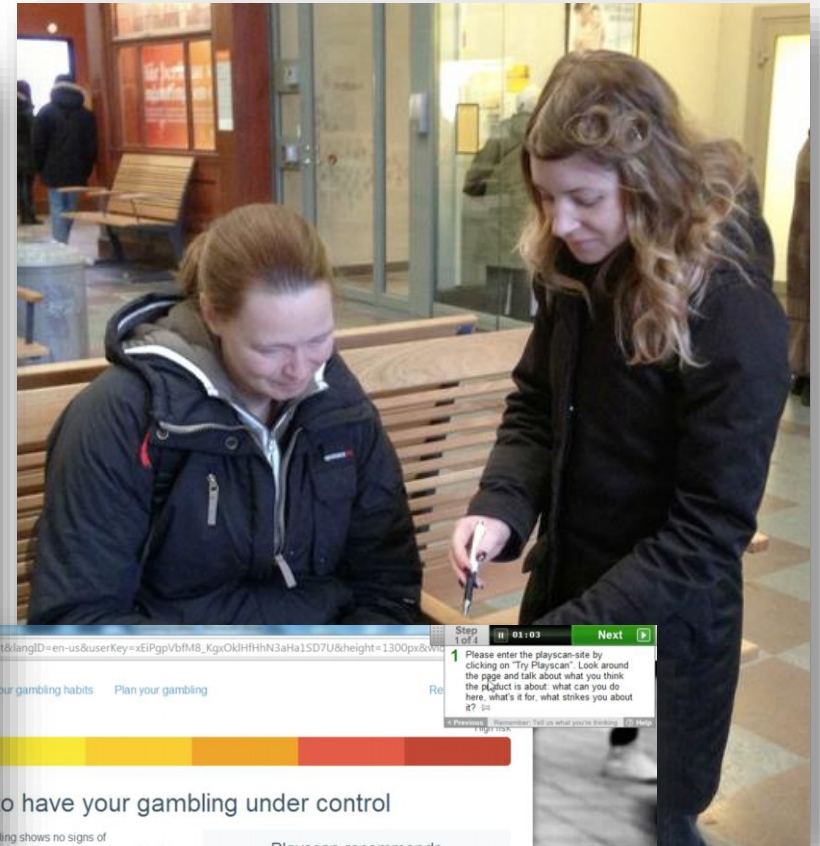
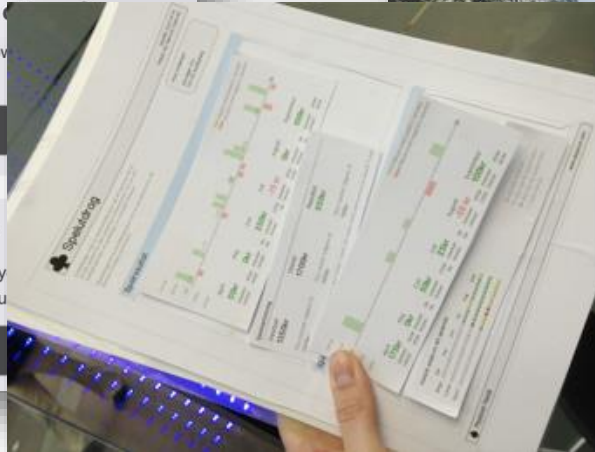
START THE TEST



What player type are you?

Take this test and learn what kind of player you are. You'll receive tips on how to improve your play.

TAKE THE QUIZ



Comment on your gambling habits

Answer 2 questions about how well the risk assessment fits you.

[Leave a comment](#)

Step 1 of 4 | 01:03 | Next

Please enter the playscan-site by clicking on "Try Playscan". Look around the page and talk about what you think the product is about: what can you do here, what's it for, what strikes you about it?

to have your gambling under control

Playscan recommends

Perform a Self Test


Analysis of your gambling

- Bingo Low risk
- Lottery Low risk

Your gambling plan

Plan your gambling - how much time and money do you want to spend? You will get a more accurate analysis.

Set a gambling plan



"I'm well aware of my own risk behaviour, but I'm not breaking any laws by making bad investments."

"Self exclusion for three months is not an option for me. I would consider it, if I could choose the time span myself."

"To be honest, I don't know anything about RG-tools. I have an excel-sheet to track my gambling. That's enough for me."

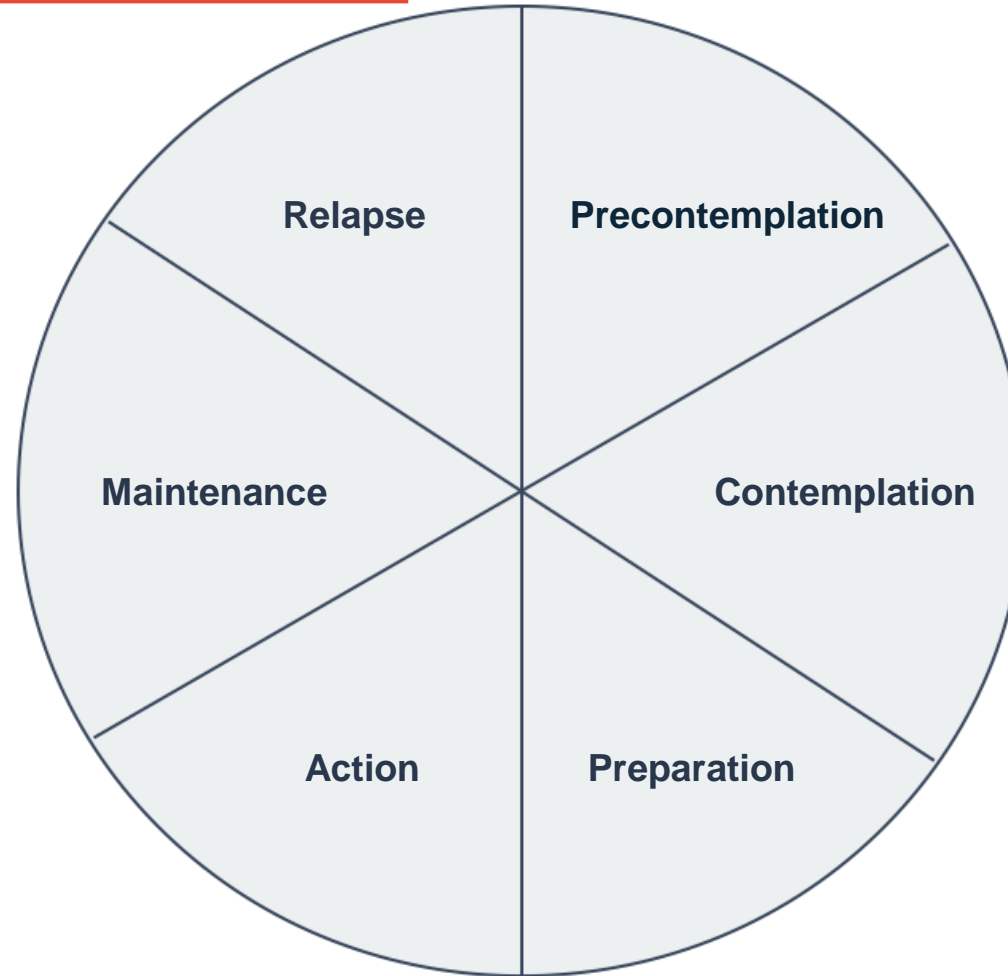
*"Sometimes, when I'm winning, I get carried away...
It's often in those situations that I get tempted to try out new games."*

Understanding the risk segment



Stages of change model

By Prochaska & DiClemente



Precontemplation?

Action?

What if we could find out in which phase the player is?



Preparation?

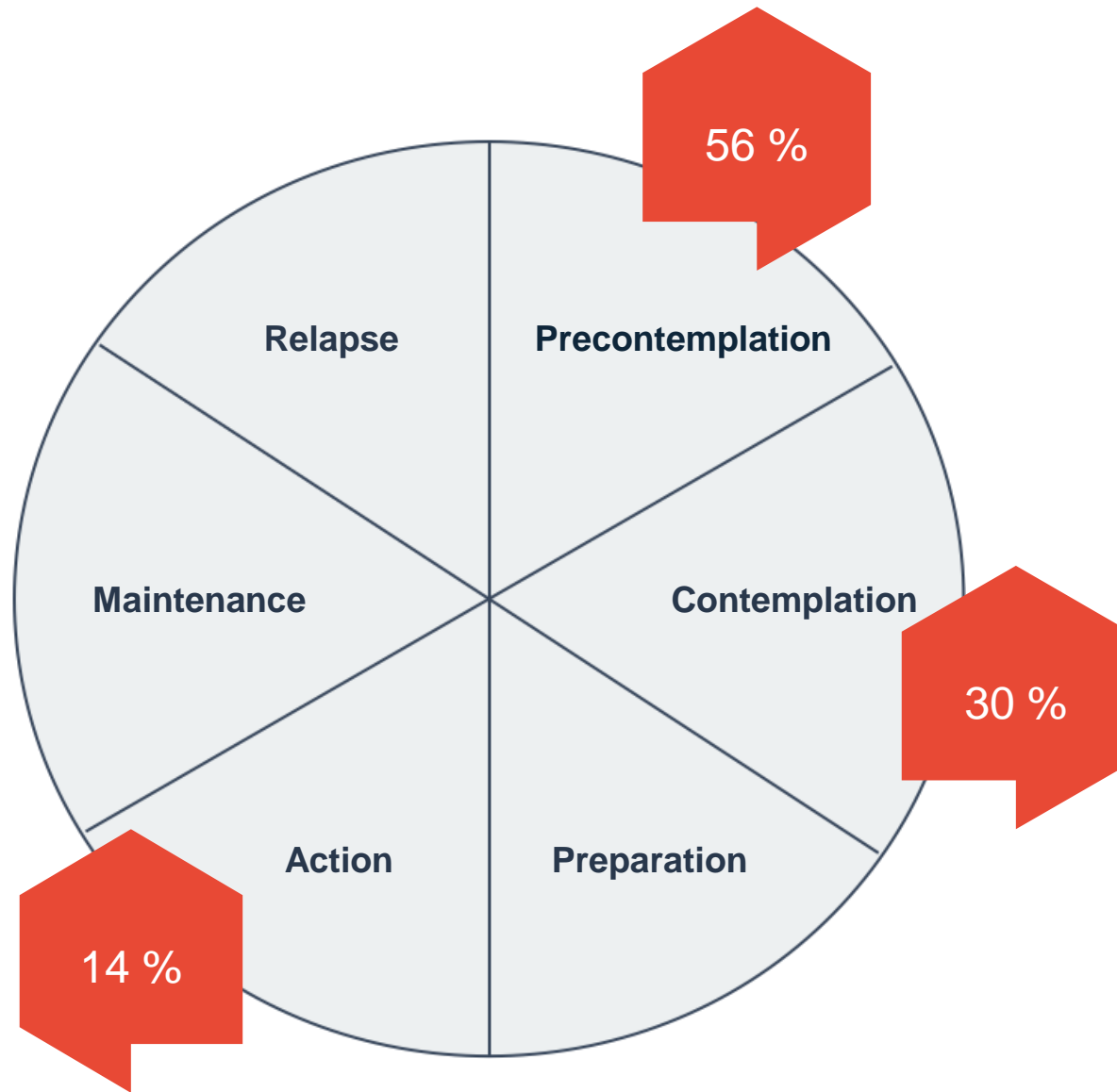
contemplation?

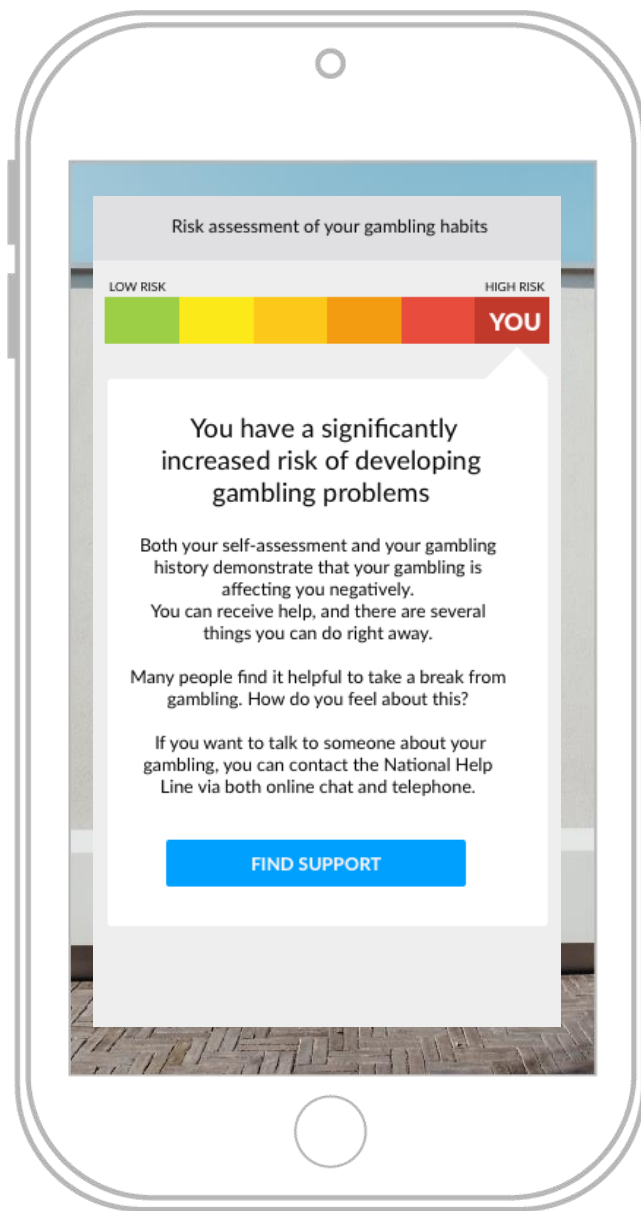
How important is it for you to change your gambling habits?

1	2	3	4	5	6	7	8	9
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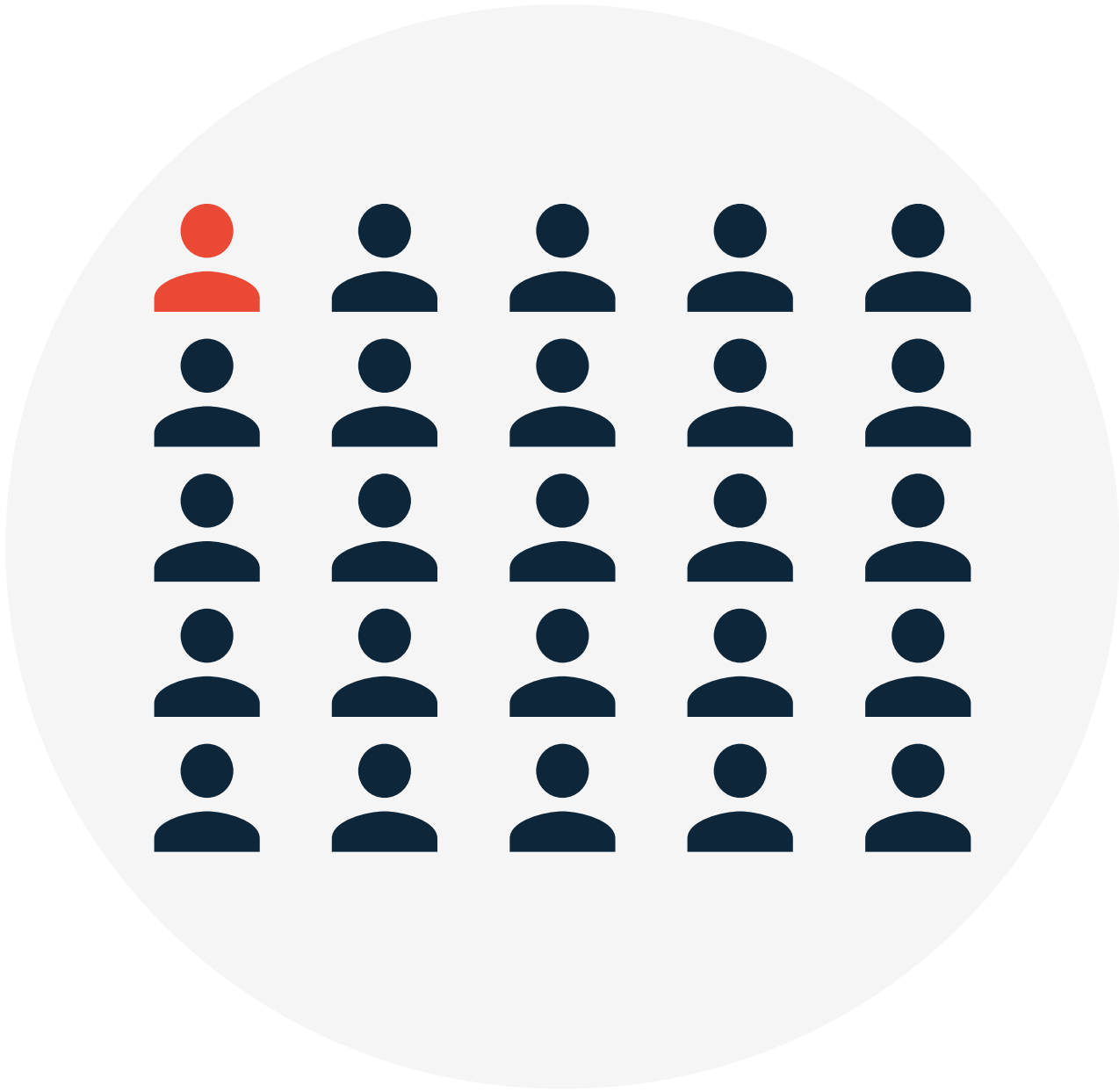
Not important at all

Very important

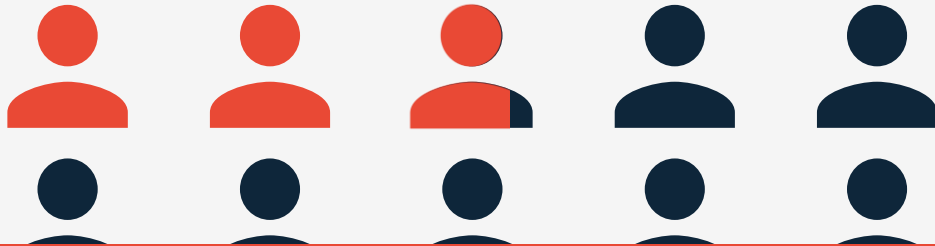




Is the national help-line click-rate affected by the player's "Readiness for change"?



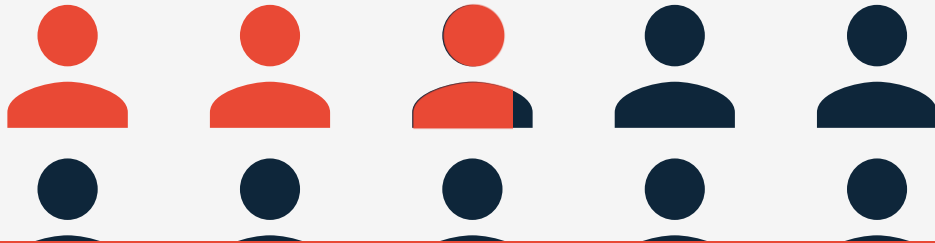
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Is the national help-line click-rate affected by the player's "Readiness for change"?

If motivated: + 2.8x more clicks





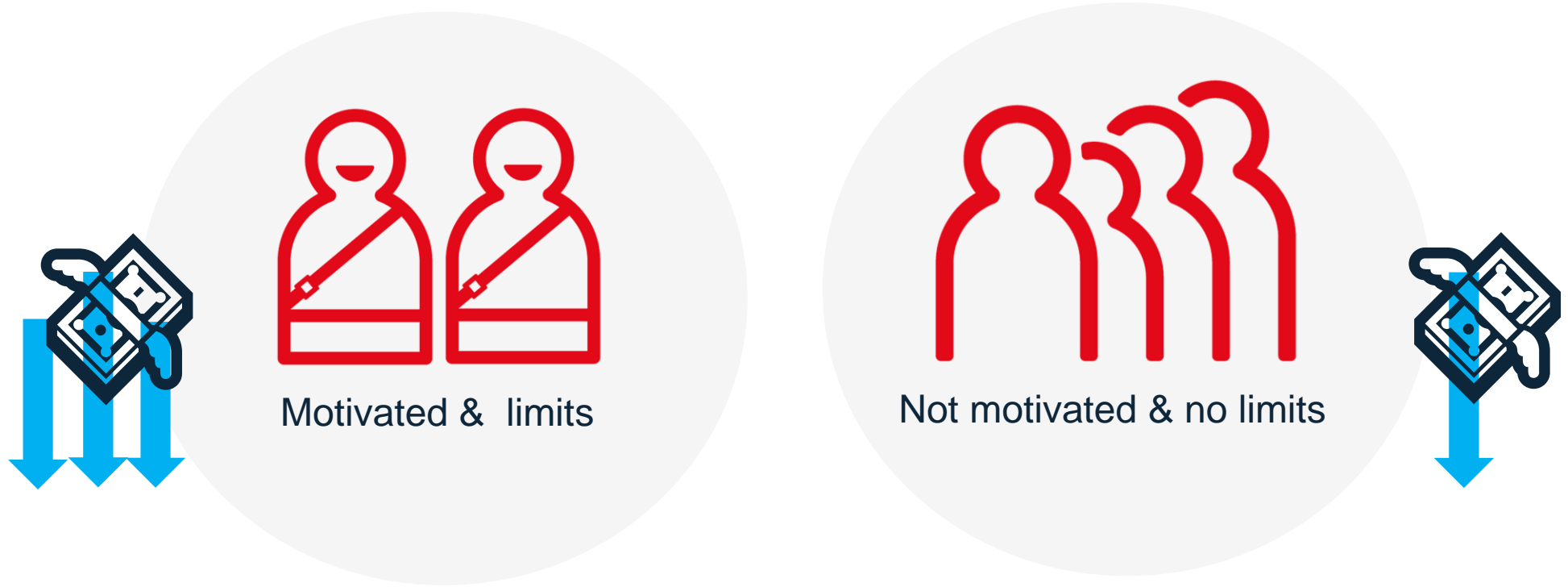
Is the national help-line click-rate affected by the player's "Readiness for change"?

There's a relationship between readiness for change and the interaction with the tool



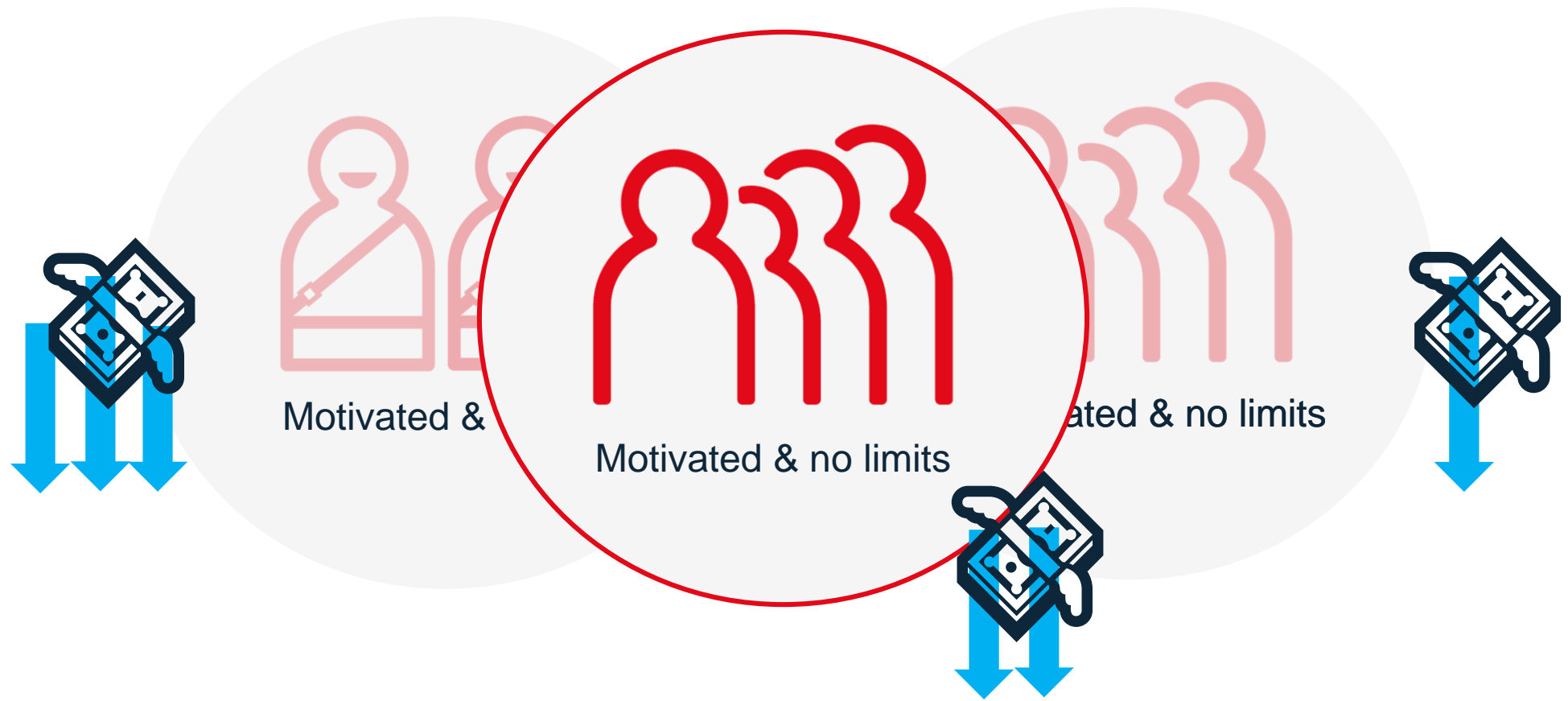


Norsk Tipping



Jonsson, Jakob; Hodgins, David C.; Munck, Ingrid; Carlbring, Per (2019)

Reaching out to big losers: A randomized controlled trial of brief motivational contact providing gambling expenditure feedback



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Why is readiness for change important?

We are able to help motivated players

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Assess the player's level of motivation

A. If motivated – ride the wave!

B. If not motivated – motivate!

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LET'S GET
REALLY
GOOD AT THIS!



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Playscan

Thank you for your attention!

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www.playscan.com