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EUROPEAN ASSOCIATION FOR THE STUDY OF GAMBLING

Youth Gambling via Social Media and other Digital Technologies

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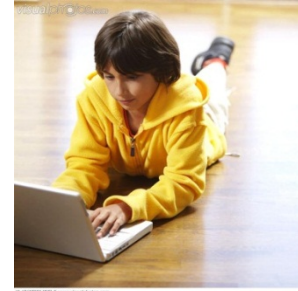
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Outline of Presentation

- Background
 - Young people and electronic media
 - Convergence of gambling and digital media
 - New gambling experiences
 - Implications for adolescent gambling
- Study outline
 - Design
 - Sample
 - Measures
- Main findings
 - Study limitations
 - Implications
- Summary



Source material:

Results of the 2012 South Australia Media Use Study (SAMUS).

King, D. L., Delfabbro, P. H., & Griffiths, M. D. (2010). The convergence of gambling and digital media: Implications for gambling in young people. *Journal of Gambling Studies, 26*, 175-187.

King, D. L., Delfabbro, P. H., Derevensky, J. L. & Griffiths, M. D. (2012). A review of Australian classification practices for commercial video games featuring simulated gambling. *International Gambling Studies, 12*, 231-242.

Digital media & Gambling: Intersecting activities



- It has long been recognised that young people spend a large portion of leisure time on electronic media activities...

AND

- ...many youth can and do access various gambling activities, and report an interest in gambling.
- To what extent, then, are young people involved in *new* forms of gambling – those available via technological channels, including the Internet, social media, smartphones etc.
- Do these activities promote gambling cognition and behavior?

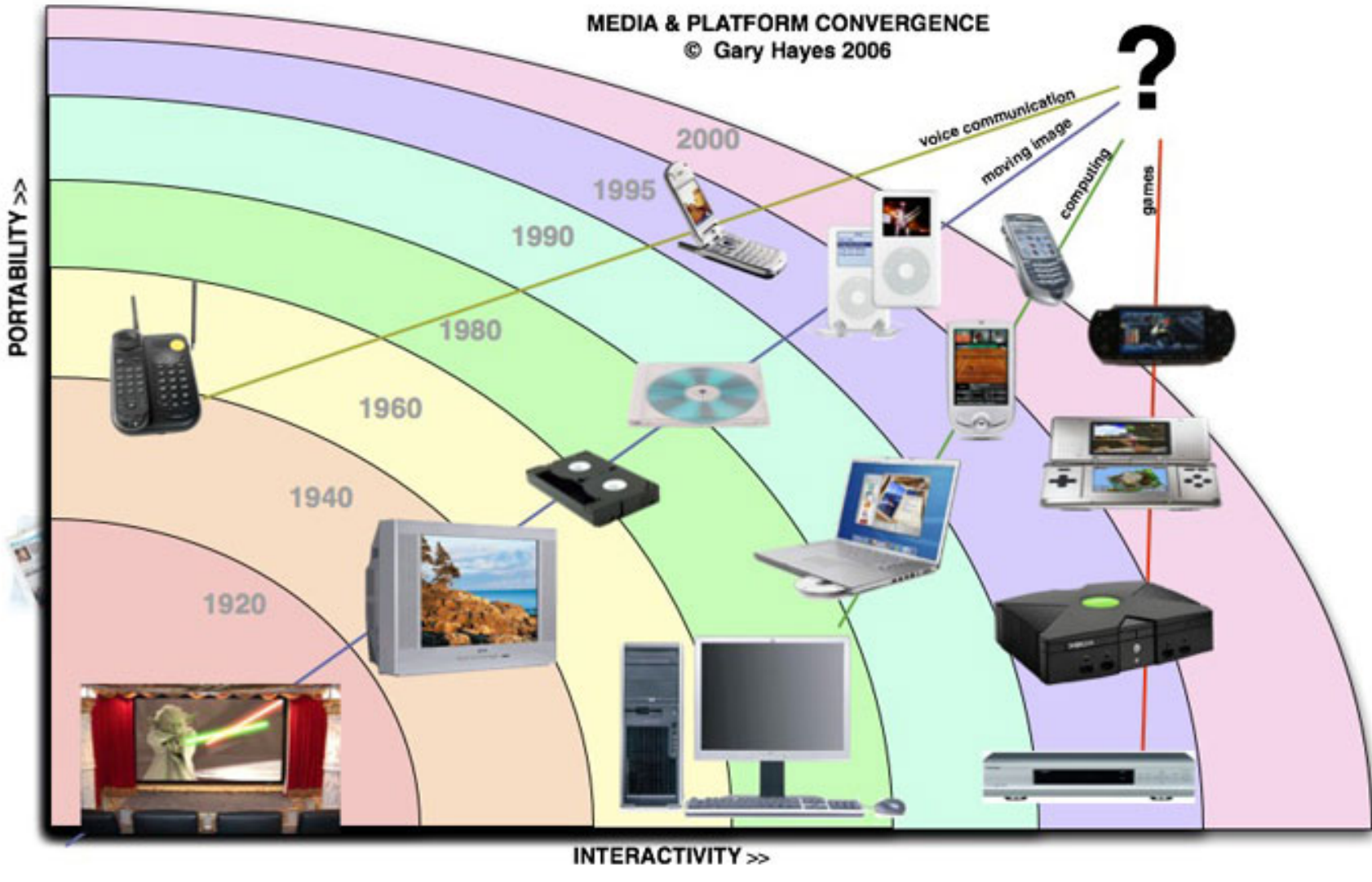
“Convergence”: A definition

Convergence refers to a number of related processes and trends, but relates in general terms to the growing inter-dependence between the channels through which media and its content are provided.

Two contributing factors:

- 1. Advancements in the enabling technology supporting digital forms of gambling, such as broadband accessibility (e.g., 4G network)*
- 2. Provision of new platforms through which individuals can gamble, such as mobile technology, gaming devices, and digital television.*

“Convergence”



Established and emerging digital forms of gambling

- Financial types

- Online gambling sites, virtual casinos
- Smartphone apps
- Interactive television (i-TV)
- Online skill games




- Non-financial types

- “Free play” or demo modes in online casinos
- Social networking site apps
- Smartphone apps
- MMOs (e.g., Runescape)
- Gambling-like content in video games, VG wagering










Social gaming activities

Buy 25 FarmCash?

 **25 FarmCash**
FarmVille by Zynga · Terms Apply

Price: **\$5.00 USD (50 Credits)**

How would you like to pay?

- PayPal 
- New credit card     
- Mobile phone 

[What are Facebook Credits?](#) [Continue](#) [Cancel](#)

facebook

zyngapoker FANS [Like](#)

Wall Info **Play Poker** Photos Boxes Links >>

PLAY NOW



Suggest to Friends

CLICK HERE TO PLAY POKER:
==> <http://zyn.ga/5g>

1 Friend Likes This


Kiren
Jenkins

27,361,128 People Like This



Outcry over 'child-friendly' Facebook gambling app

The first Facebook app to allow players to gamble with real money has provoked an outcry from Christian groups, who charge that its cartoon branding breaches rules designed to protect children.



Senator Nick Xenophon Demands Ban on Facebook Gambling

January 8th 2012

Once again Senator Nick Xenophon was in the headlines this week after approaching Facebook founder Mark Zuckerberg to demand real-money gambling be banned from the social networking site.

As reported in *The Sunday Telegraph*, Senator Xenophon has continued his crusade against online poker by writing to Mr. Zuckerberg to seek clarification of Facebook's place to introduce online gambling.

It is believed that Facebook are looking to launch real-cash games, including online poker, bingo, roulette and online pokies within the next few months. Plans are to use the United Kingdom as a testing ground, before expanding into other regions.



Gambling in MMORPGs

Few different types:

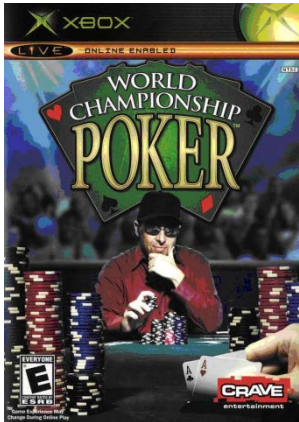
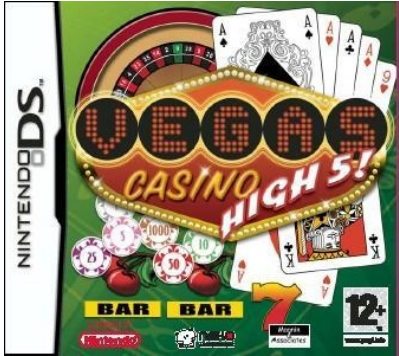
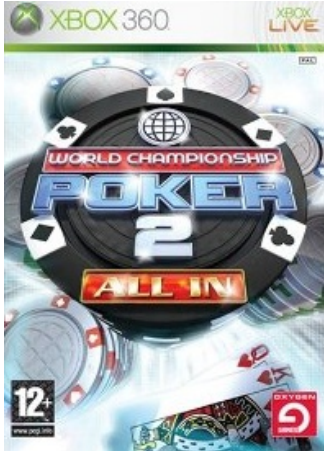
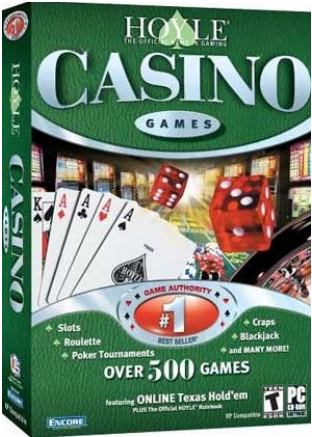
1. Actual casinos, using in-game currency
2. Player-to-player wagering on random events (**banned 5/13**)
3. Chance-based activities with prizes
4. Random loot and auction sales

Recent example:

- “Squeal of Fortune” in *Runescape*
- An optional activity available to all players
- Players spin the wheel to win prizes
- Extra spins may be purchased with \$\$\$
- Prizes include rare in-game items
- Can convert prize to currency
- Other players are notified of “jackpots”



Video-games featuring gambling: Some examples



Classification of simulated gambling in VGs

- Since 2000, over 100 video games featuring gambling simulations have been classified as “family” entertainment:
 - Usually G or PG rated (suitable for 8 years+)
- Online games/apps are not classified
- The interactive nature of gambling is not recognised



Red Dead Redemption



Pokémon



Grand Theft Auto

Video-gaming involving wagering

WIN MONEY PLAYING VIDEO GAMES

- FIFA 13 NOW AVAILABLE
- XBOX 360 & PS3™
- GAMERS IN YOUR SKILL LEVEL
- PLAY WITH FRIENDS
- HEAD TO HEAD CASH CHALLENGES
- 24/7 CUSTOMER SUPPORT



IT PAYS TO HAVE GAME™

\$37,050,384

WON PLAYING ON VG

SIGN UP NOW
JOIN FOR FREE

HOW IT WORKS

3 Easy Steps to Big Money

- 1 **Find a Match**
Join a tournament or challenge members.



- 2 **Play Online**
Go to your gaming console and compete online.



- 3 **Make Cash**
Withdraw your winnings at any time.

\$\$\$

[LEARN MORE](#)



Video-gaming or...gambling?

RESPONSIBLE GAMING

INFORMATION ON HOW TO ENJOY YOUR VIRGIN GAMING MEMBERSHIP RESPONSIBLY, AND HOW TO IDENTIFY WHEN IT'S TIME TO SEEK SOME HELP.



“The Board’s view is that the content of the game, including the banner advertisements has a very mild viewing impact...”

SOMETIMES WE ALL NEED TO PUT DOWN THE CONTROLLER



For most of us, gaming is an entertaining pastime that we can enjoy responsibly, but a small percentage of players may let gaming become the main focus in their life. As a provider of gaming and tournament services, Virgin Gaming is committed to responsible gaming.

PEOPLE WHO MAY NEED TO CONTROL THEIR GAMING AND/OR WAGERING

Most people play within their means, but for some it can spiral out of control. When taking part in real money online gaming activities, keep in mind the following:

Simulated gambling: Implications for youth

- Greater accessibility and familiarity
- Unsupervised gambling
- Earlier age of involvement
- Learn fundamentals of gambling
- Development of non-factual knowledge
- Early 'big win' experiences
- Offers *intense* and *persistent* gambling experiences
- Develop positive expectancies
- Gateway to monetary gambling
- Desensitisation to gambling losses
- Meeting experienced gamblers
- New type of problem gambler?



CONCEPTUAL FRAMEWORK FOR FACTORS INFLUENCING HARMFUL GAMBLING

GAMBLING SPECIFIC FACTORS

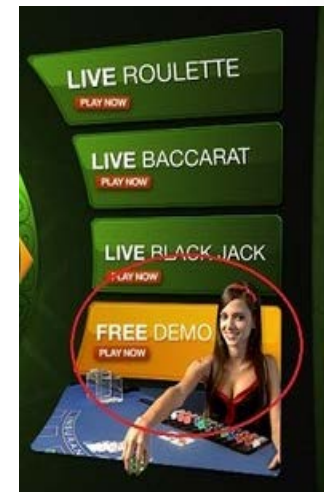
| | | | | | | | |
|----------------------|---------------------------|-------------------------|-----------------------------|-----------------------|----------------------------------|---------------------------------|---------------|
| Gambling Environment | Macro Economics | Micro Economics | Socio-political Environment | Corporate Environment | Culture of Social Responsibility | Availability of Leisure Options | Public Policy |
| Gambling Exposure | Accessibility | Context | Gambling Setting | Adaptation | | | |
| Gambling Types | Event Frequency & Arousal | Skill & Perceived Skill | Sociability | | | | |
| Gambling Resources | Prevention | Harm Reduction | Mutual Help | Treatment | Self-Help | Perceptions of Problem Solving | |

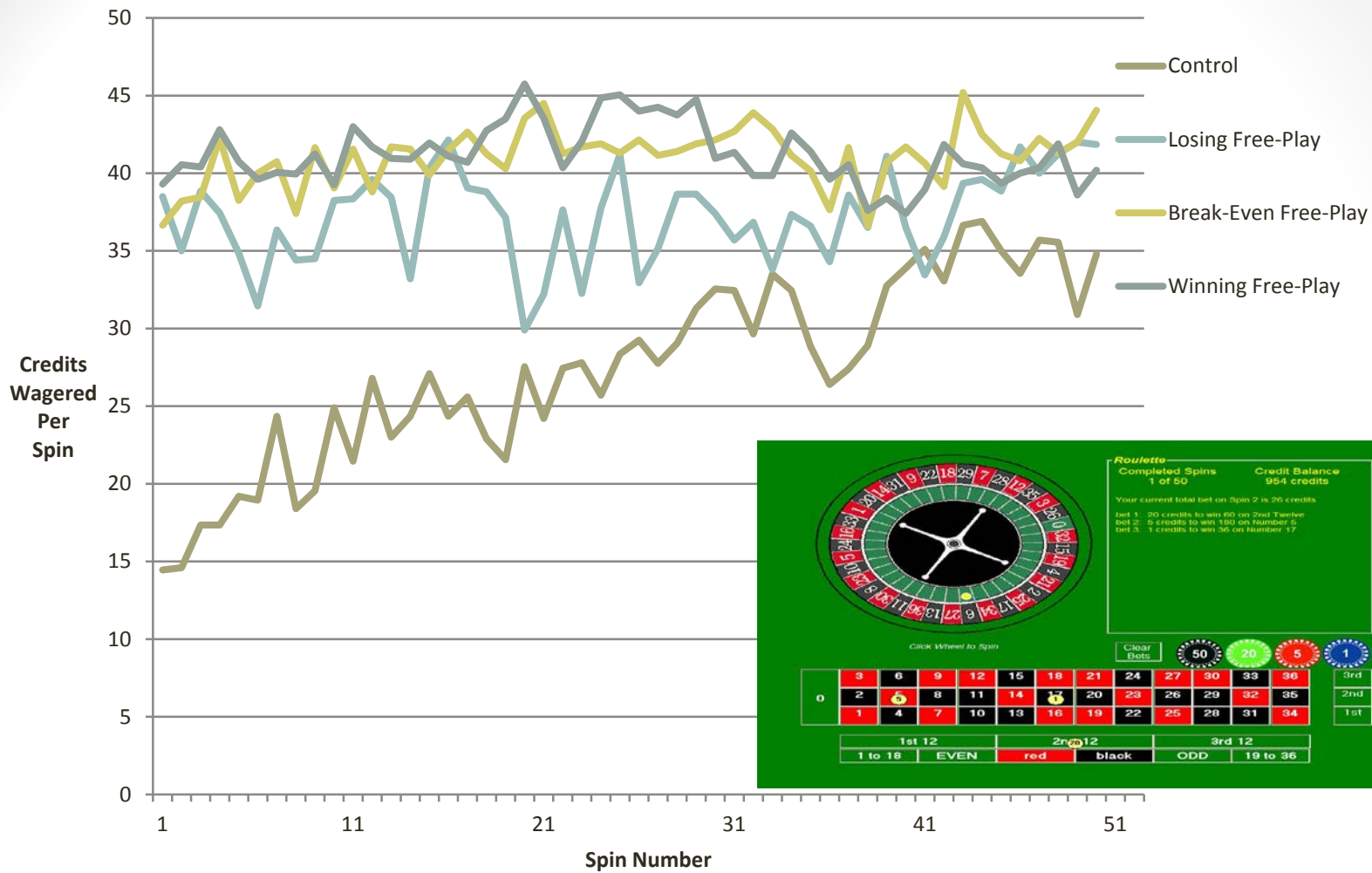
GENERAL FACTORS

| Cultural | Social | Psychological | Biological |
|-----------------------------------|---------------------------|-----------------------------|---------------------|
| Ethnicity and traditions | Social Demographics | Personality & Temperament | Genetic Inheritance |
| Socio-Cultural Attitudes | Education System | Lifespan development | Neurobiology |
| Gambling Sub-cultures | Family & Peer Involvement | Judgement & Decision Making | Sex |
| Religion and other belief systems | Neighbourhood | Coping Styles | |
| Representations and symbolism | Stigmatization | Co-morbid Disorders | |
| Gender | Deviance | Subjective Well-Being | |
| | | Self Perceptions | |
| | | Social Learning | |

Free play modes: Impact on young people

- Bonus e-cash
- Share your gambling with friends
- Inflated returns: > 120% payout (Sevigny et al., 2005)
- Early big wins can have a strong effect on subsequent gambling
- A UK survey (Forrest, McHale and Parke, 2009) found that using free play modes predicts involvement in monetary gambling





- Players given opportunities for free-play sessions bet significantly more per spin and wagered more credits in total than the control group

Are we overstating the risks?

“Practice play can affect the appeal of gambling games by removing some of the mystery and excitement that surrounds previously unobtainable casino type games. By experimenting with simulated casino games young people become accustomed to them and become easily bored.”

Najman et al. (2008)

“It’s really dumb and you spend so much money on it, and they make it really hard for you to win” (Female, 13–14).

“Advertising is making you aware of the winners, not the losers” (Male, 15–16).

“You are going to lose a lot more money than you win” (Female, 17–18).

“A lot of people waste a lot of money and they go bankrupt” (Female, 13–14).

“I’ve seen them so much, they are just there” – McMullen et al. (2012)

South Australian Media Use Study (SAMUS)

Objectives:

- I. To investigate youth participation across a range of simulated gambling activities
- II. To examine the co-occurrence of simulated gambling with monetary gambling and its potential risks for problem gambling
- III. To examine the co-occurrence of problem gambling with problem Internet use and video-gaming

Methodology

- Youth aged 12-18 years
- Recruited from 50 randomly selected secondary schools in SA inner/outer metropolitan area
- 8 schools participated

- Two survey formats:
 - Online (SurveyMonkey)
 - Paper-and-pencil

- Data collected June-August 2012

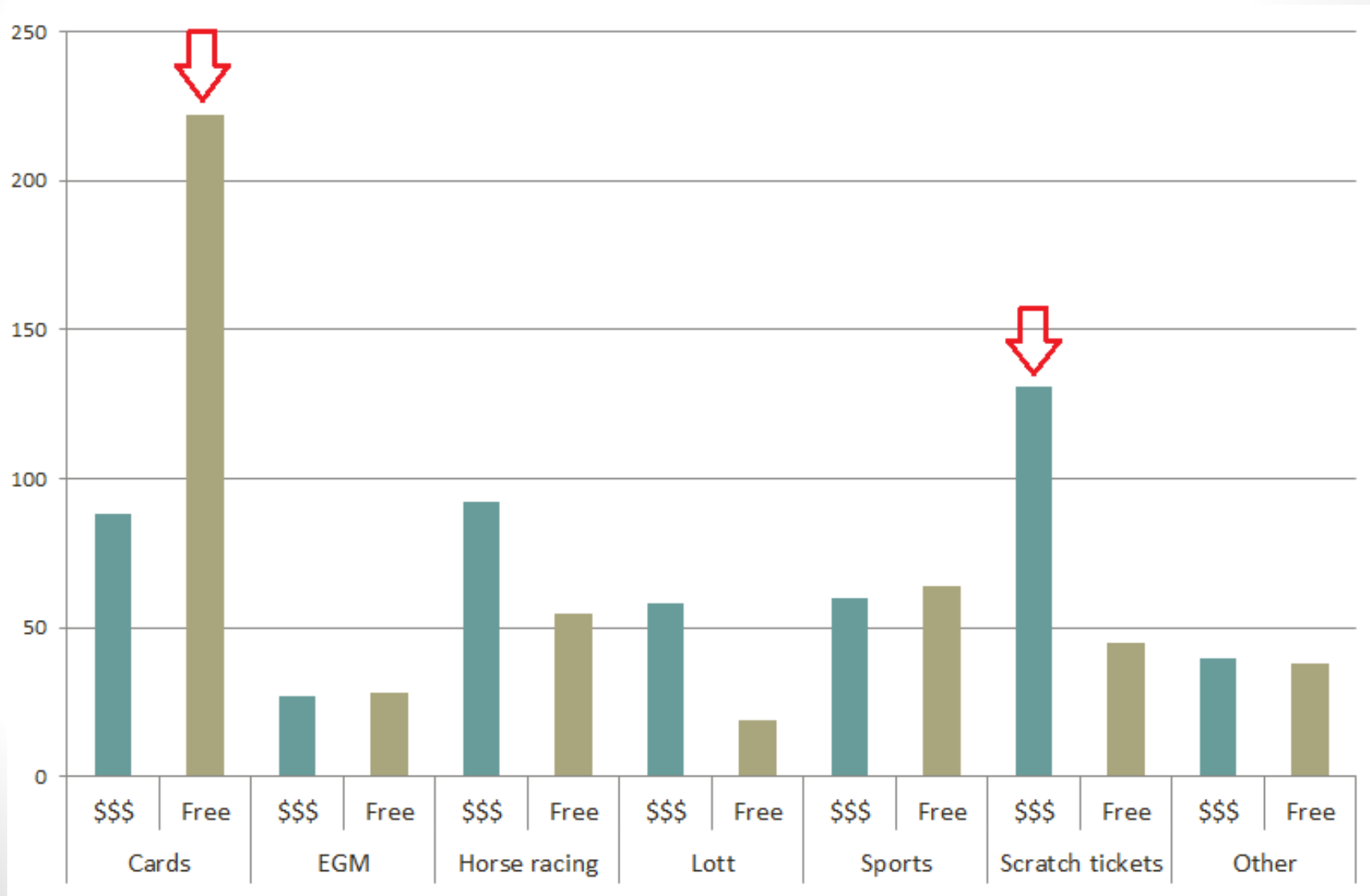
Sample

- N = 1,287
- Mean age: 14.9 (SD=1.5)
- 50% female

- Ownership and/or home accessibility:
 - mobile phone or smartphone (91%)
 - laptop (86%)
 - video-gaming console (78%)
 - personal computer (71%)
 - tablet device (37%)

- 'At-risk' subgroup
 - 304 youth who endorsed at least 1 indicator of problem gambling

Gambling activity in the last 12 months



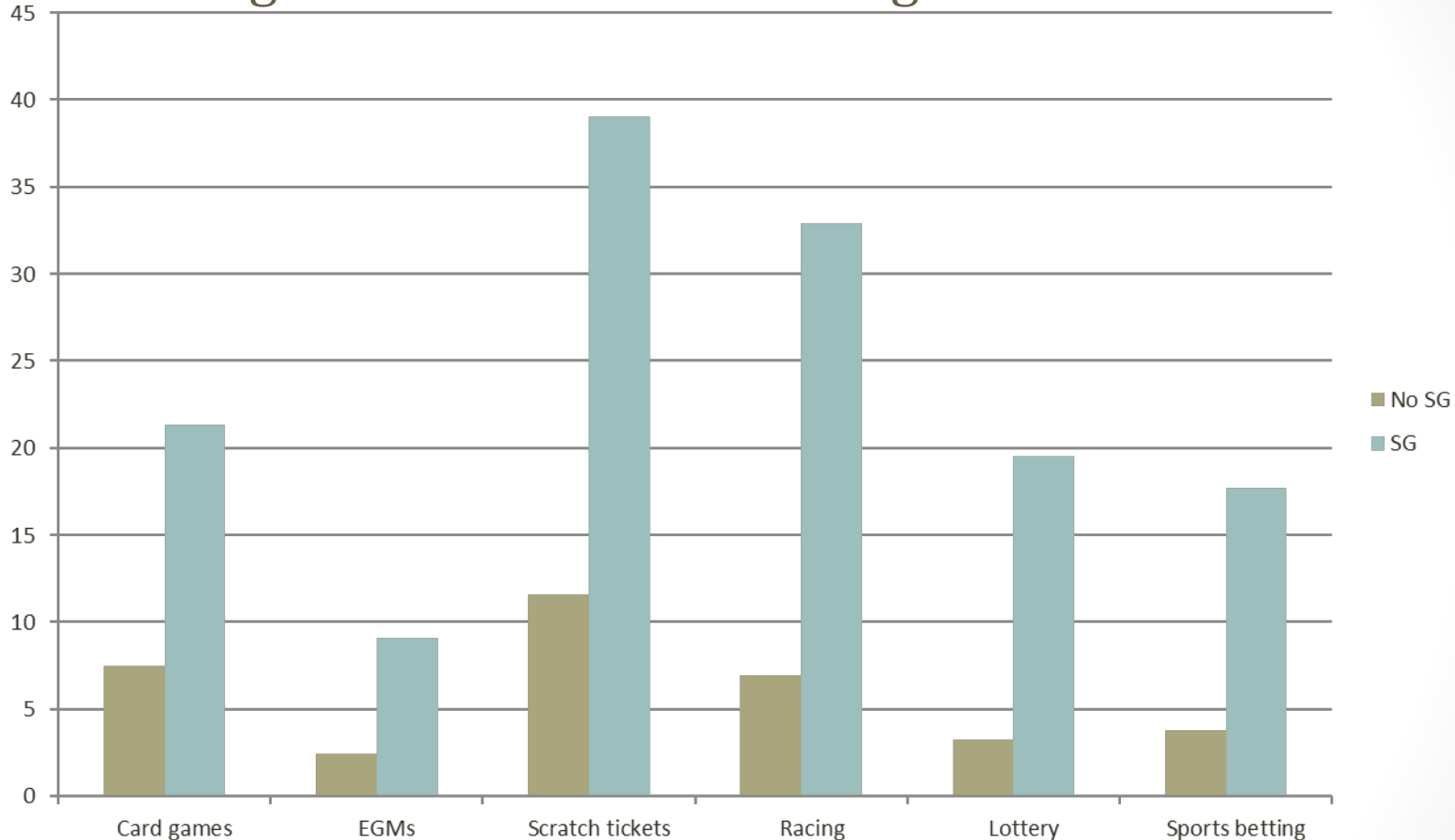
History of simulated gambling

| | N | % | Males (N) | Females (N) |
|---|-----|------|-----------|-------------|
| Have you ever tried... | | | | |
| Gambling with money on the Internet? | 33 | 2.7 | 22 | 11 |
| Gambling using free or trial modes online? | 55 | 4.7 | 36 | 19 |
| Gambling apps on Facebook? | 117 | 9.6 | 84 | 33 |
| Gambling apps on a mobile phone? | 77 | 6.3 | 58 | 19 |
| Video games that feature gambling? | 314 | 25.9 | 250 | 64 |

- 2.7% of youth have tried gambling on the Internet with money
- About 10% had tried social gaming
- Males generally 2x or more likely to engage in simulated gambling

Monetary gambling:

Simulated gamblers vs. Non-simulated gamblers



- Youth who engaged in simulated gambling were over 3 times more likely to report financial gambling

Co-occurring simulated and financial gambling

| | N | % | No Simulated Gambling (N=1,050) | | Simulated Gamblers (N=164) | |
|--------------------------------------|-----|------|---------------------------------|------------|----------------------------|------------|
| | | | n | % of Group | n | % of Group |
| MONETARY GAMBLING¹ | | | | | | |
| Card games | 114 | 9.4 | 79 | 7.5 | 35 | 21.3 |
| EGMs | 40 | 3.3 | 25 | 2.4 | 15 | 9.1 |
| Scratch tickets | 186 | 15.3 | 122 | 11.6 | 64 | 39.0 |
| Racing | 126 | 10.4 | 72 | 6.9 | 54 | 32.9 |
| Lottery | 66 | 5.4 | 34 | 3.2 | 32 | 19.5 |
| Sports betting | 69 | 5.6 | 40 | 3.8 | 29 | 17.7 |
| PATHOLOGICAL GAMBLING | | | | | | |
| Preoccupation/Intention | 245 | 20.2 | 179 | 17.0 | 66 | 40.2 |
| Spent more than intended | 75 | 6.2 | 48 | 4.6 | 27 | 16.5 |
| Withdrawal | 47 | 3.9 | 34 | 3.2 | 13 | 7.9 |
| Gambling to escape | 50 | 4.7 | 29 | 2.8 | 21 | 12.8 |
| Steal to fund gambling | 56 | 4.6 | 37 | 3.5 | 19 | 11.6 |
| Missing school | 44 | 3.6 | 27 | 2.6 | 17 | 10.4 |
| Lies/secretcy | 35 | 2.9 | 20 | 1.9 | 15 | 9.1 |
| Arguments | 42 | 3.5 | 28 | 2.7 | 14 | 8.5 |
| Problem gambling status ² | 12 | 1.0 | 7 | 0.7 | 5 | 3.0 |
| MENTAL HEALTH³ | | | | | | |
| RCADS Anxiety | 228 | 18.8 | 197 | 18.8 | 31 | 18.9 |
| RCADS Depression | 297 | 24.5 | 255 | 24.3 | 42 | 25.6 |

- 40% of youth who engage in simulated gambling report a preoccupation with gambling and future intention to gamble

Strengths and limitations

Strengths

- Large sample for study of this kind
- Representative cross-section of age, gender, locality
- Distinction of monetary vs. non-monetary gambling

Weaknesses

- Cross-sectional design (i.e., a “snapshot” only)
- ↓ validity of self-report
- Actual gambling may be highly unstable
- Lack of information on family context
- Familial and attitudinal gambling factors not assessed



Main findings I

- 13% reported simulated gambling in the last 12 months
 - The most popular type of simulated gambling was online card games (11.9%), followed by electronic gaming machines (3.8%), and sports betting activities (3.2%).
- 31% reported past involvement in at least one simulated gambling activity

6%



9%



25%



Main findings II

- 40% of youth who engaged in non-financial gambling reported feeling “preoccupied” with gambling, or an intention to gamble in the future.
 - Preoccupation...or contemplation?
- At-risk adolescents were 6 times more likely to report a history of simulated gambling via smartphone apps than normal adolescents.
- The strongest predictor of monetary gambling was the number of simulated gambling activities engaged in within the preceding 12-month period.
 - Every unit increase in the number of past simulated gambling activities doubled the odds of at-risk gambling

5 key points

1. Digital gambling activities are not only within the purview of adult gamblers
2. Young people's opportunities for gambling are increasing through the expansion of technology, notably video games and social media
3. Simulated gambling may promote risky styles of gambling under certain conditions, and develop non-factual knowledge of gambling
4. Simulated gambling seems to co-occur with financial gambling activities; is it a supporting activity?
5. Young people with a history of simulated gambling are more likely to report a future intention or *contemplation* to gamble with money

Implications

- Need for further research on simulated gambling in the context of early exposure to gambling
- Critical consideration of simulated gambling content across a range of media activities is warranted
- SG may be a 'selection effect' but there remains a need to better understand how these activities may facilitate gambling
- The wide availability of gambling activities has reduced society's capacity to regulate, monitor, or be aware of the operation of both the suppliers and users of the activities
 - Should simulated gambling activities be regulated?

Further study

- Second study about to launch (June-Sept 2013)
- Parents' gambling practices
- Gambling attitudes and motivations
- Further examination of new gambling types
 - Traditional land-based forms
 - Online gambling
 - Social media
 - Online services
 - Competitive gaming for \$\$\$

Acknowledgements

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EUROPEAN ASSOCIATION FOR THE STUDY OF GAMBLING

Questions?

