

Youth and online gambling

Presented by

Dr Sally Gainsbury

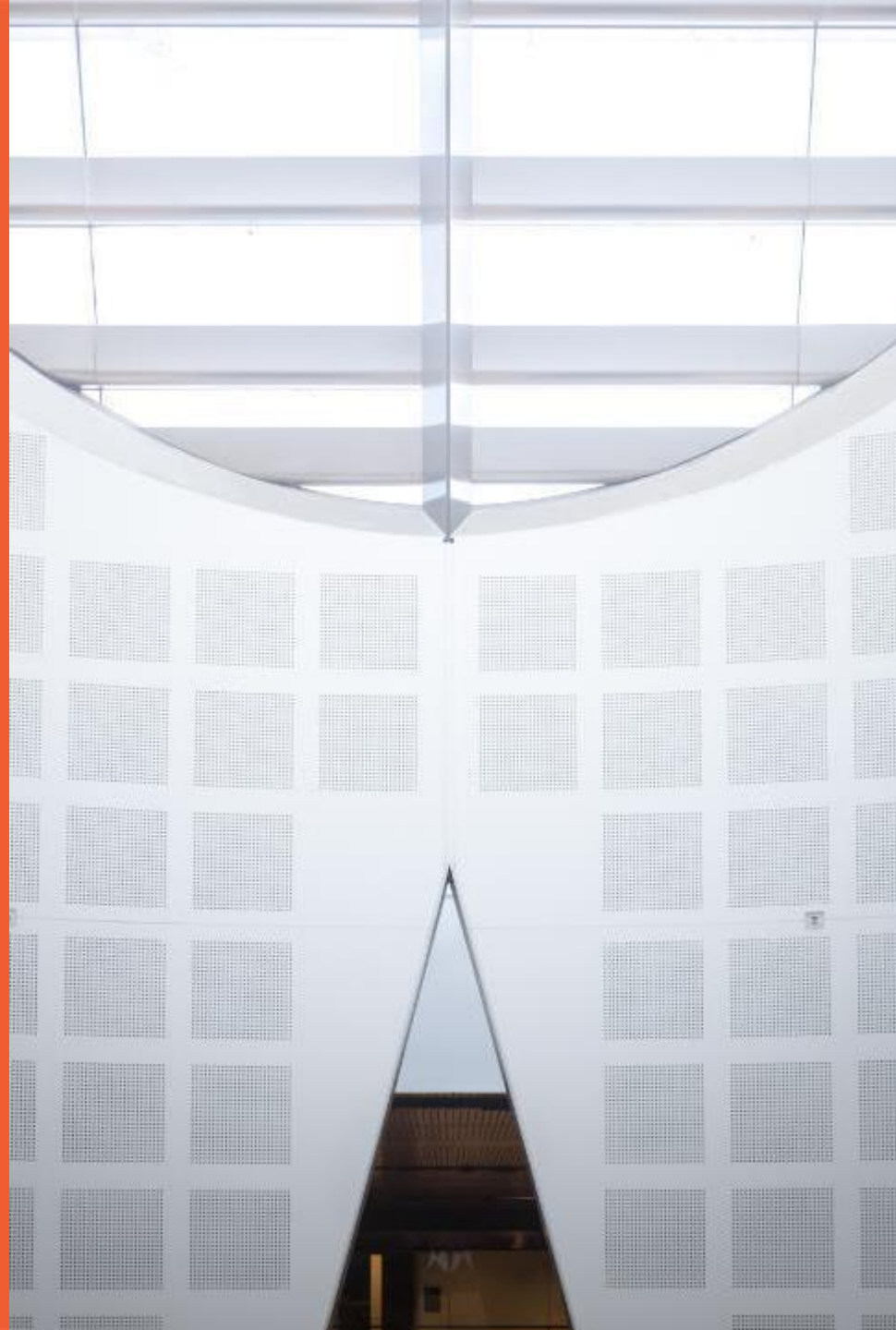
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30 May, 2017

SNSUS Conference
Odense, Denmark



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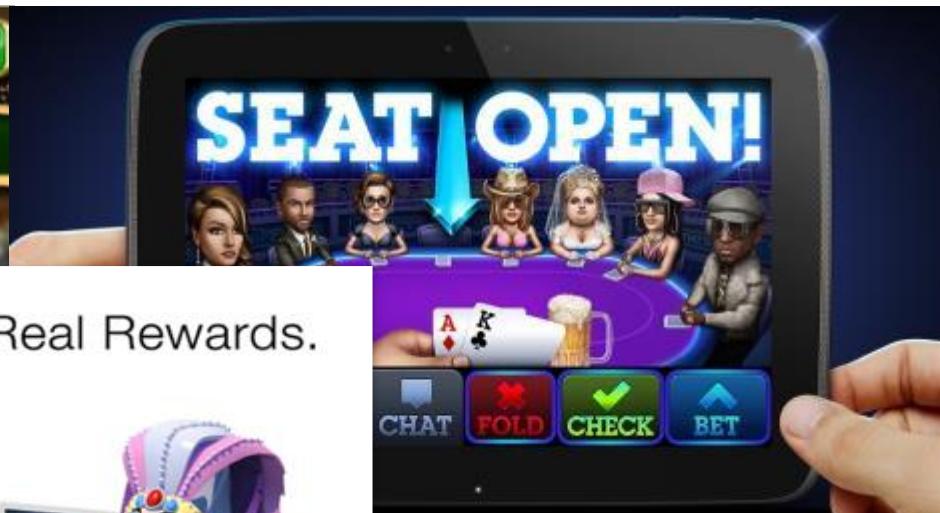
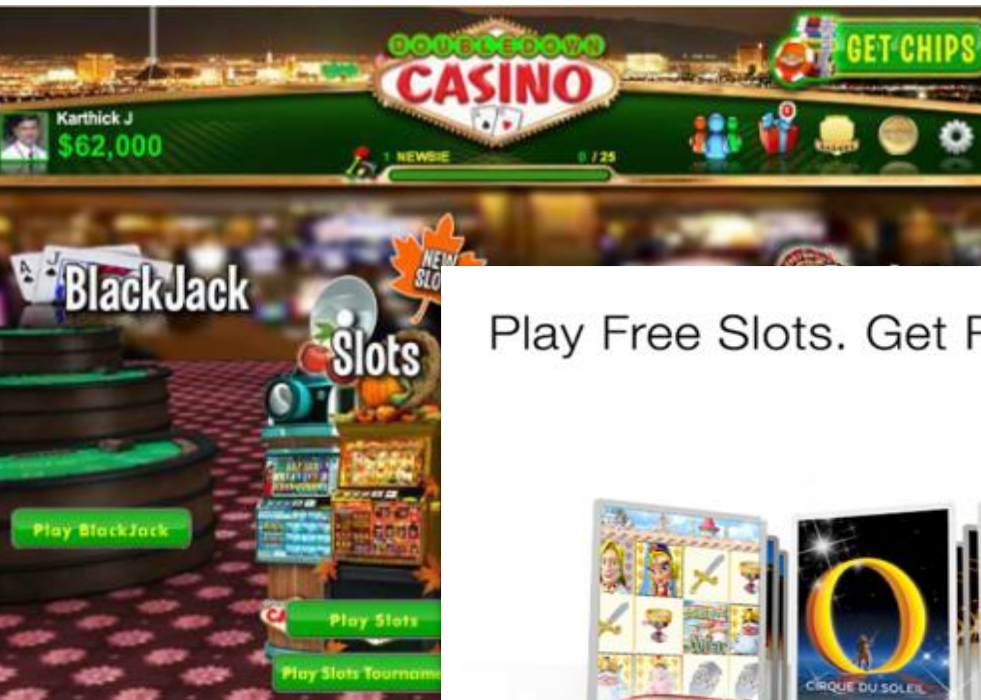
Disclosures

- Travel costs paid by SNSUS conference
- I have worked on research projects that have received funding from gambling industry bodies, government departments, and organisations that are funded indirectly from taxes and/or contributions from the gambling industry.
- I have worked directly as a consultant to provide expertise to guide responsible gambling initiatives for gambling industry bodies, government departments, and organisations that are funded indirectly from taxes and/or contributions from the gambling industry.
- I have accepted funding to cover travel and expenses to attend and present at meetings on topics with the aim of enhancing the provision of responsible gambling strategies.
- Funding received directly and indirectly from: NSW Liquor, and Racing; Australian Institute of Family Studies; Australian Research Council; Australian Department of Social Services; Australian Communication and Media Authority; Department of Broadband Communication & the Digital Economy; UK Responsible Gambling Trust/Gamble Aware; Ian Potter Foundation; **Gambling Research Australia; Victorian Responsible Gambling Foundation**; National Association for Gambling Studies; Responsible Gambling Council; Manitoba Gambling Research Program; Gambling Research Exchange Ontario; Centre for Addiction and Mental Health; European Society for the Study of Gambling; Star Entertainment; Clubs NSW; Sportsbet; Techlink Entertainment; Gaming Technologies Association; Aristocrat Leisure Industry; British Columbia Lottery Corporation; Nova Scotia Provincial Lotteries and Casino Corporation.

Acknowledgments

- Co-authors of research include
 - Dr. Daniel King
 - Dr. Brett Abarbanel
 - Professor Nerilee Hing
 - Dr. Alex Russell
 - Professor Alex Blaszczynski
 - Professor Paul Delfabbro
 - Professor Jeffrey Derevensky
 - Ms. Brittany Keen

Intersection of gambling & gaming



Play Free Slots. Get Real Rewards.



Games with gambling themes & gambling with gaming themes



Gambling with video games



Gambling on games

JOIN RIGHT NOW Username ***** LOGIN Forgotten Password? HELP


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eSPORTS

Betting now available on major tournaments



eSports is now one of the largest sports globally, attracting viewer numbers that are on par with traditional sports such as American football and basketball. It continues to boom in popularity with events like the League of Legends World Championships showcasing the talent of the world's best players.

Luxbet now offers single Head to Head betting on eSports with a maximum stake of \$250, with a view to expand to include more markets, provide multi-betting and live betting options in the near future.

LEAGUE OF LEGENDS

LCK CHAMPIONS SUMMER SERIES - WEEK 4
JUN 12 2015 8:00PM

00 DAYS 04 HOURS 32 MINS 33 SECS

SK TELECOM TI 1.25 000S VS CJ ENTUS 3.75 000S

BET BET

W W W W W W W W W L



Practice games



Gambling with virtual game items



Young people play gambling-themed games

- 1,287 Australian high school students
 - 13% played simulated games last year
 - 32% at least once

- 561 Australian adolescents
 - 23% played social casino games
 - Males
 - Older
 - 22% played practice games from gambling operators

King et al., 2014; Gainsbury et al., 2015

Advertising of gambling games

- Young populations vulnerable to marketing
- Social networks lack effective age gates
- 20 young adults
- 115 social casino game advertisements

Abarbanel, Gainsbury, King, Hing, & Delfabbro (2016)



Characters appeal to youth



200 FREE Coins to the first 3 clickers!

just won 8,700 coins on the Mega Bonus wheel! You can be a winner too! TR-Social Program members get even more Coins!

SLOTOMANIA SLOT MACHINES

Play

Suggested Apps



Slots - myVEGAS Free Las Vegas Casi...

Sponsored · 🌐

\$40,000,000 IN CHIPS given away playing myVEGAS. \$0 given away by competitors. Play now!



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★★★★★

Over 1 million players

Play Game

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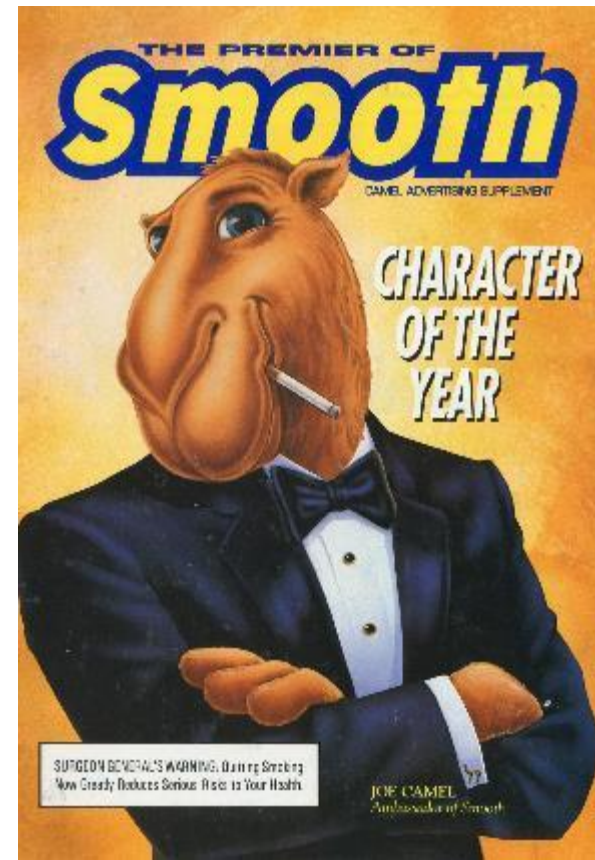
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Content – gambling, sports, popular culture, wealth, leisure, sex

RECOMMENDED GAMES




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Suggested Game

 **DoubleDown Casino - Free Slots**
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Play DoubleDown's Pharaoh's Fortunes with 1M FREE Chips & unearth huge fortunes. Join Now!



PHAROAH'S FORTUNE
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DOUBLE DOWN **PLAY NOW**

Come Play! 1M FREE Chips!
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RECOMMENDED GAMES



Suggested Apps

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Click the Missing Piece and PLAY SLOTS!

Caesars Casino BLAST!
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4.1 likes

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Themes – glamour, winning, normalization, free play

Virtual Betting Game



Live the Billionaire Dream. Bet Big, Win Big and Buy Bling! Play Now.

Play Now · 10,000 people played Betting Billionaire.



rose a level on Slotomania Slot

Machines

1 min · Slotomania Slot Machines · 🗣️



500 FREE Coins to the first 5 clickers!

just went up to level 54 on Slotomania and won 6,000 coins! Spin now to level up and open more games!

SEOTOMANIA SLOT MACHINES

Play

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Suggested App



Wizard of Oz Slots Free Casino

Sponsored · 🗣️

Follow the yellow brick road all the way to the bank in Wizard of Oz Slots!



Claim Your Free Coins!

★★★★★


Available on the App Store

Download

1 Like

Like · Comment · Share


Suggested Apps



Hit it Rich! Casino Slots & Pokies

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If you like slots, you'll love Hit It Rich! Play the hottest slots app of 2015!



Play Hit It Rich Slots!

★★★★★

Cover 1 million players

9 Likes · 8.9K views

Play Game

Treat Yourself to Fun



Why not take a break and treat yourself to a game at DoubleDown Casino?

Play Now · Andres Si [redacted] played DoubleDown Casino Slots & Poker.

Themes – gambling practice & addiction

Suggested App


 **Fresh Deck Poker**
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Practice your poker face and win tournaments. Play today!



Fresh Deck Poker
★★★★★
3 friends play this.

Install Now

 Sharpen your blackjack skills for free. Get the Royal Las Vegas app, and stun your mates the next time you play!



Royal Las Vegas
★★★★★ (iTunes - FREE)

Install

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FREE SLOTS



YOUR NEW ADDICTION! Get \$10,000 FREE Coins & Become our new SLOTS CHAMPION! [PLAY NOW]

 Play Now - 500,000 people played Best Casino Slots Bingo & Poker.

Concerns about gambling-themed games



Inflated payouts

Normalisation

Favourable attitudes

Migration to gambling

Contribute to gambling problems

In-game spending

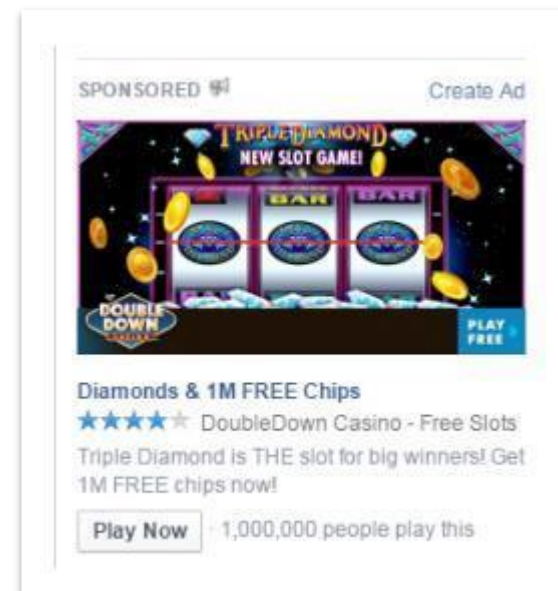
Inflated payouts increase perceptions of winning

- Irrational beliefs
- Perception of skill
- Increased confidence & risk taking
- 33% adolescent SCG users migrated to gambling → greater chance of winning at gambling



Social casino games look similar to gambling sites

- 90% of adolescents felt SCGs look similar to gambling
- Focus on 'winning', 'cash'



Gambling as a game (skill) & social activity

Team Global

Top Teams

1	[Avatar]	[Avatar]	[Avatar]	[Avatar]	[Avatar]	12
2	[Avatar]	[Avatar]	[Avatar]	[Avatar]	[Avatar]	11
3	[Avatar]	[Avatar]	[Avatar]	[Avatar]	[Avatar]	9

Your Team

[Avatar]	lvl 1	[Avatar]	Candice	lvl 7	[Avatar]	Carolyn	lvl 21
----------	-------	----------	---------	-------	----------	---------	--------

[Avatar]	Jordan	lvl 2	10,090	73	83
Bingos			+ 50	-	+ 20
New Totals			10,140	73	103

Finish & Proceed

:53

zynga

13,300

11	19	43	50	69
7	30	34	57	74
14		44	53	61
15		35	59	63

SPIN

Level 13 XP 20730/21340

Back 0

24105

3595

Ace's Casino

HOME

Noel 46290xp Level 17

Gregory 117678xp Level 21

Derek 122293xp Level 24

Susan 155272xp Level 26

Ace 484880xp Level 31

Add Neighbour

Add Neighbour

Level 2 janet20

3700

84

33

9

SHOP

Daily Bonus 23h 55m

Bingos Won

Top Charts

Today

You

23566 janet20 0 Bingos

Top Users

1	Darcy823	1102 Bingos
2	ba-BOOM!	801 Bingos
3	Player1704546	798 Bingos
4	konorman	701 Bingos

Who's on your Top Chart?

There is a link between gambling games & gambling

- Youth who play gambling games also gamble
 - And more likely to experience problems

Survey of 561 Australian adolescents

- 51% were interested in real money gambling on their favourite games
- 28% games → increased gambling
 - Males
 - Wanted to win money
- Of those at-risk for gambling problems
 - 29% games contributed to gambling problems

Payments may indicate migration

Payments

- Normalise spending
- Increase similarity with gambling
- Increase salience of rewards
- 2/3 paying adolescent SCG gambled as a result of SCG (vs. 1.3% non payers)



Impact of social casino games on gambling varies

Why pay
when I can
play for free?

Why play for
free when I can
win real money?



Actions needed to protect game users

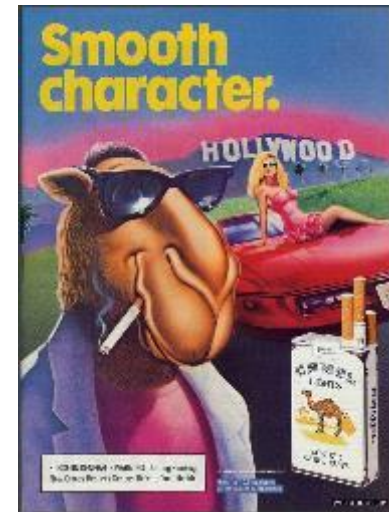
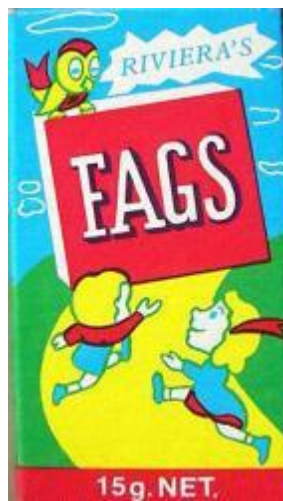
- Limits on gambling content for children & adolescents
 - Limit in-game purchasing
- Warnings
 - Games are not gambling
- Public education
 - Parents



GAMBLING IS NO
GAME



Lessons from history



Thank you

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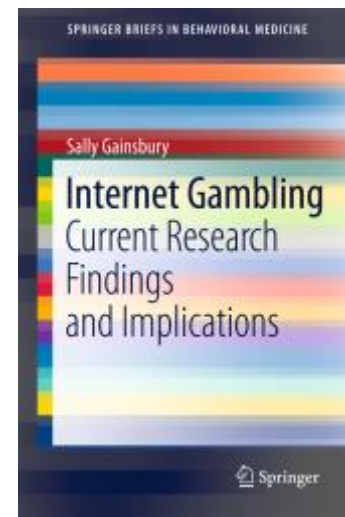
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