

**GAMEOLOGY - WHAT YOU NEED TO KNOW ABOUT GAMBLING
CHARACTERISTICS**

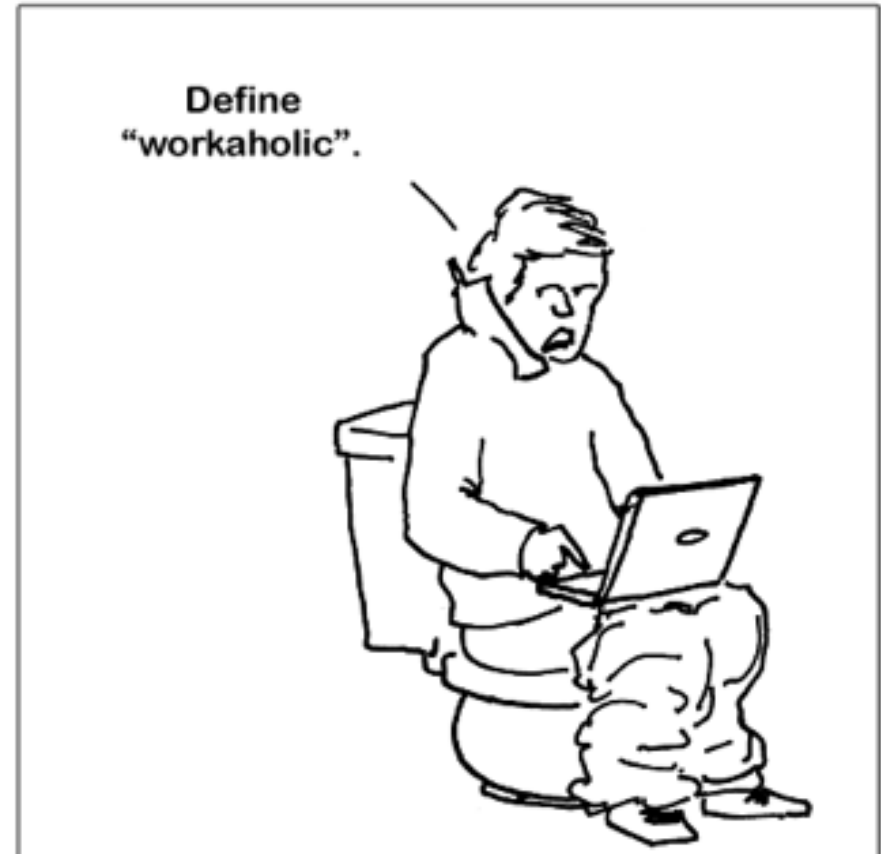
Dr Mark Griffiths
Professor of Gambling Studies

International Gaming Research Unit
Psychology Division, Nottingham Trent University
United Kingdom

mark.griffiths@ntu.ac.uk

ADDICTION IS COMPLEX

- *"Certain individuals use certain substances and behaviours in certain ways, thought at certain times to be unacceptable by certain other individuals for reasons both certain and uncertain"*



PROBLEM VS. PATHOLOGICAL GAMBLING

- Gambling behaviour lies on a continuum therefore there is no natural border between problem and pathological gambling
- For me, problem gambling is simply anyone that feels they have a problem with their gambling because it causes financial, occupational, and/or social detriments to their day-to-day life
- Pathological gambling implicitly assumes that gambling is causing major disruption in the lives of those affected but is essentially defined operationally in relation to how many criteria the person scores on specific diagnostic tests

WHERE DOES RESPONSIBILITY LIE?
(Griffiths & Delfabbro, 2001)

**Gambling
Behaviour**

INDIVIDUAL CHARACTERISTICS

(Griffiths, 2006)

**Individual
Characteristics**

SITUATIONAL CHARACTERISTICS (Macro) (Griffiths, 1993; Griffiths & Parke, 2003)

**Situational
Characteristics**

ADVERTISING AND MARKETING

- It is perfectly acceptable for gambling companies to market and advertise its products
- However, such promotion should be done in a socially responsible way
- In the long run, social responsibility is good for repeat business and long-term profits



Bingo FRIENDZY

*World's First Real Cash Games
on Facebook*



GET READY FOR SOME **HOT** ACTION!

Turning the online poker
a very different kind of e
rank Poker is here to offer the poker player



double
five.

zed

SEXY CASINO



A man with dark hair, wearing a green long-sleeved shirt, is sitting in a brown armchair. He has a baby on his chest, and the baby is wrapped in a white blanket. The man has a serious, thoughtful expression on his face. To the left of the man is a lamp with a glowing yellow shade. The background is dark and textured.

*Where
have all
the Women
gone?*

paddypowerbingo.com



Let's make things more interesting.

Mortgage?

What mortgage?

Now two chances to win £100K*

Match 3 balls
win **£20**

Match 4 balls
win **£250**

Match 5 balls
win **£100,000**

**Share the love
But no shared prizes!**



Over £44 million given away in prizes.

Buy from your usual Health Lottery retailer, or buy online at www.healthlottery.co.uk

*Prizes paid by 50 weeks. Taxes and add-ons. Subject to availability. Odds. The actual odds of winning and depending on the number of entries. Prizes from other categories, previous or future draws, are limited conditions. The Health Lottery is a registered charity.

gamble www.gamble.co.uk

TESCO

M
MORRISON'S

The Co-operative

ASDA

Woolworths Local

Marlans
M Co's

W B Smith

The Health Lottery scheme manages 51 society lotteries that operate in rotation and each represents a different geographical region of Great Britain. For more details on which society lottery is running each week please visit healthlottery.co.uk or ask your Health Lottery retailer.



YOU CAN'T MAKE MONEY BEING SHORT?

paddypowertrader.com

FINANCIAL SPREAD BETTING

Financial spread betting is regulated and authorised under the Financial Markets Act 2001, a division of the London Stock Exchange. Paddy Power is a registered member of the Financial Markets Authority (FMA), a division of the London Stock Exchange. Paddy Power is a registered member of the Financial Markets Authority (FMA), a division of the London Stock Exchange. Paddy Power is a registered member of the Financial Markets Authority (FMA), a division of the London Stock Exchange. Paddy Power is a registered member of the Financial Markets Authority (FMA), a division of the London Stock Exchange.



Partout,
pour tous,
Partouche



> Télécharger

> Copier
à un ami

> Ajouter
à mon blog

BONUSES AND SOCIAL RESPONSIBILITY

- Many promotions include welcome bonuses, initial deposit bonuses, retention bonuses, re-activation of account bonuses and VIP bonuses.
- In gambling, there is a fine line between customer enhancement and customer exploitation in gaining new clientele and repeat patronage
- There is a distinction between two fundamentally different forms of bonuses – the ‘general bonus’ and the ‘proportional bonus’.
- Could be argued that general bonuses, which target potential adult online gamblers irrespective of play frequency and/or type, are acceptable within online gaming environments that have a good social responsibility infrastructure

SITUATIONAL CHARACTERISTICS (Micro)
(Griffiths, 1993; Griffiths & Parke, 2003)

**Situational
Characteristics**

STRUCTURAL CHARACTERISTICS

(Griffiths, 1993; Parke & Griffiths, 2006; 2007)

**Structural
Characteristics**

NEAR MISSES IN SLOT MACHINES



NEAR MISSES IN SLOT MACHINES

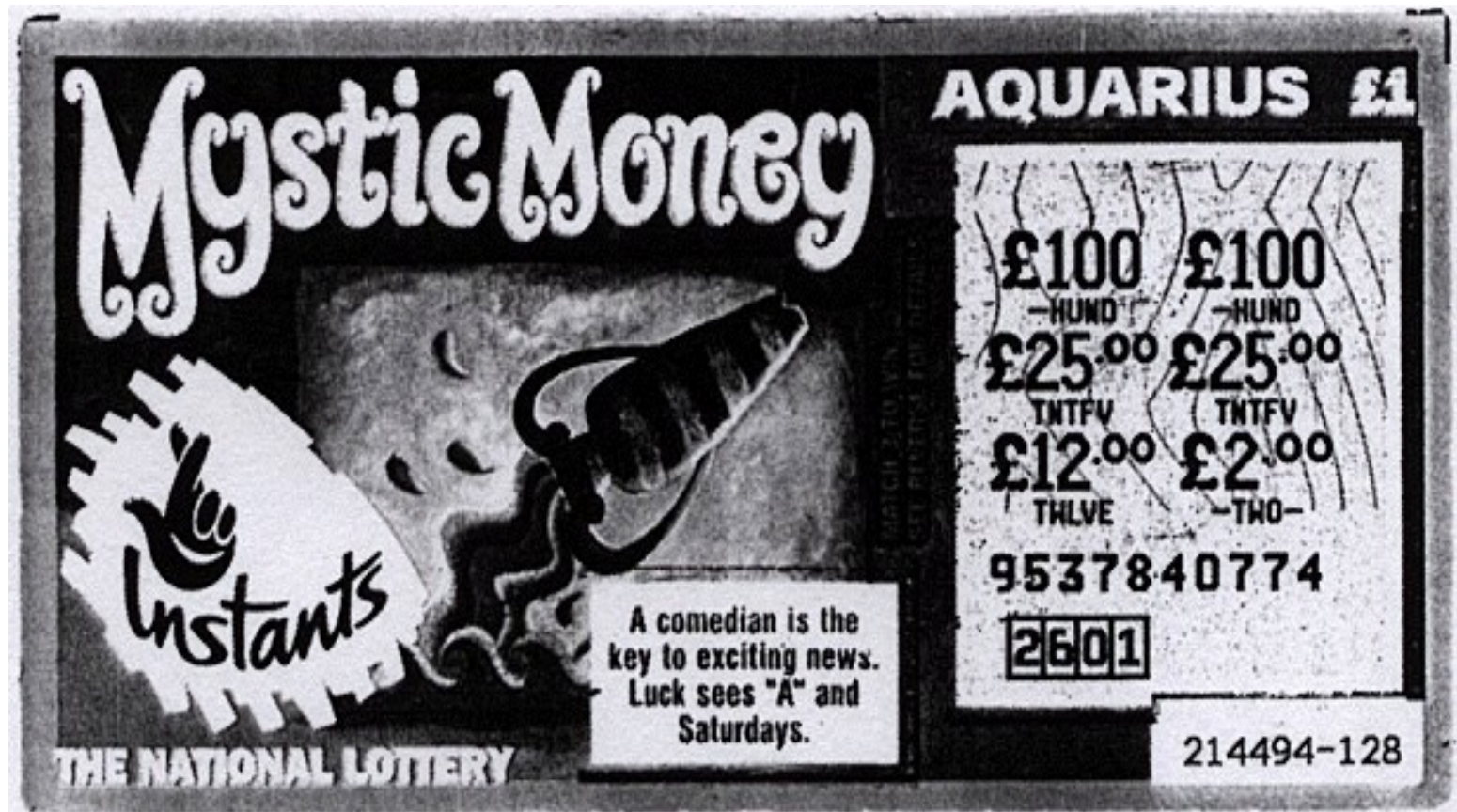


NEAR MISSES IN SCRATCHCARDS

"Paper fruit machines"



NEAR MISSES IN SCRATCHCARDS



NEAR MISSES IN SCRATCHCARDS "Heart-stoppers"



NEAR MISSES IN LOTTERIES

16

FAMILIARITY IN SLOT MACHINES





FAMILIARITY IN SCRATCHCARDS



STRUCTURAL CHARACTERISTICS

(Griffiths, 1993; Parke & Griffiths, 2006; 2007)

**Structural
Characteristics**

WHAT DO WE KNOW ABOUT THESE CHARACTERISTICS?

- Delphi method used to input into the tool
- *Advisory team:*
- **External team:** Dr Alex Blaszczynski, Dr Henry Lesieur, Dr Robert Ladouceur, Dr Jeffrey Derevensky, Dr Gerhard Meyer
- **Internal team:** Dr Jonathan Parke, Dr Mark Griffiths, Dr Richard Wood



GAM-GaRD CHARACTERISTICS

Event frequency

**Multi-game/stake
opportunities**

Stake size

Prize-back percentage

Jackpot size

Near win opportunities

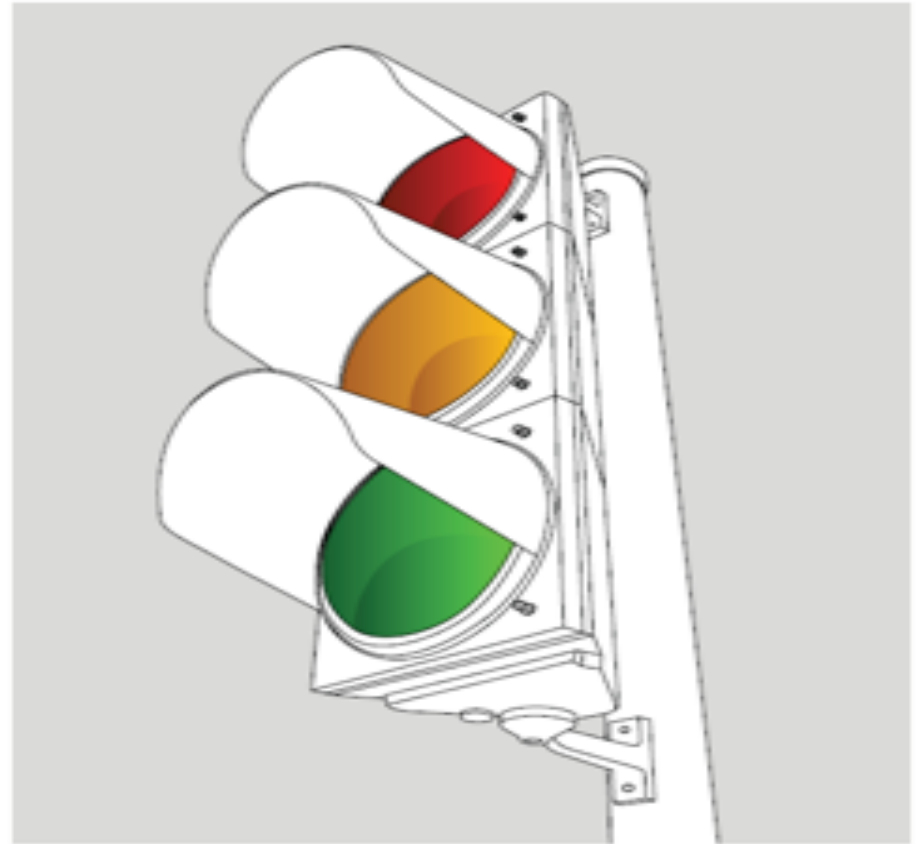
Continuity

Accessibility

Currency/Ease of pay

Illusion of control elements

**“GAM-Gard provides each
game tested with a total score,
like a traffic-light rating.”**



CONCLUSIONS

- All gambling addicts are problem gamblers but not all problem gamblers are gambling addicts
- Gambling addiction does not just reside within the individual - situational and structural characteristics can play a role
- Gambling advertising and marketing can be ethical

Snapshots at jasonlove.com



"Betcha I recover before you do."

THANK YOU FOR LISTENING!

