

"Your Playing has Changed": Communicating Increased Risk in Responsible Gambling

Carly Grace Allen
Senior UX Designer and Ph.D. Candidate
Norsk Tipping



Norsk Tipping



Norsk Tipping

State-owned

2.3 million players

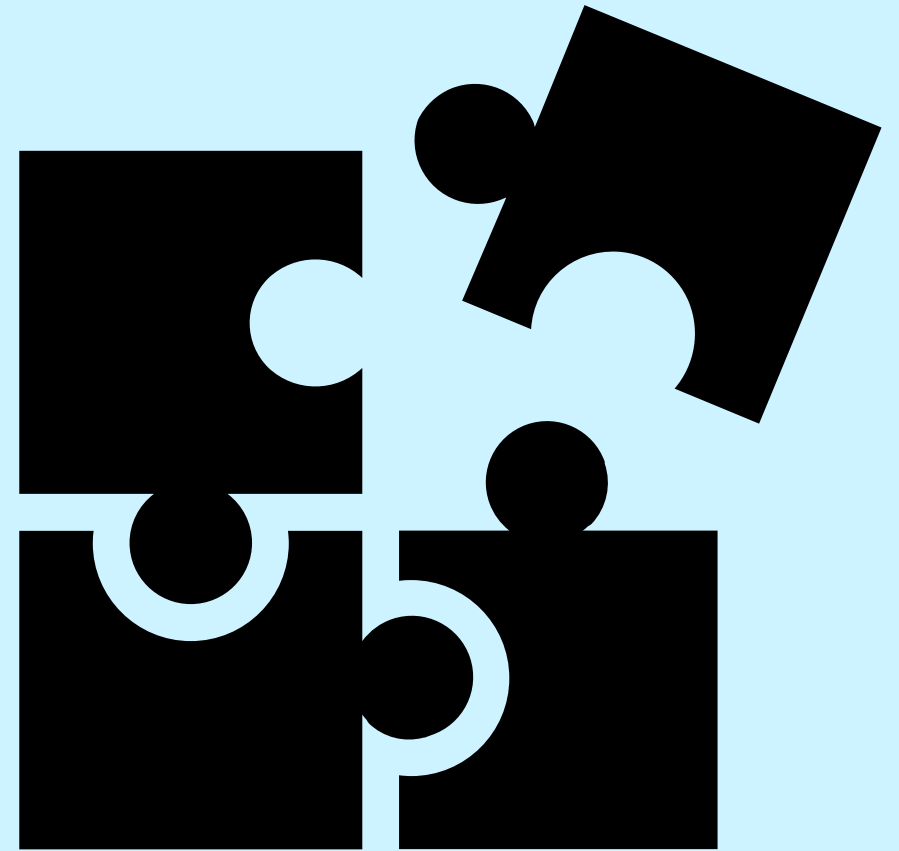
*State mandate to offer
attractive games in a safer
manner*

High trust in Norway



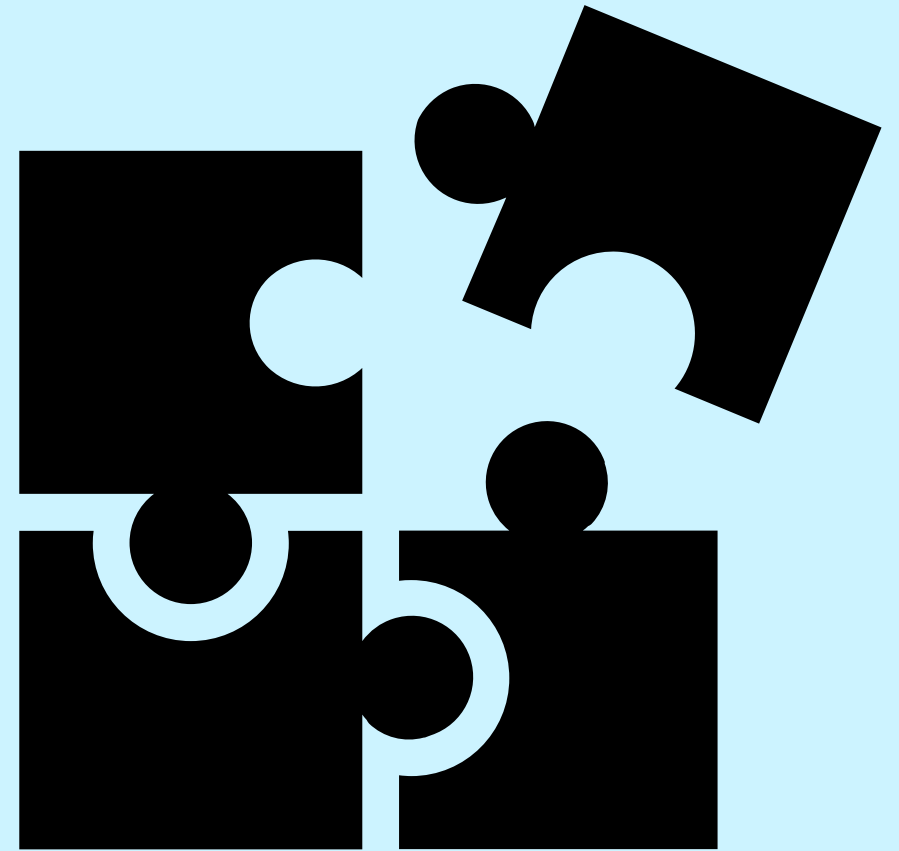
Risk communication

- Look at and track player behavior
- Evaluate risk for gambling problems
- Often communicate "in the moment"
- Often high(er) risk players and/or games



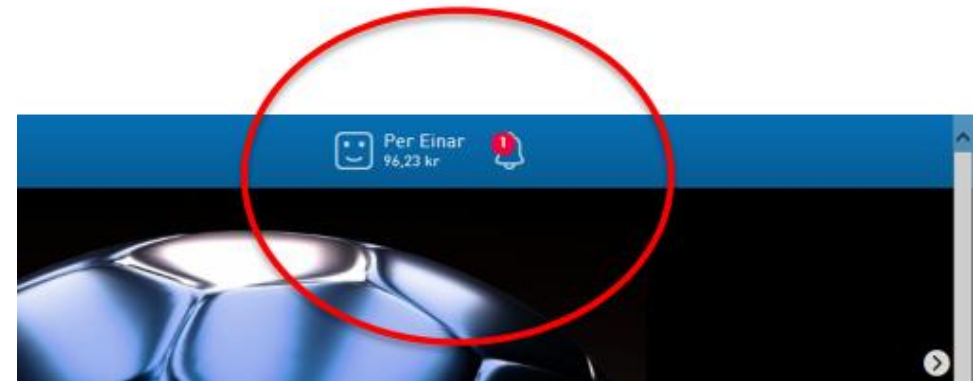
Risk communication

- How do we communicate risk and change in player behavior?
- Can we get players who have had a recent increase in risk in an online gambling setting to use safer gambling tools?



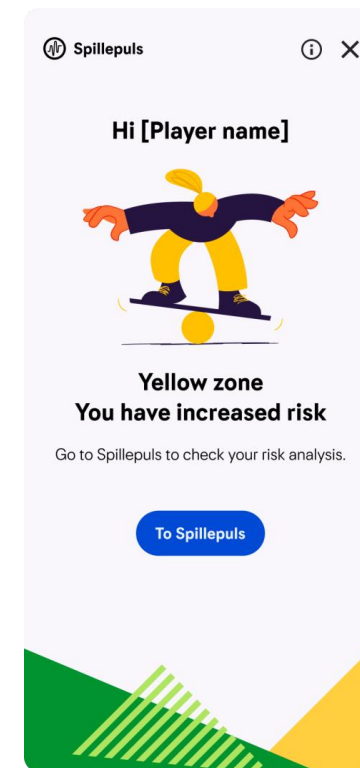
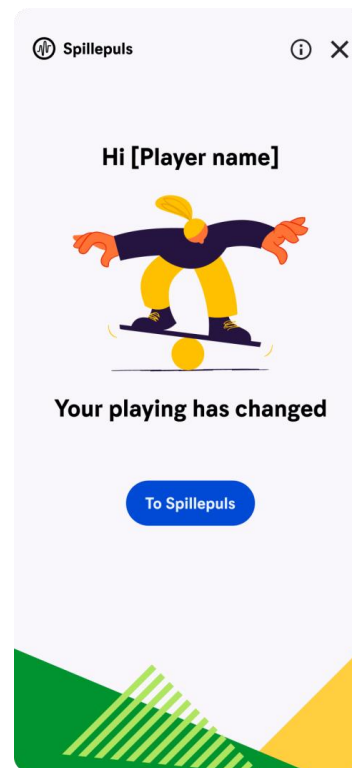
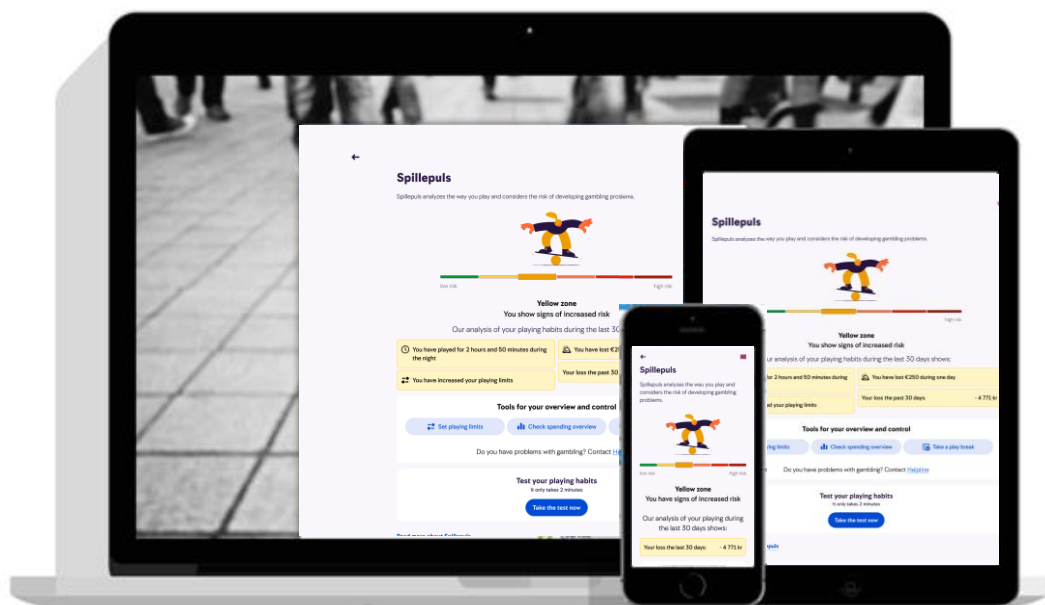


From Playscan...





... to Spillepuls



Experiment

November 1, 2024 - January 12, 2025

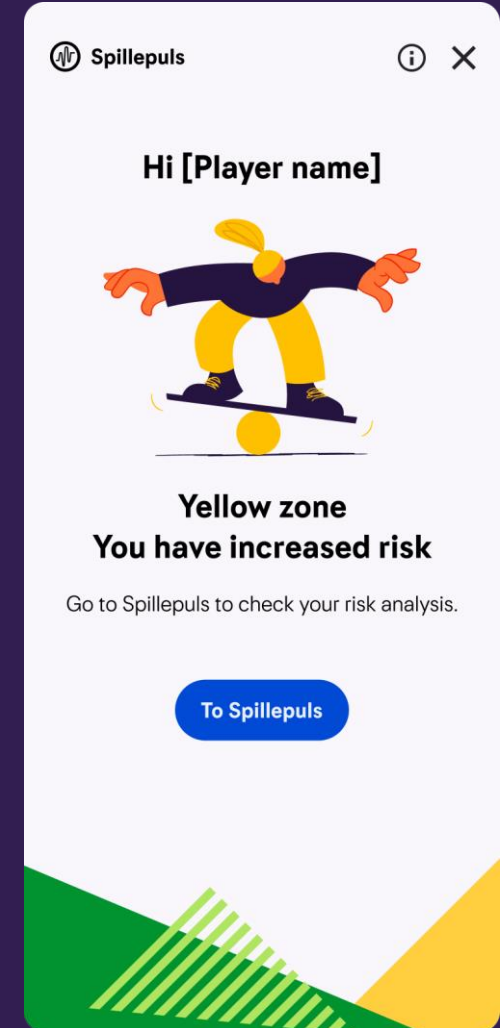
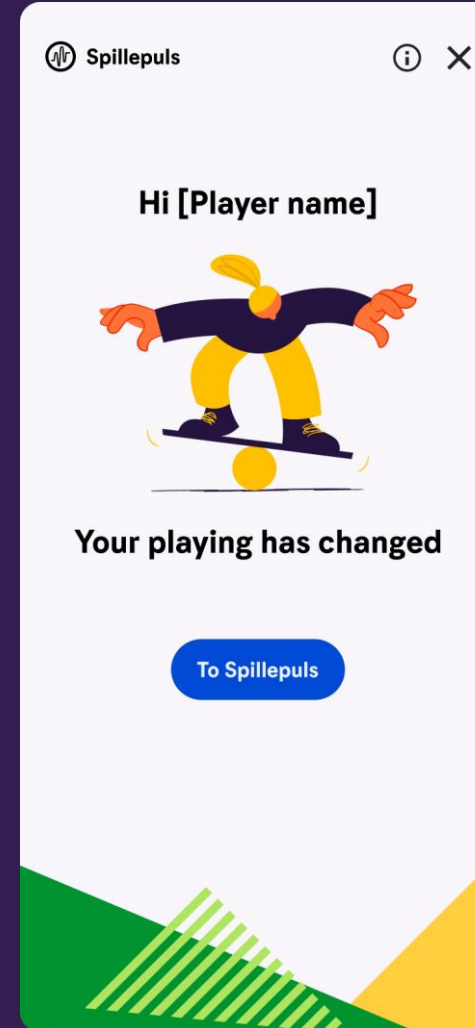
Generated weekly

Active for 1 week

Randomized-control trial

Increase visibility, understanding, and access to tools

115,077 players received a message



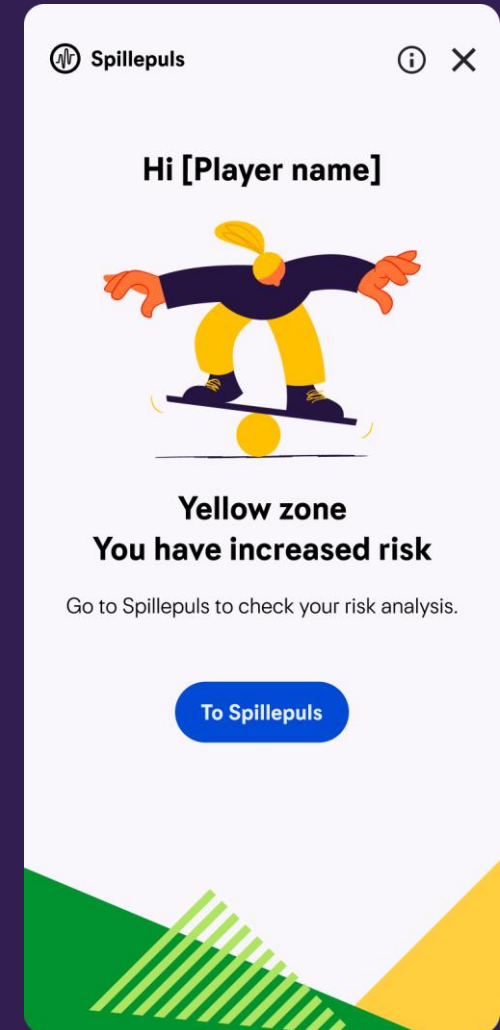
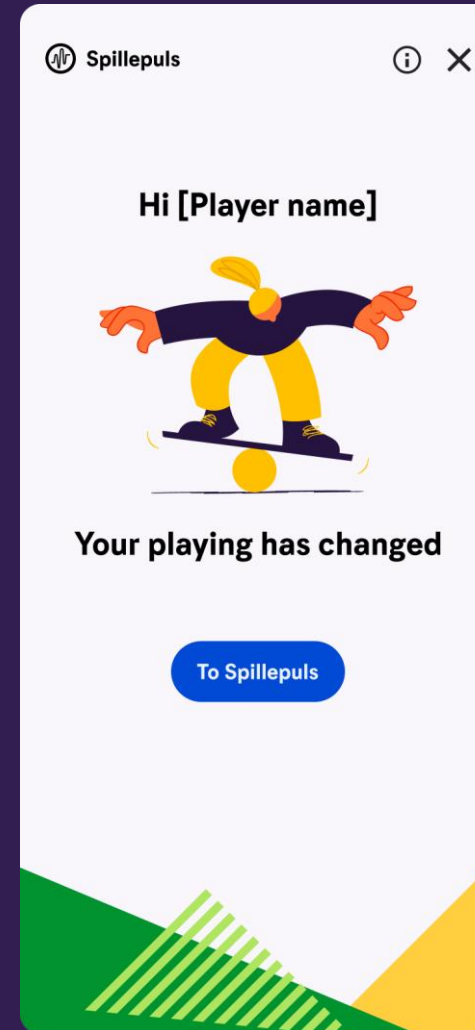


Design of messages

Prospect theory – how decisions are made based on biases, frame, etc

Framing theory – how information is «framed» can impact decision-making (often positive or negative framing)

Self-determination theory – autonomy via internal motivation





Who received this message?

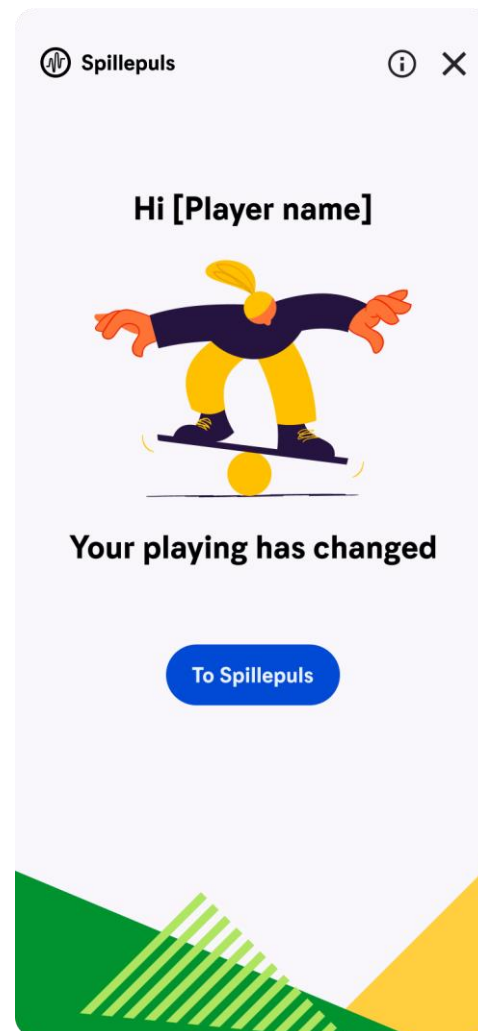
115,077 players

- 75% male
- 49% 20-35 years old
- 74% medium risk players (early risk increase)
- 34% play medium risk games
- 50% play high risk games

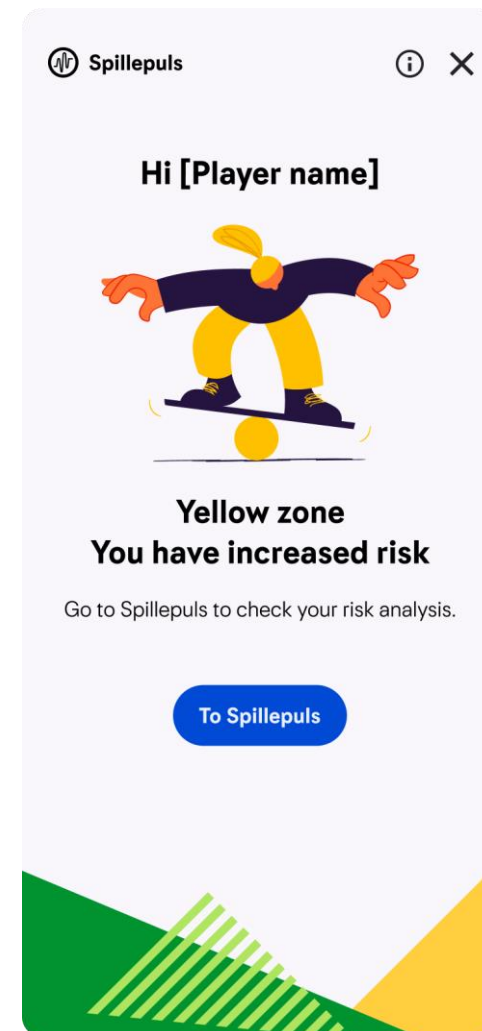


General vs negative framing

Statistically
significant? Yes!
(<0.001)



Button click - 40%



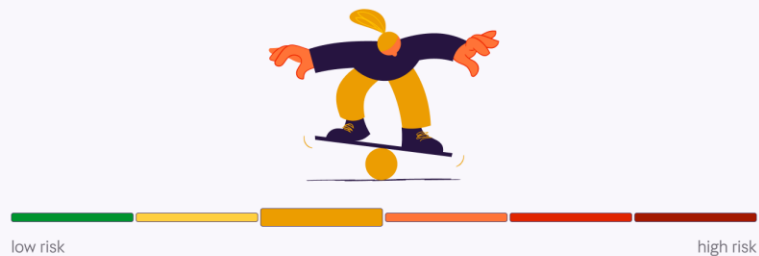
Button click - 34%



 [Change language](#)

Spillepuls


Spillepuls analyzes the way you play and considers the risk of developing gambling problems.





Yellow zone

You show signs of increased risk

Our analysis of your playing habits during the last 30 days shows:

 You have played for 2 hours and 50 minutes during the night

 You have lost €250 during one day

 You have increased your playing limits

Your loss the past 30 days: - 4 771 kr

Tools for your overview and control

 Set playing limits

 Check spending overview

 Take a play break

Do you have problems with gambling? Contact [Helpline](#)

Test your playing habits

It only takes 2 minutes

Take the test now

[Read more about Spillepuls](#)

Action-taking

Limits
Play break
Self-assessment

Statistically significant? Yes!
(<0.001)

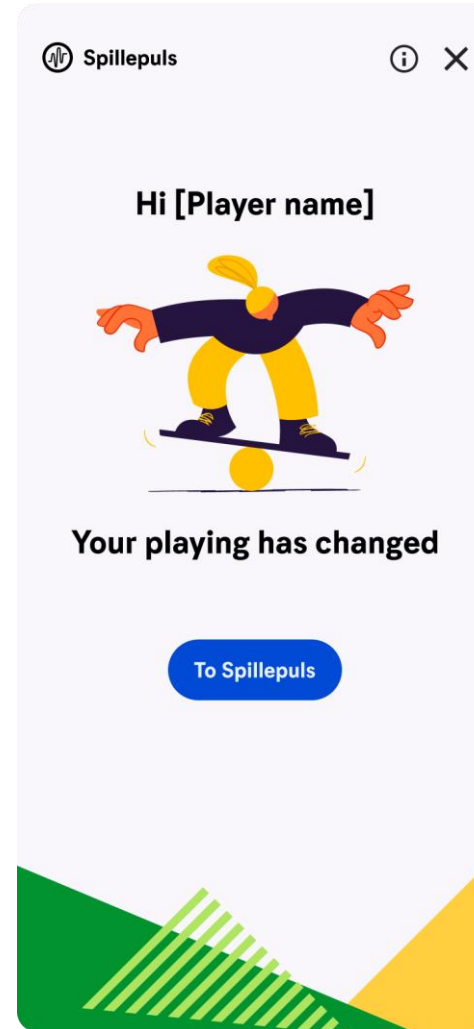
Framing

Age

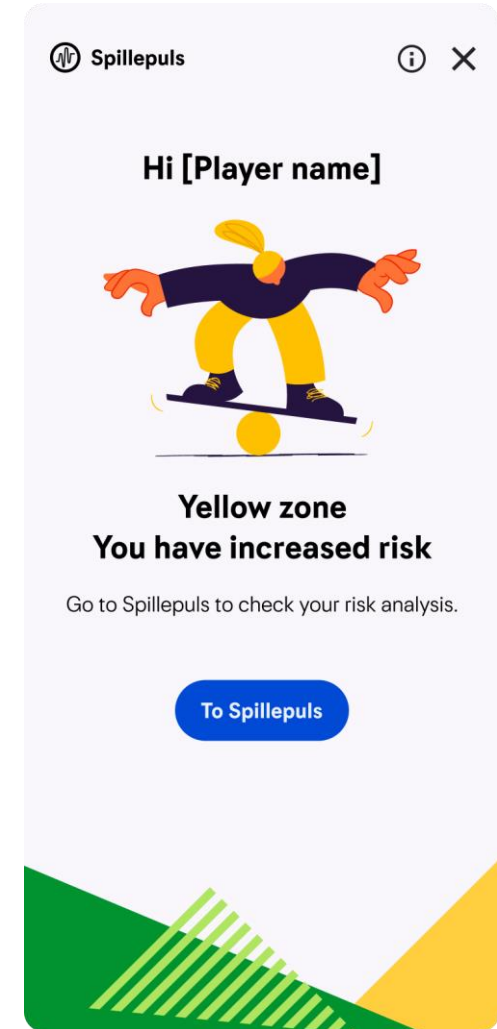
Gender

Player risk score

Game risk score



Action - 9-29%

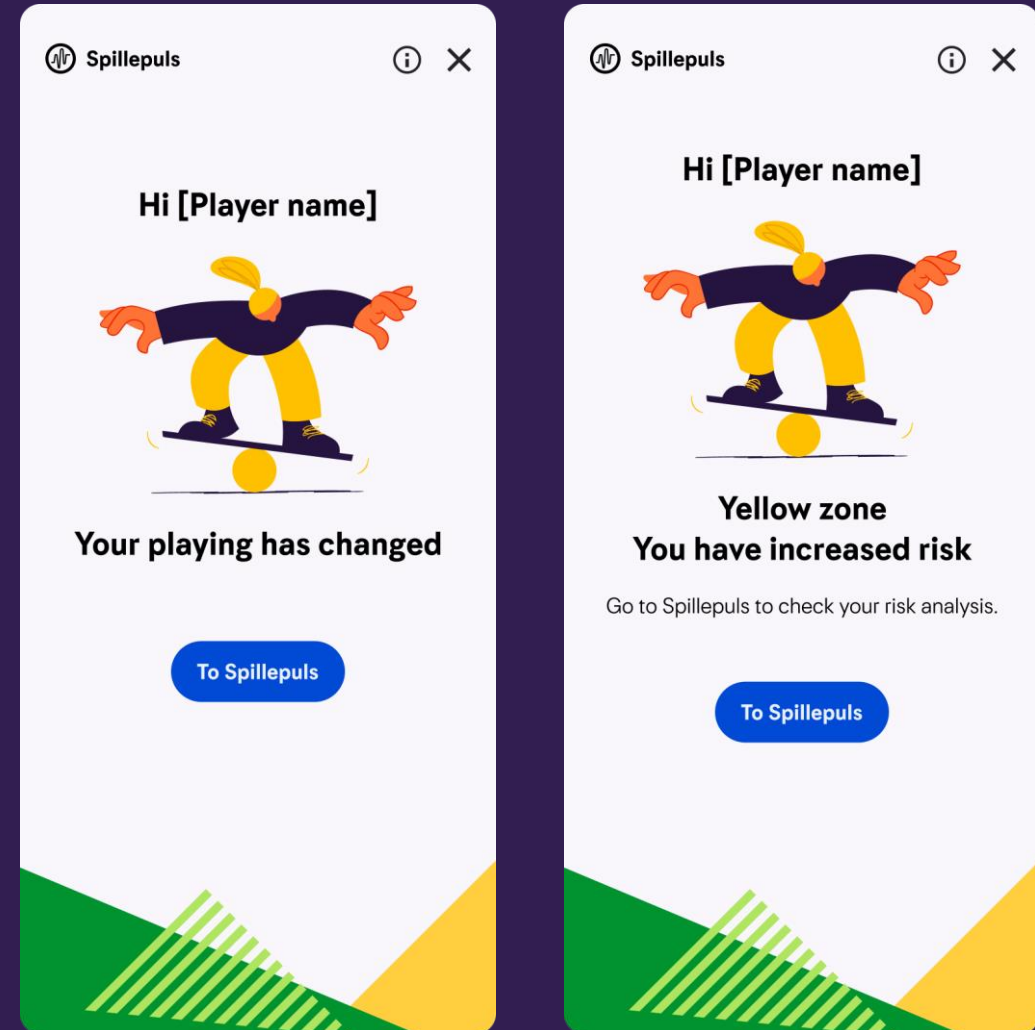


Action - 11-30%



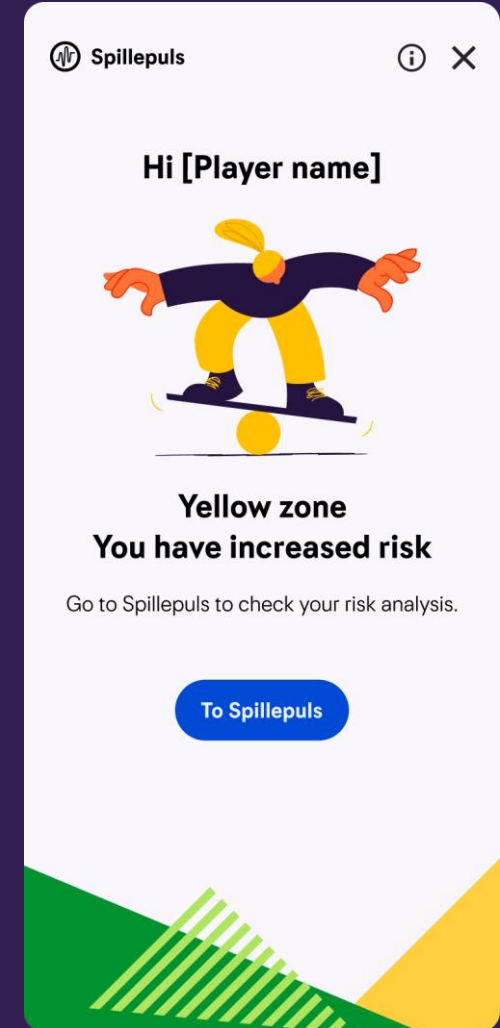
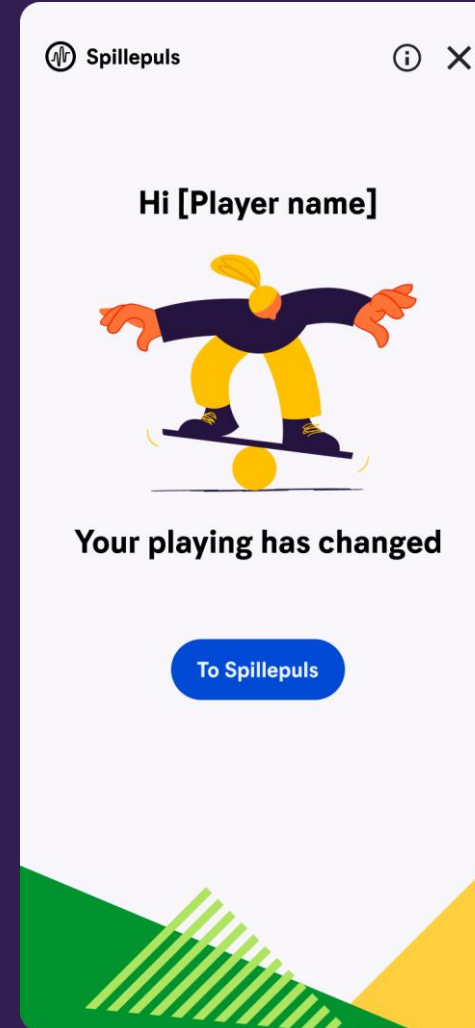
Results

- General framing = more players in
- Negative framing = more action
 - Statistically, not numerically
- 34-40% click button compared to up to 10% traditional push notification clicks



Meaning....?

- Visible and concrete communication can lead to action-taking
- Many players can be reached over a short period of time
- Earlier communication



Thank you!

carly-grace.allen@norsk-tipping.no
LinkedIn: /carlygraceallen



Norsk Tipping