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RESEARCH

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Mandatory verses voluntary self-tests for new online casino customers: effect on engagement, quality, gambling behavior and use of responsible gambling measures

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Disclosure of Potential Conflict of Interest

- Received research grant from Svenska Spel research council 2021 for this study
- Employed by Sustainable Interaction, a company specialized in RG and RG training
- Works as a consultant for gambling companies, including Svenska Spel, as part of my job at Sustainable Interaction
- The presented study from Svenska Spel are partially financed by Svenska Spel. Full sovereignty in design of study and conducted without any review or approval by Svenska Spel regarding any of the content presented and published

Background

Self-tests are today a standard RG-tool

Part of duty-of care in many jurisdictions

Prevention at different levels:

Self-assessment, education about early signs & treatment referral

Low use a recurrent problem with RG

Public health approach

- Focus on prevention
- More stringent and mandatory measures are necessary for an effective prevention approach
- Self-tests fits in as an early and recurrent mandatory screening measure
- Integrated as a natural part of the gambling experience
- Could (should?) be an indication for care-calls

Background II

Regarding self-tests at gambling companies:

- Not much knowledge about delivery methods effect on result and quality
- Not much knowledge on effect on gambling behaviour

Objective

- *This study investigates two different methods of presenting the self-test, voluntary and mandatory, to examine what effects it has on*
  - *self-test performance*
  - *gambling behavior*
  - *use of other RG tools.*

Hypotheses

- *H1 The group receiving the mandatory self-test will perform more self-test than the other groups.*
- *H2 The group receiving the mandatory self-test will have a lower quality of their self-test (time on test, response patterns) compared to the soft group.*
- *H3 The mandatory group will subsequently gamble less in terms of time, bets, net losses, and number of days compared to the soft group & controls, and the soft group will gamble less than the controls.*
- *H4 The mandatory group will use more RG tools than the other groups.*
- *H5 There will be no difference in "customer survival" (people staying as customers) between the groups four weeks after intervention.*

Method-design

- 1825 new online customers at Svenska Spel were their 3rd gambling day randomized to
  - No-message (Control)
  - Up to four invites to do a self-test
  - Message with mandatory self
- GamTest (Jonsson et al, 2019) was the online test used

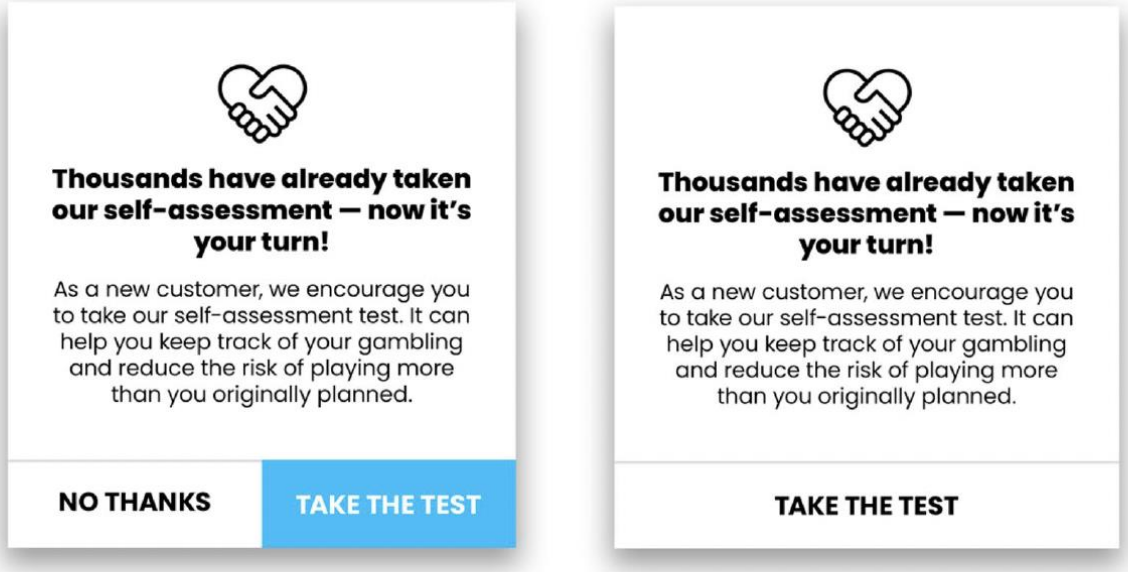


Fig. 1 Invitation showed on screen to take a self-test

Method- Measures

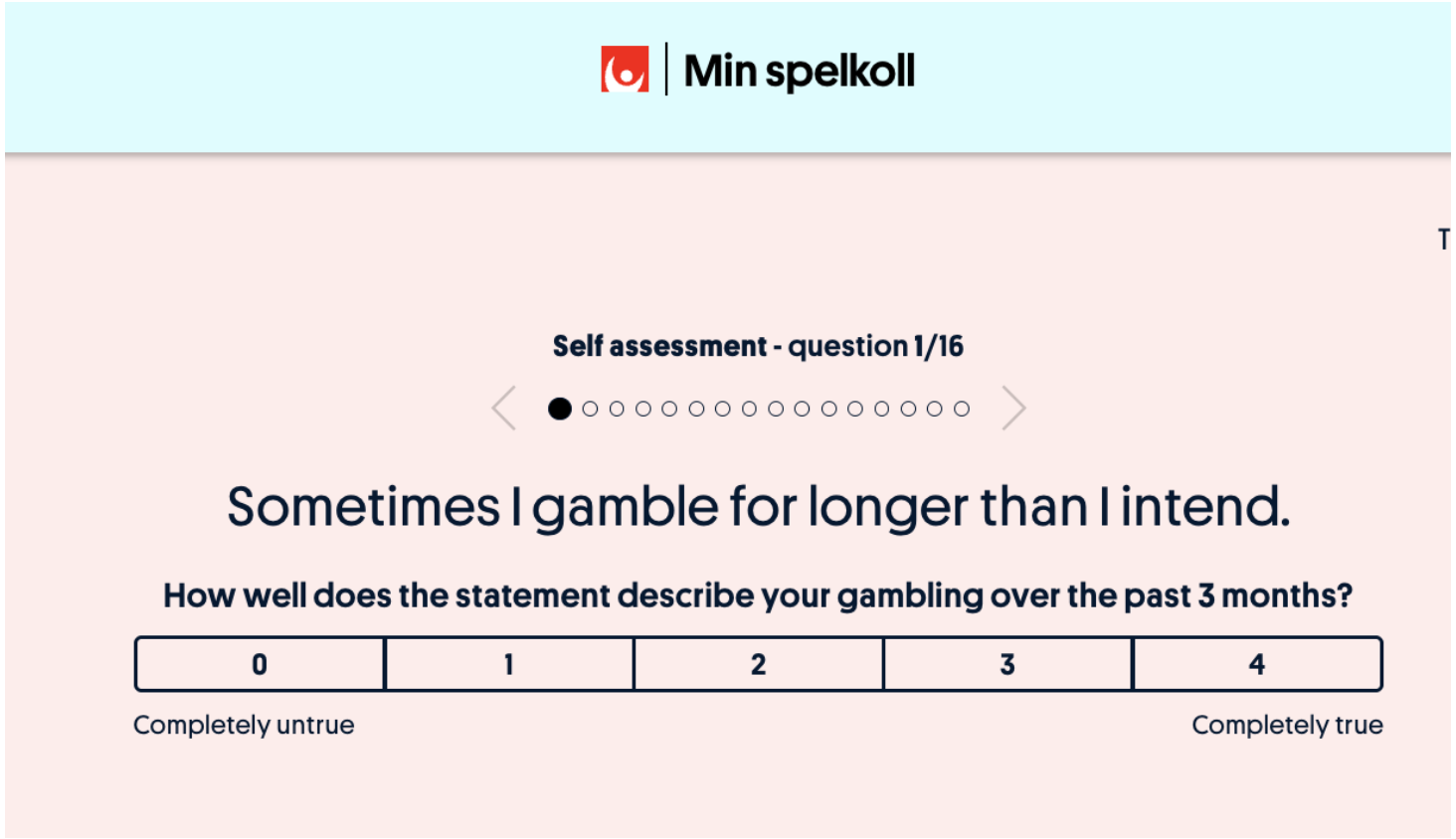
- Four weeks before and after the intervention from Svenska Spels' data warehouse

- **Gambling data:**
- Nr days played, time played, TL and net losses

- **RG data:**
- Number of increased limits and lowered limits,
- Monthly deposit limit on day 7 of each week,
- Number of self-exclusions,
- Number of visits to and clicks at"My Gambling Habits" (an RG hub with gambling feedback, limits, and recommendations),

Quality indicators

- Time spent
- Response quality



Result: Use & scoring

Use:

Group	Started	Finished
Mandatory	43 %	38.9 %
Voluntary	5,5 %	4,8 %
Control	0,3 %	0,3 %

Scoring:

86,4 %	Non problematic
9,1 %	At risk
4,5 %	Problematic

Result: (non)Quality indicators & customer survival

Indicator	Mandatory	Voluntary	Significance
Less than 3 seconds per item	38 %	10 %	p = 0.004.
Zero on all items	46 %	24 %	p = 0.025.
Played week after test	86 %	85 %	ns

Result gambling behaviour

Table 1 Repeated measures GLM for theoretical loss (TL), net expenditure, days played and minutes played

Variables		Group Mean (SD) in SEK, days, and minutes respectively			GLM results	
		Control n = 600	Voluntary n = 621	Mandatory n = 604	Time	Time*Group
TL	Pre	623(1888)	568 (1597)	758 (2855)	F(1) = 31.9	F(2) = 1.68
	Post	309 (794)	376 (2765)	315 (1471)	P < .001	P = .186
Net expenditure*	Pre	919(1870)	719(2331)	919 (2426)	F(1) = 38.6	F(2) = .031
	Post	591(1476)	376(1061)	560(1580)	P < .001	P = .970
Days played	Pre	7.3 (5.7)	7.2 (5.6)	7.4 (5.9)	F(1) = 132	F(2) = .061
	Post	5.8 (6.0)	5.6 (5.8)	5.8 (6.2)	P < .001	P = .768
Minutes	Pre	273 (633)	205 (444)	274 (720)	F(1) = 4.63	F(2) = .574
	Post	241 (706)	197 (637)	236 (634)	P < .001	P = .563

* excluding winners > 1000 pre & post, n = 1326

Back to the hypotheses…

H1 The group receiving the mandatory self-test will perform more self-test than the other groups.

H2 The group receiving the mandatory self-test will have a lower quality of their self-test (time on test, response patterns) compared to the soft group.

H3 The mandatory group will subsequently gamble less in terms of time, bets, net losses, and number of days compared to the soft group & controls, and the soft group will gamble less than the controls.

H4 The mandatory group will use more RG tools than the other groups.

H5 There will be no difference in "customer survival" (people staying as customers) between the groups four weeks after intervention.

Discussion

"Mandatory" gives higher use and collects more self-tests with OK quality than the voluntary format

No effect on customer survival - in line with current research

Self-tests is one piece in the duty-of-care puzzle

User engagement is a challenge

Thanks for your attention!

Questions?

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