



Focusing on positive play to optimize responsible gambling strategy



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3 problems with responsible gambling today

Problem 1: Lack of player engagement



Problem 2: RG messages often have a negative or patronizing tone



You must play responsibly!

Problem 3: Lack of understanding of the players' perspective



What is positive play?

- Focus on maximizing healthy and happy playing experiences (not just fixing problems)
- Using the right language
- Soft touch and inclusive (e.g. normative feedback & nudging)
- RG with a player facing perspective
- Understanding what responsible play looks like

positive play
to better understand ~~responsible gambling~~
we need to measure it



Answer three key questions about RG strategy



How do we know if a responsible gambling strategy is working?



Which parts of a responsible gambling strategy work the best?



What works best for different players?

Why not just measure PG to understand effectiveness of RG?

- PG rates are fairly stable over time so may not be sensitive enough to measure change
- Numbers of PGs identified is typically low (e.g. SEIGMA 2016 - PG 1.7% (N=53) At-risk 7.5% (N=235))
- Samples are too small to segment (e.g., by game type)
- Tells us very little about regular players or less responsible players
- Reactive rather than proactive



Introducing the Positive Play Scale (PPS)



● Segment RG strategy (e.g., by age, games played...) by what works best with different players?

● Measure and optimize success of RG strategy (what works, what doesn't work?)

● Better understand the whole player base not just those with problems

● Benchmark RG success or failure
Does player RG improve over time?

the Positive Play Scale (PPS)

(Wood, Wohl, Tabri, Philander, 2017)

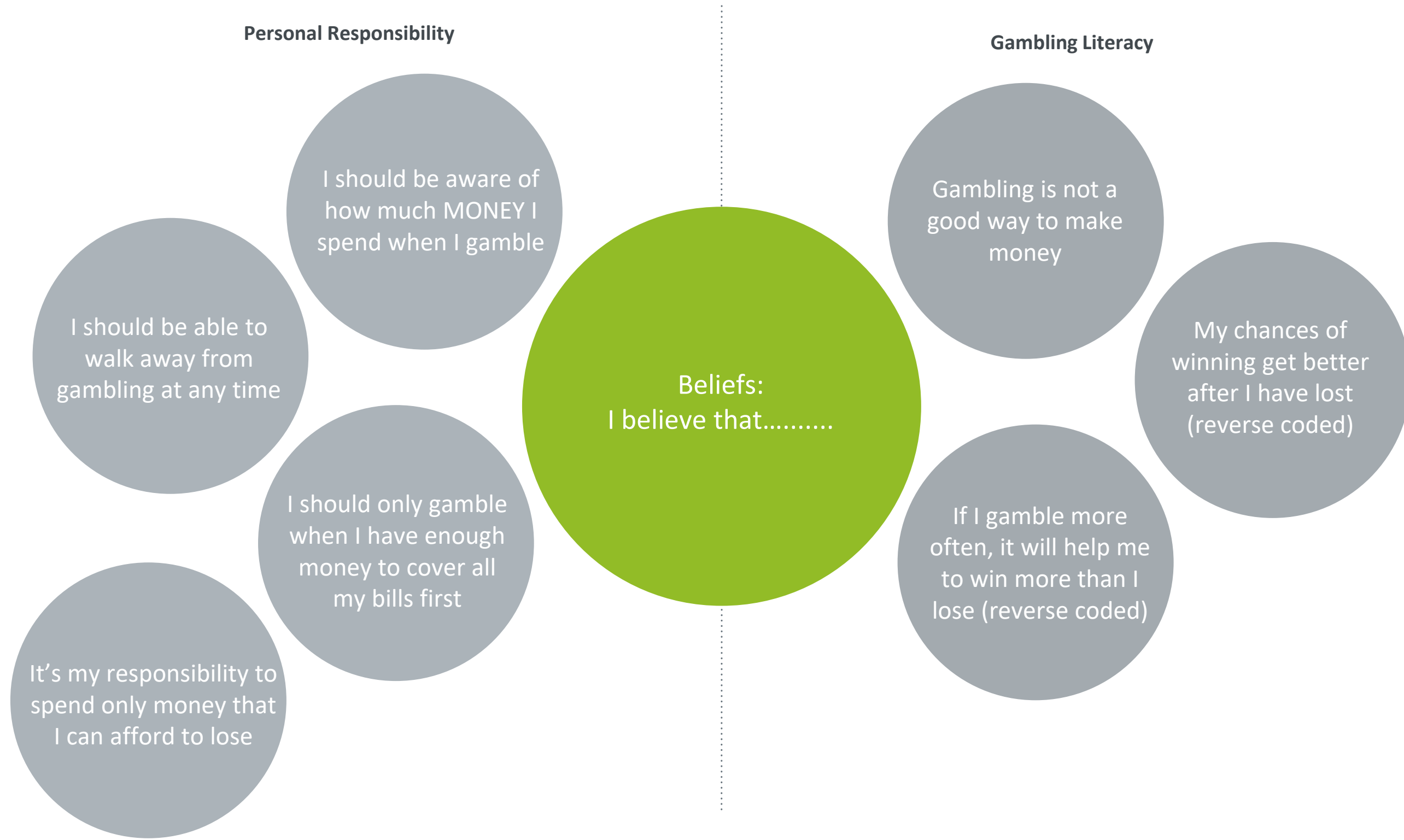
● First ever standardized scale to measure RG

● Measure the impact of changes to the gambling climate

The Properties of the PPS

There are two belief subscales:





Personal Responsibility

Gambling Literacy

Beliefs:
I believe that.....

I should be able to walk away from gambling at any time

I should be aware of how much MONEY I spend when I gamble

I should only gamble when I have enough money to cover all my bills first

It's my responsibility to spend only money that I can afford to lose

Gambling is not a good way to make money

My chances of winning get better after I have lost (reverse coded)

If I gamble more often, it will help me to win more than I lose (reverse coded)



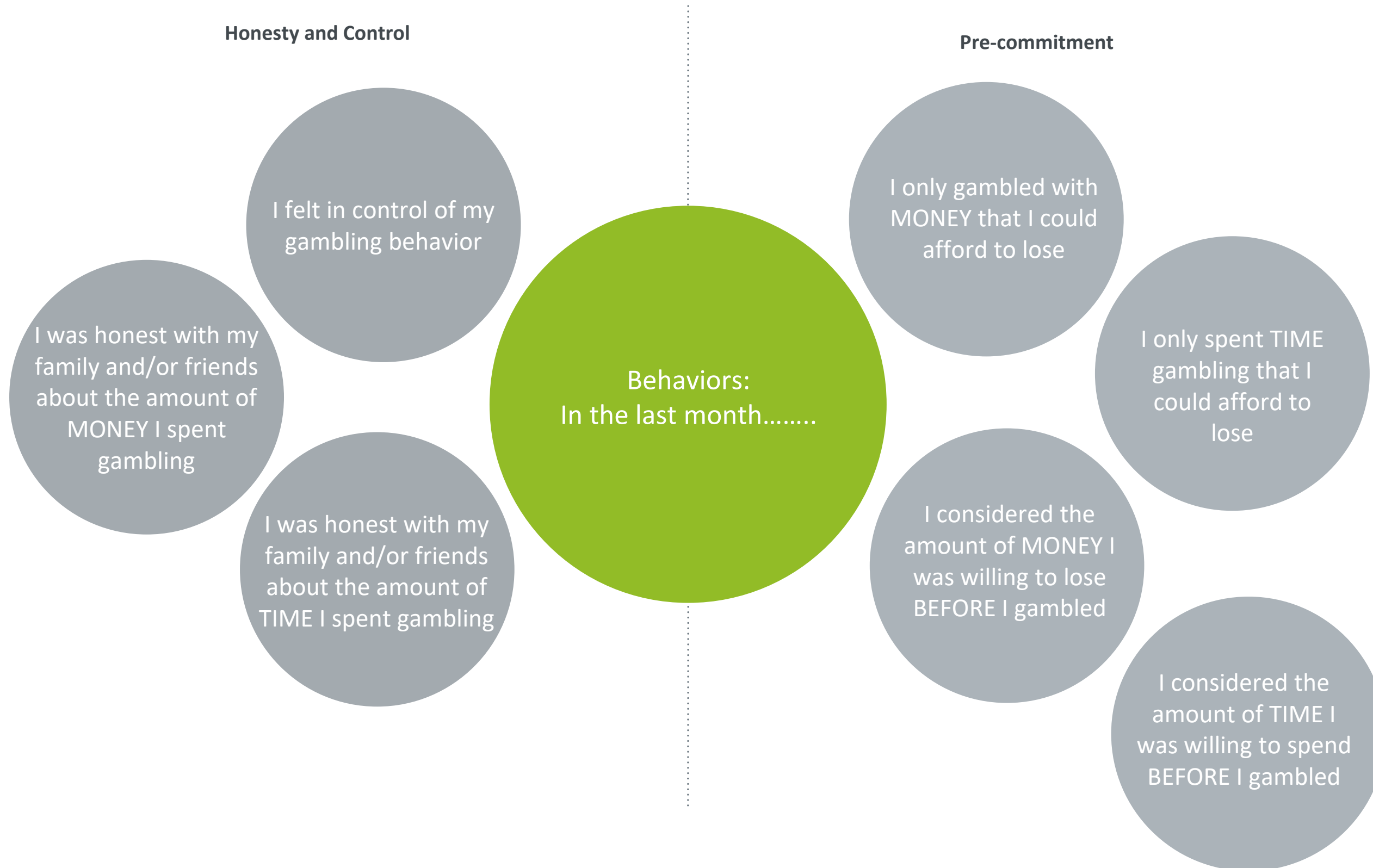
The Properties of the PPS

There are two behavior subscales:

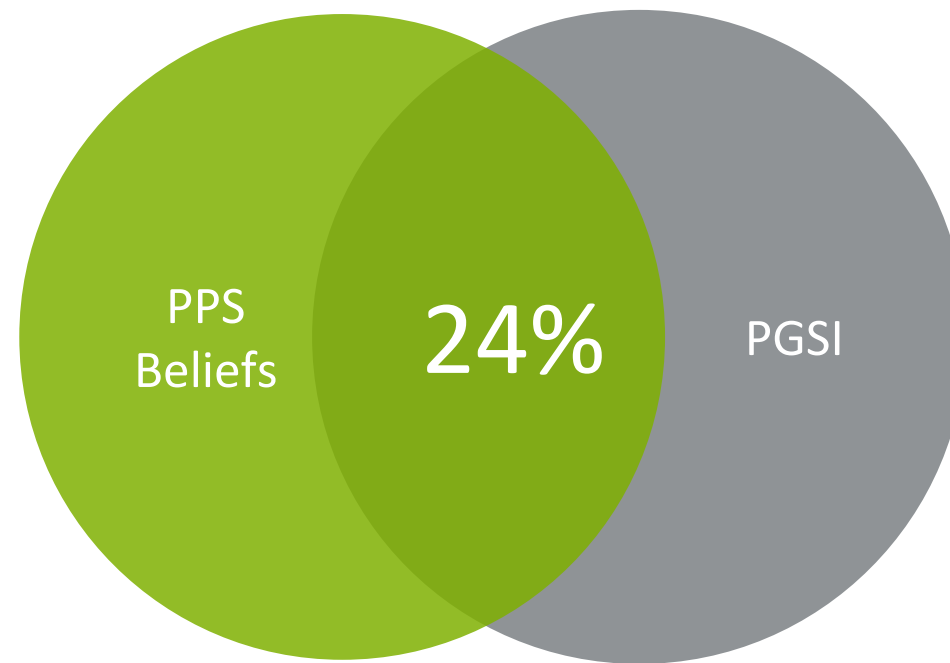


how honest a players is with others
about their gambling behavior and
feels in control of their behavior

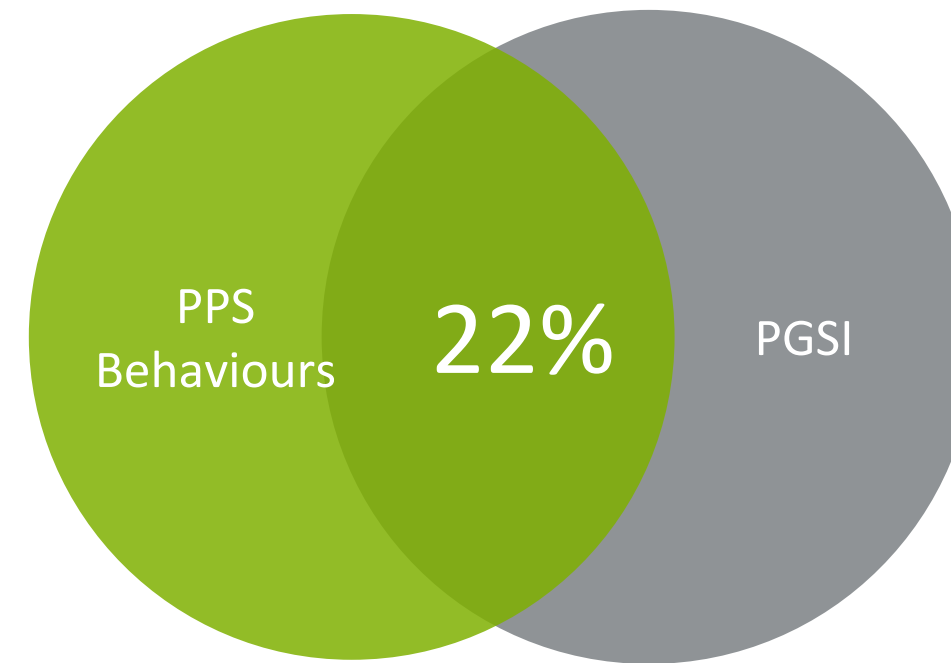
the extent to which a player
considers how much money and
time they should spend gambling



The PPS is not a measure of disordered gambling

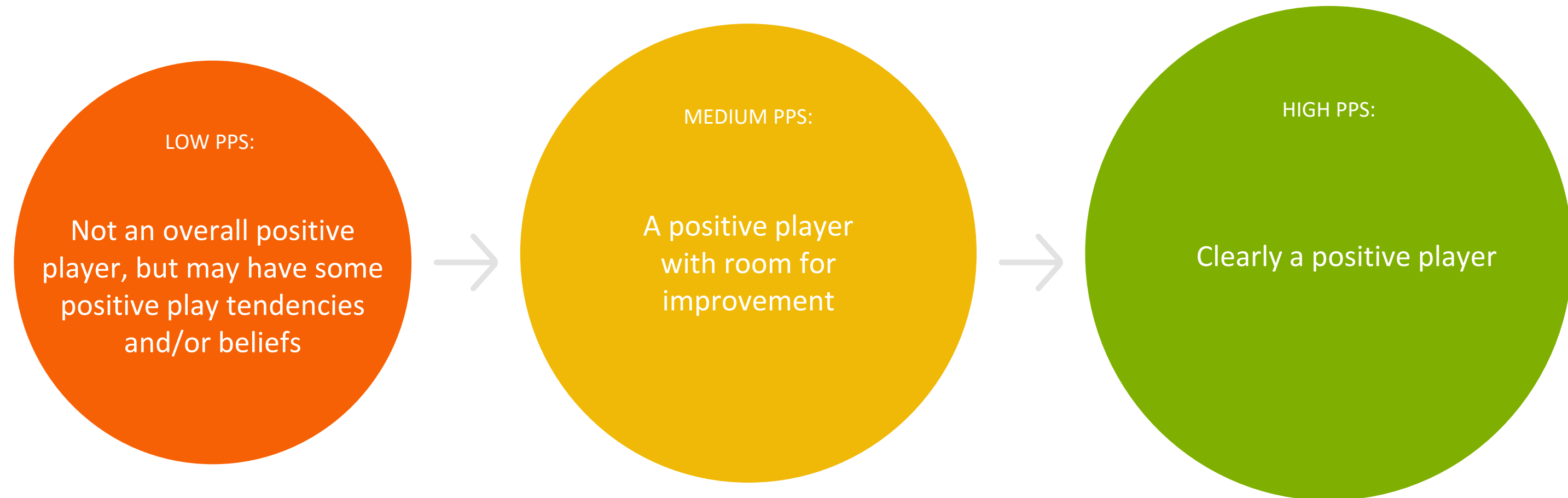


A low PPS score is not an indicator of disordered gambling. However, low positive beliefs and behaviors may contribute to disordered play (over time).



PPS beliefs and behaviors are typically moderately correlated with disordered gambling severity (as measured with the PGSI).

Players can be placed into positive play categories



These scores constitute benchmark data that can be compared again at a later date, to help identify changes in players' RG related beliefs and behaviors.



Measuring responsible
gambling in Canada 

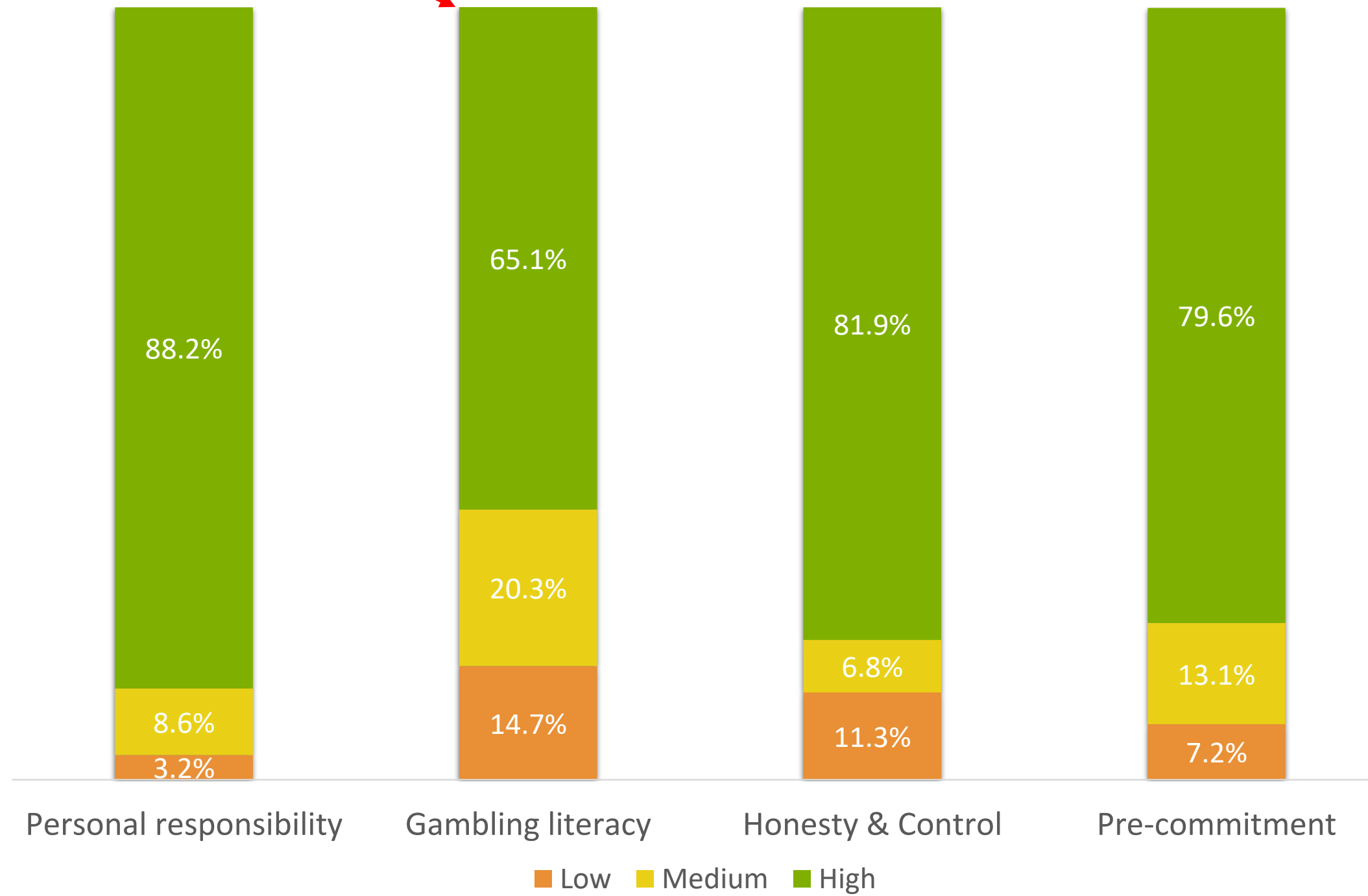


Measuring responsible gambling in Canada

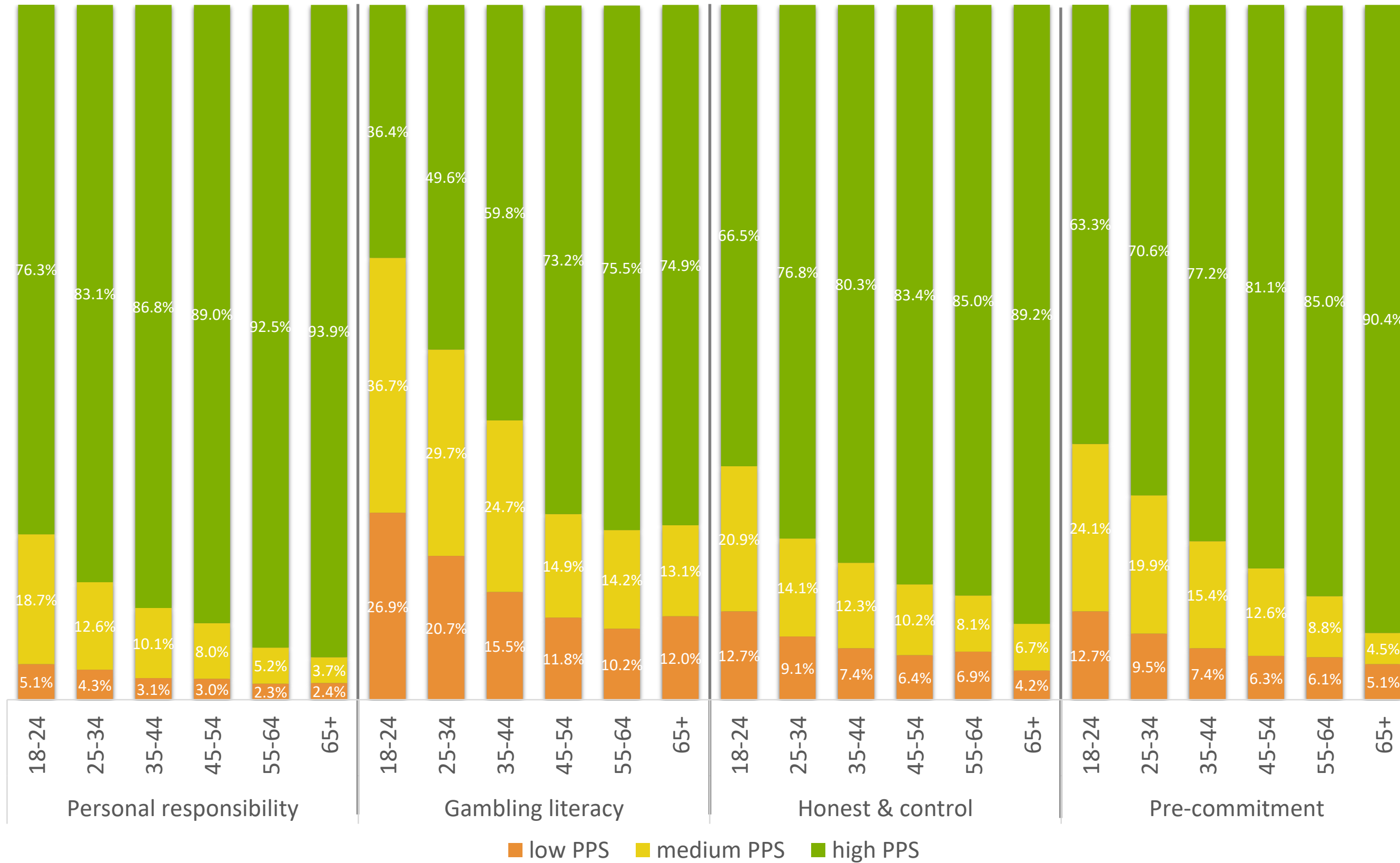
- ✓ Study commissioned by the Canadian Responsible Gambling Association (CRGA).
- ✓ In 2017, a representative sample of 7,980 players were contacted.
- ✓ Online survey including PPS, other scales and items about demographics and game play.
- ✓ 80% played in last month, all played in last year.

Lowest scoring sub-scale

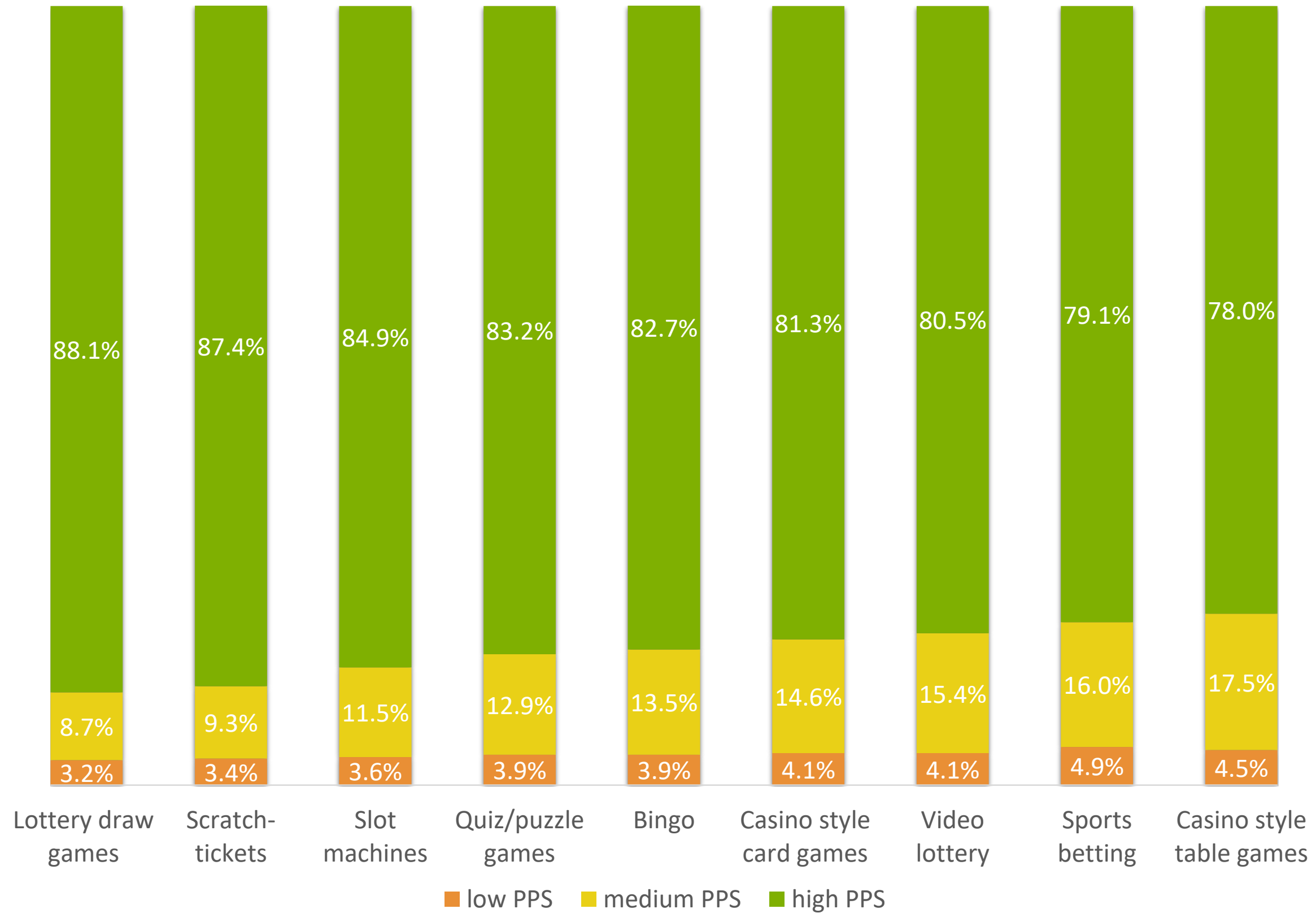
PPS scores: all players



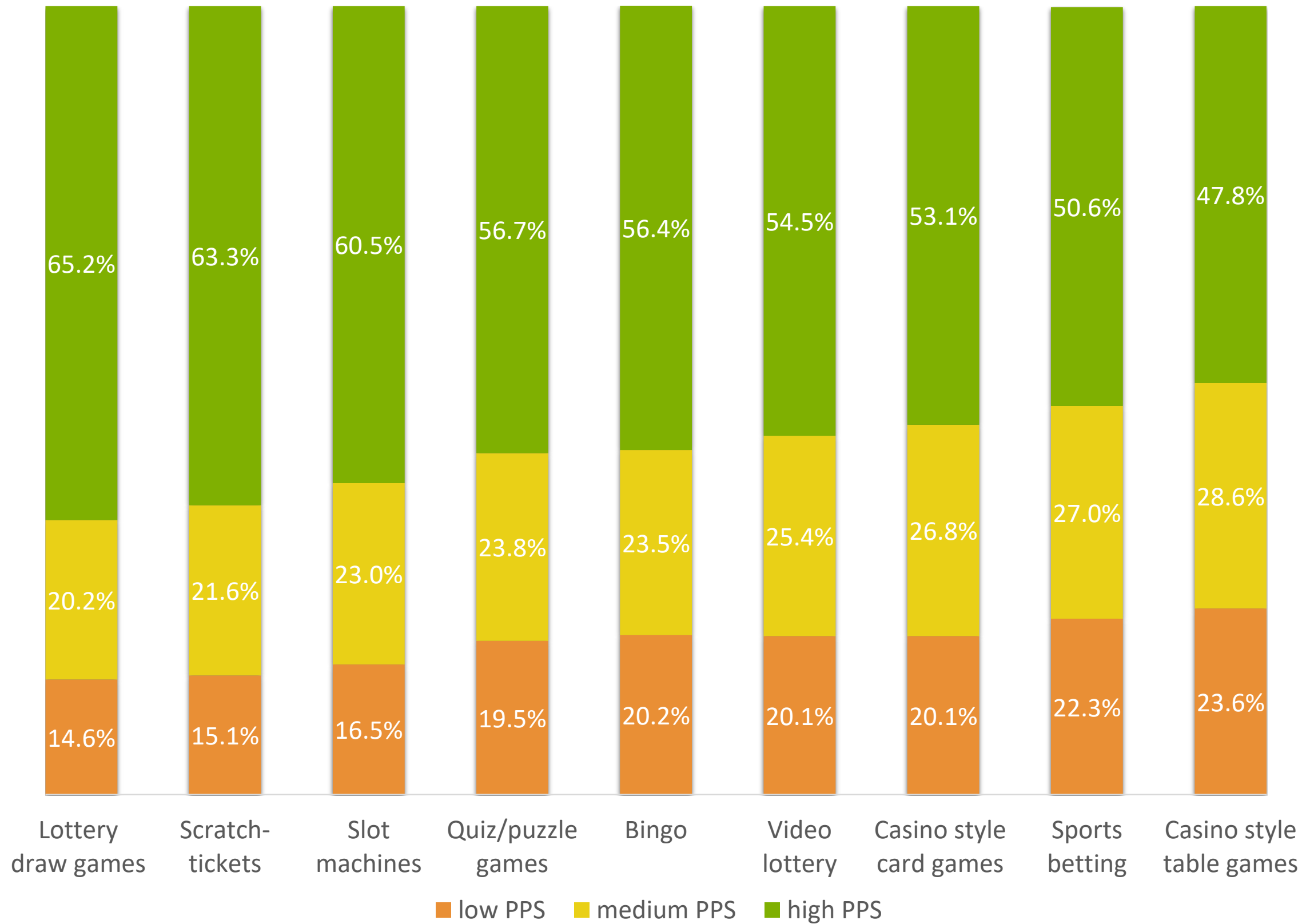
PPS scores: by age



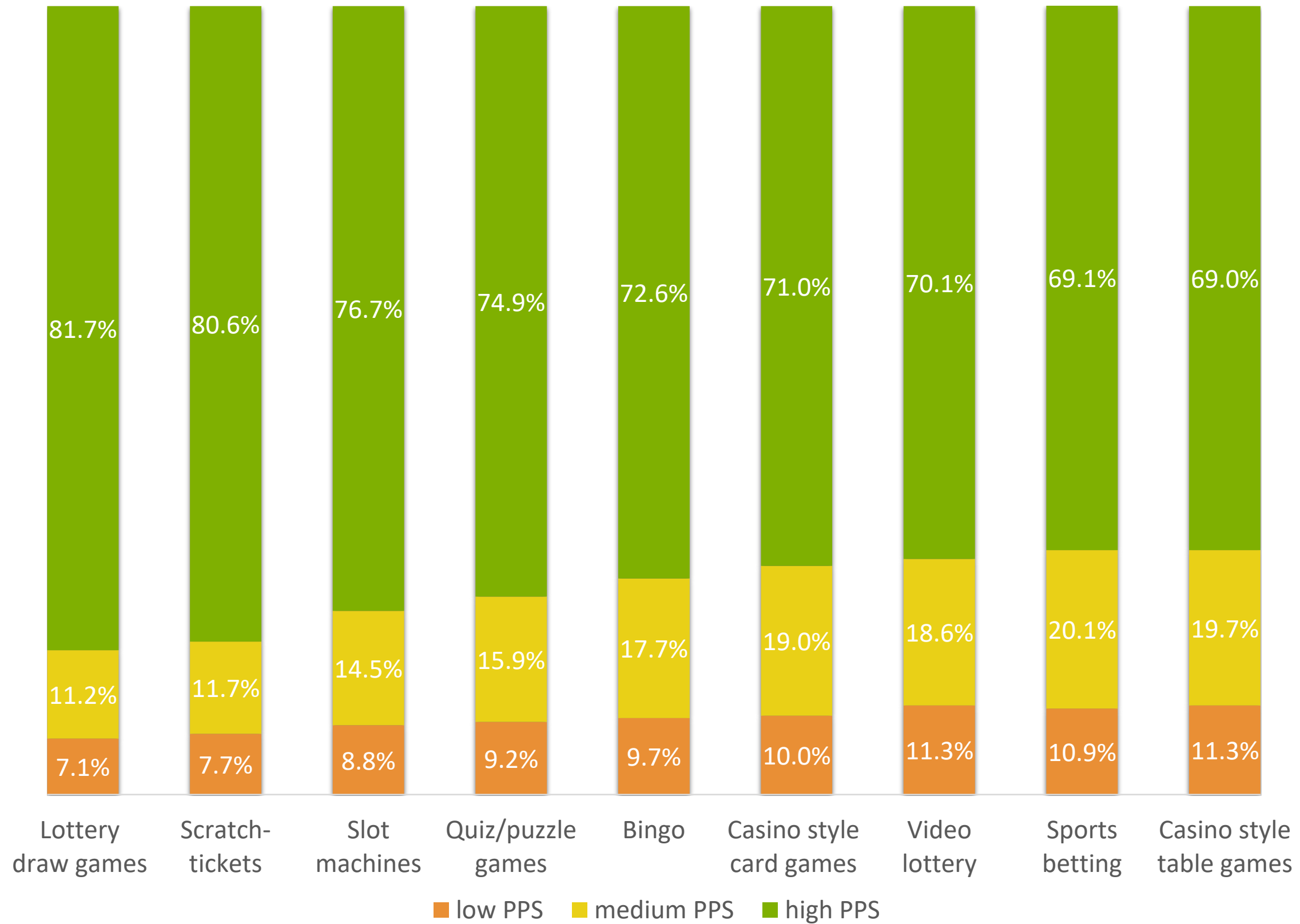
Personal responsibility scores: Land-based games



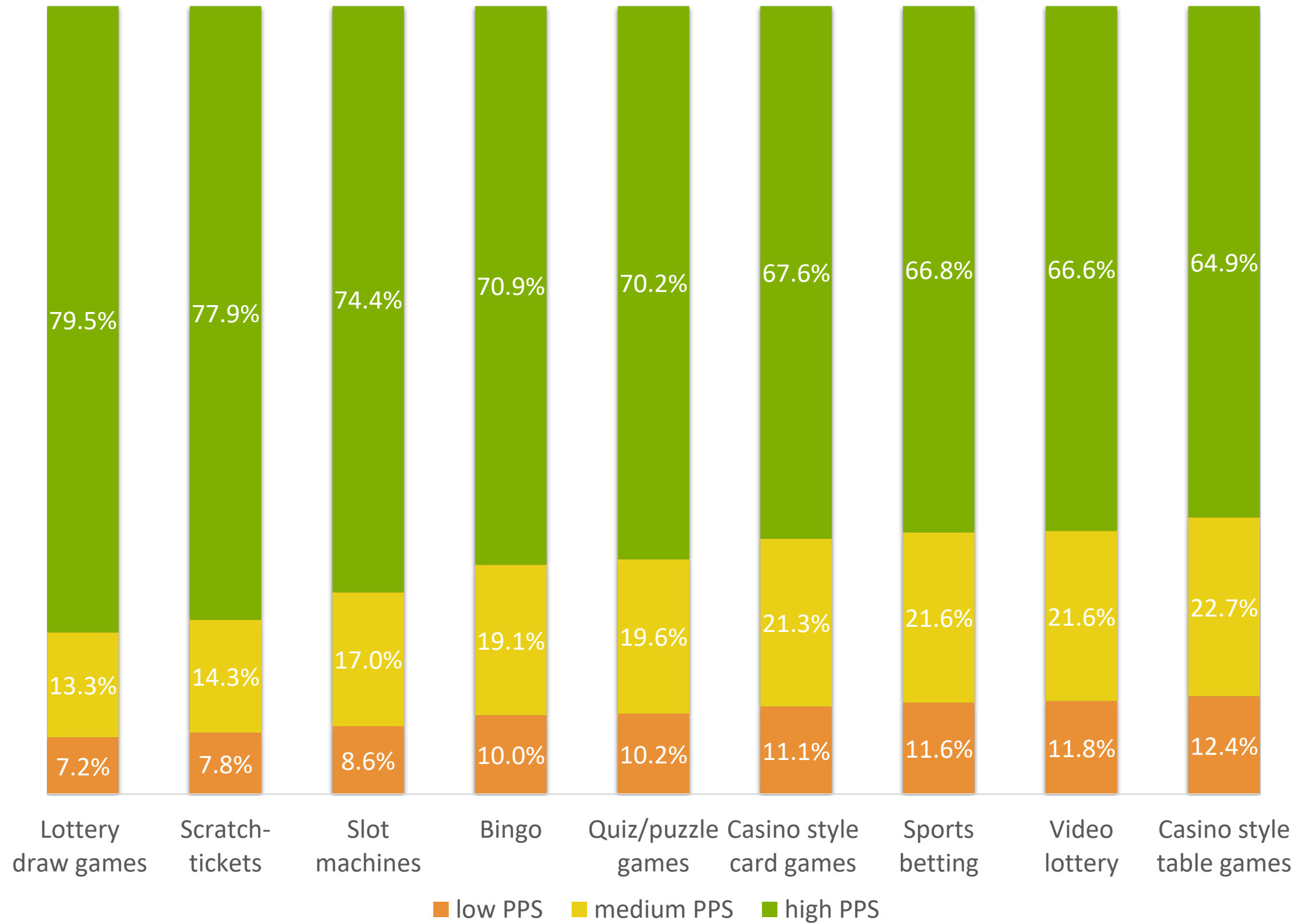
Gambling literacy scores: Land-based games



Honesty and control scores: Land-based games



Pre-commitment scores: Land-based games





Key findings & recommendations

Younger players should be targeted more than older players

Overall, some games have a lower percentage of responsible players

Gambling Literacy and Pre-commitment should be area for future RG focus

Monitor PPS scores over time to identify any changes in levels of players' RG

How might administering the PPS help improve your RG strategy?



Benchmark:

How positive (responsible) are the beliefs and behaviors of your players?



Segment players:

How do PPS scores differ according to players (age, games played etc.)?



Optimize :

What are the current RG strengths and which areas require additional RG focus?



Monitor change:

Are players' scores improving/worsening? Are PPS scores impacted by changes in RG strategy and/or the gambling climate?

Publication available on request:

Wood, R. T.A., Wohl, M. J., Tabri, N., & Philander, K. (2017).
Measuring responsible gambling amongst players: Development
of the Positive Play Scale. *Frontiers in Psychology, 8*, 227.

Quotation available on request:

We have completed PPS studies all across Canada, in several US
states and in the UK. We can run a PPS study for you and provide
a report that benchmarks your players and suggests ways to
optimize your RG strategy.

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