

How gamblers use Playscan?

-can a social responsibility tool prevent the pitfalls of problem gambling?

Aim of the PhD-project

- **Overarching aim:** what are the effects on gambling behavior/problems when players use PlayScan?
- Exploring different aspects of PlayScan.
- **Aim for Study 1:** to explore how members of PlayScan utilize the tool.
- Data between 2011-12-12 to 2013-10-31. Only members that activated their account after 2011-12-12 are included.
- In total 9528 participants.
- New to the PlayScan-system.

Background

- Few problem gamblers seek treatment (Volberg et al., 2006; Suurvali et al., 2008).
- However, meta-analyses show that treatment is effective (Gooding & TARRIER, 2009); Pallesen et al, 2005).
- Reasons for not seeking treatment: shame, pride and "denial" that you have a problem with gambling (Pulford et al., 2008).
- High drop outs rates from treatment. A higher degree of impulsivity might be the cause for dropping out (Leblond, Ledouceur & Blaszczynski, 2003).
- Few preventive strategies that show long term positive results (Williams, 2011).
- A need to develop more effective preventive strategies and increase awareness regarding gambling and responsible gambling!

PlayScan – a social responsibility tool

- Open for and voluntary for all gamblers that are members of Svenska spel's gambling site and has a loyalty card.
- The system tracks gambling behavior and also asks the member to assess the level of experienced problems and how much time and money the member sees as adequate to spend on gambling.
- A feed back system based on three levels of assessment: green, yellow and red.
- Feed back on how a member has gambled and supplies the opportunity to change our gambling behavior.
- Tracks behaviour in the system (secondary data): use of self-tests, if members read messages, use of different advice/suggestions on how to decrease gambling behavior (main data source for study 1).

Questions included in study 1

- How many read the messages from PlayScan?
 - How many answered the self tests?
 - How many visited the PlayScan-site?
 - How many used the advice-function?
 - What are limits on a group level regarding adequate time and money to spend on gambling?
- + further analysis.

Remaining questions:

- Distribution of green, yellow and red players in the sample?
- How many members have changes their colour?
- Are there different types of PlayScan-users?

Method

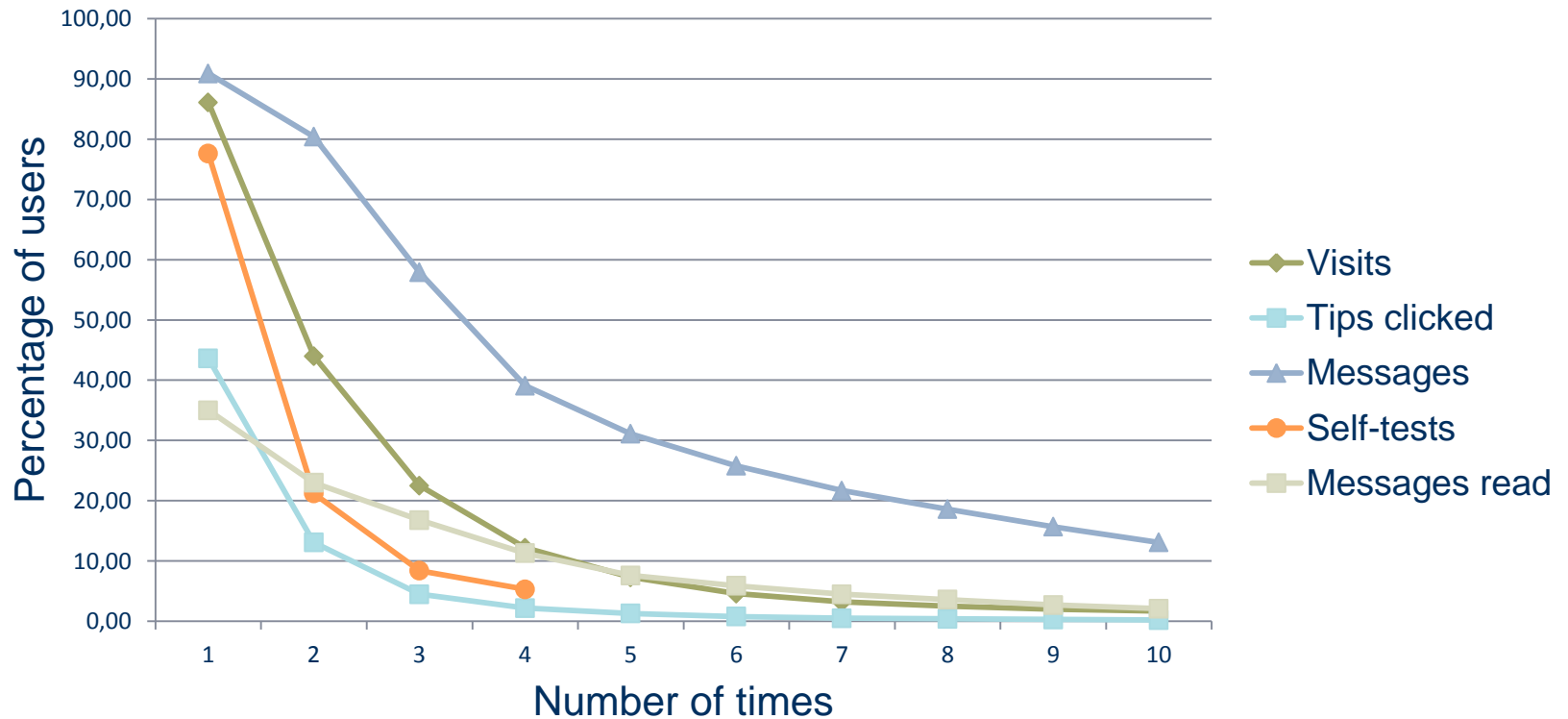
- Descriptive statistics: presentation of data with a focus on user utilisation.
- **Further analysis:** more descriptive analysis and a Latent Class Analysis similar to what was carried out in Lloyd et al.(2010).

Variables-secondary data

- Answered self-tests.
- Advice followed.
- Messages read.
- Number of visits.
- What is seen as the adequate time and money to spend on gambling.

Results: User activity

User activity for PlayScan functions



Results: What advice have been clicked?

What advice were clicked?	First Advice		Second Advice		Third Advice		Fourth Advice		Fifth Advice	
	n	%	n	%	n	%	n	%	n	%
Do you from gambling?	3355	81	409	33	156	36	75	35	38	31
Oversee your weekly budget?	612	15	580	47	170	40	88	42	56	46
Keep track of your deposits?	185	5	256	20	101	24	48	23	28	23
Learn about problem gambling from a support hotline?	2	0	1	0	-	0	-	0	-	0
Total	4154	100	1246	100	427	100	211	100	122	100



Results: What messages have been sent?

What type of message was sent?	First Message		Second Message		Third Message		Fourth Message		Fifth Message	
	n	%	n	%	n	%	n	%	n	%
PlayScan update	2811	31	978	13	438	8	206	6	171	6
Updated analysis of gambling behaviour	2522	29	2319	30	2022	37	2051	55	1930	65
Answer a new self test	1605	20	2024	26	1262	23	887	24	514	17
Update	937	11	2331	31	1790	32	579	15	339	12
Welcome to PlayScan	676	8	5	0	4	-	6	-	3	-
“Spelkoll” turns into PlayScan	111	1	-	0	-	-	-	-	-	-
Self test	2	0	1	0	-	-	1	-	2	-
Total	8864	100	7658	100	5516	100	3730	100	2959	100



Distribution of messages read

What type of message was read?	First Message		Second Message		Third Message		Fourth Message		Fifth Message	
	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)
PlayScan update	35	65	37	63	41	59	43	57	47	53
Updated analysis of gambling behaviour	33	67	32	68	27	73	22	78	17	83
Answer a new self test	28	72	26	74	32	68	36	64	40	60
Update	31	69	24	76	26	74	34	66	33	67
Welcome to PlayScan	100	0	100	0	100	0	100	-	100	0
“Spelkoll” turns into PlayScan	100	0	-	-	-	-	-	-	-	-
Self test	50	50	100	0	-	-	-	100	0	100

Results: What the players consider to be an adequate amount of time and money to spend on gambling

- 3303 of 9528 set an spending limit. The mean spending limit was 455 kr (SD=690). Approximately 50 euro (SD=75 euro). Minimum spending limit was 100 kr. and maximum was 5900 kr.
- 3045 Of 9528 set an time limit. The time limit was approximately 4 hours and 36 minutes (SD = 6 hours and 36 minutes). Minimum time limit was 1 hour and maximum time limit was 39 hours.
- Only 33 (1 %) members changed their limits!
- Of the approximately 6200 that had not set a money or time limit about 1200 members had activately turned off this function.

Limitations

- Utilization over time. The members enter the system at different time points.

Conclusions

- Fairly high usage after signing up for PlayScan (4-5 times). Lower usage frequencies when utilising the functions multiple times.
- "Adequate limits stay unchanged": level does not change.
- One advice is obsolete: Support hotline. Possible explanation is that the gamblers handle their own problems.

Thank you!

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Results: Visits to site

Visits made (order)	Total population (N)	Visits made	
		n	%
First	9825	8208	86
Second	9825	4188	44
Third	9825	2144	23
Fourth	9825	1160	12
Fifth	9825	696	7
Sixth	9825	441	5

Results: Messages sent

Messages sent (in order)	Total population (N)	Messages sent	
		n	%
First	9825	8664	91
Second	9825	7658	80
Third	9825	5516	58
Fourth	9825	3730	39
Fifth	9825	2959	31
Sixth	9825	2462	26
Seventh	9825	2067	22
Eight	9825	1775	19
Ninth	9825	1495	16
Tenth	9825	1250	13

Results: How many have clicked advice regarding gambling habits

Advice clicked (order)	Total population (N)	Advice clicked	
		n	%
First	9825	4154	44
Second	9825	1246	13
Third	9825	427	5
Fourth	9825	211	2
Fifth	9825	122	1

Results: How many self-tests have been made?

Self test (order)	Population	Self test made	
		n	%
First	9825	7624	80
Second	8363	1769	21
Third	5995	476	8
Fourth	3250	173	5