RESEARCH UPDATE
DECEMBER 2014

THIS MONTH

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responsiblegambling.vic.gov.au/giro
What was the research?

This study examined the similarities and differences between male and female gamblers using data from *A Study of Gambling in Victoria: problem gambling from a public health perspective* (Department of Justice, Victoria, 2009), Australia’s first large scale general population gambling study of 15,000 Victorian adults.

The study was funded as part of the foundation’s fourth round of the Grants for Gambling Research Program.

How was the research conducted?

To determine the differences and similarities between male and female gamblers, this study analysed data from *A Study of Gambling in Victoria* using the following risk and protective factors:

- Preferences, activities and styles of play
- Gambling motivations and attitudes
- Physical and mental health
- Family and early gambling influences and
- Help-seeking behaviour

In addition, the study compared moderate and problem gamblers to low risk and non-problem gamblers for both males and females.

Limitations

Data was collected in 2008 and therefore is not an accurate representation of the current Victorian population.

When comparing moderate risk to problem gamblers, participants were asked a different set of questions based on what type of gambler they were.

In addition, sample sizes varied across gambler types and therefore some results cannot be generalised.

What were key findings of the research?

**General behaviour**

- Men gambled more frequently than women on most gambling forms and spent significantly more money on their highest spend gambling activity.
- Women were significantly less likely than men to gamble on skill-based forms of gambling such as card games or wagering.
- Women were more likely to gamble on lotteries and raffles and electronic gaming machines (EGMs).
- Men were more likely to gamble for social reasons or general entertainment while women were more likely to gamble for charity or for other reasons such as general escape and relieving stress and boredom.
- Younger men and women were more likely than older men and women to gamble on table games and wagering.
- Younger women purchased more scratch tickets and participated in more phone/SMS competitions than younger men.
- Older men were more likely to engage in lotteries and raffles than younger men.
- Older women were more likely to gamble on the pokies than younger women, while younger men were more likely to gamble on the pokies than older men.

**Women were more likely to gamble on lotteries and raffles and electronic gaming machines (EGMs)**

**Risk**

- When playing pokies or wagering, men were more likely to take greater risks, playing higher denomination pokies or making complex bets such as trifectas. When wagering women were more likely to make bets each way.
- Men were more likely to take credit and EFTPOS cards with them when gambling in addition to larger amounts of cash.
- Higher proportions of males reported substance abuse than females.
• Women were more likely to report depression, anxiety, obesity and a higher level of psychological distress.

• Male moderate risk gamblers and problem gamblers started gambling at a significantly younger age than their female counterparts and were more likely to start gambling alone.

• For female moderate risk gamblers and problem gamblers, the most common first gambling experience was on the pokies compared to males who bet on races, played table games or participated in informal private betting for their first gambling experience.

Help-seeking
• A significantly higher proportion of female problem gamblers (40 per cent) reported seeking help than male problem gamblers (18 per cent).

Profiles of risk
• Men were twice as likely than women to have had a problem with gambling within the previous 12 months or at some point in their life.

• Playing pokies and the frequency of playing pokies were significantly more problematic for women while table games, racing and sports betting were more problematic for men.

• Male gamblers in part-time work were more at risk than men in full-time employment.

• Unemployment increased the likelihood of moderate risk or problem gambling for women.

• Other statistically significant factors of increased risk for both males and females included being aged 18 to 24, speaking a language other than English at home, living in a group household (as opposed to a couple with children) and gambling for reasons other than social reasons (for example to win money or for entertainment).

• For men, having a year 10 or lower education level was a risk factor whereas having year 12 or university level education was a protective factor.

How this research might be useful?
The findings in this study confirm and reinforce particular findings from other studies which highlight gender difference in gambling, including that men are more likely to be at risk of developing a problem with gambling than women. In addition, the study also confirmed that women have a preference for chance based gambling such as playing the pokies.

Approaches to tackling gambling related harm have long been grounded on a presumption that young men are most at risk. While this study confirms this group as high risk, it also identifies other high risk groups that would benefit from treatment and prevention initiatives.

Considering gambling through the lens of gender is a relatively new concept. This study therefore adds to the small number of studies available on women and gambling.

Learning more about how and why women gamble, where and on what, helps to develop improved prevention and treatment programs targeted at women. For this reason, the question of gender differences in behaviour, motivation and risk, as covered in this study will be a valuable part of future research.

Want to know more?
The full report from the study is located here.

How to cite this research
The research also involved some consideration of gaming machine expenditure figures in Victoria.

**Limitations**

This review is limited by a lack of research on gambling harm minimisation measures. The authors' conclusions have therefore been drawn from a small number of studies.

**What were key findings of the research?**

**Self-exclusion**
- The review found there is modest evidence that self-exclusion programs are effective in changing individual (but not necessarily population wide) gambling behaviour. There were four studies examining the effectiveness of self-exclusion programs. However, these studies had a number of limitations including sub-optimal study design. For example, a number of studies lacked control or comparison groups, while participants in other studies were not representative of self-excluded gamblers. The article also notes many studies found high rates of self-exclusion breaches.

**Signage**
- The researchers concluded there is no evidence for the effectiveness of signage in venues. Only two papers on the effectiveness of signage in gambling venues were identified.

**Messages on gaming machine screens**
- The authors concluded there is modest evidence for the effectiveness of messages on gaming machine screens, as reported in 17 studies. However, there were a number of limitations to these studies such as the use of college student participants and the use of experimental designs, which means findings may not translate into real world environments.

**Identification of people with gambling problems and interaction with gamblers**
- The researchers identified six papers relevant to the identification of problem gamblers in venues and staff interventions with these gamblers. However, the researchers concluded there was very little evidence for the effectiveness of these measures as harm minimisation initiatives.

**Pre-commitment**
- The authors note differences in pre-commitment systems that are often not recognised in the literature. Important points of difference include whether and how limits can be changed, whether the system is mandatory or voluntary, and the degree to which it is applied across a wide geographical area.
- The authors conclude there is modest evidence for the effectiveness of pre-commitment systems but indicate they are more supportive of mandatory and wide area systems. They note evaluations of voluntary systems but suggest they are not as effective as population level harm minimisation measures because gambling can still occur outside the pre-commitment system.

**Removal of ATMs**
- The review identified one study assessing the effectiveness of removing ATMs from gaming venues which provides modest evidence for this measure as a harm minimisation measure.

**Responsible gambling codes or packages**
- The authors identified seven studies examining responsible gambling practices in general such as codes or packages. However, the authors conclude there is almost no evidence for the harm minimisation of these initiatives.

**Reduction in maximum bets**
- The researchers concluded there is reasonable evidence to support reducing maximum bets to $1 despite not identifying much formal evidence that would demonstrate its effectiveness. The researchers highlight a decrease in Victorian gaming machine expenditure after the reduction of maximum bets from $10 to $5. However, as there has been no formal evaluation, they acknowledge it is unclear whether the decrease is a direct result of this policy.

**How this research might be useful?**

This paper reviews the evidence for a variety of harm minimisation measures for gambling and contributes to an ongoing debate, particularly around maximum bets and pre-commitment. The findings may be of relevance to policy makers, venues, and in-program design.

It is notable that several widely adopted harm minimisation measures had very little evidence to support them, particularly responsible gambling codes, signage and identification of problem gamblers in venues.

On the basis of this review, there is no evidence to suggest these interventions are effective. This suggests that either more work is needed to improve effectiveness or that after proper evaluation, they should be replaced by measures that have been proven to be effective.

Despite the above, the identification of some measures showing promise or positive effects offers guidance on what approaches should be favoured.

In general, the level of evidence for all interventions discussed was low. This indicates a strong need for further research and evaluation of gambling harm minimisation initiatives. Future research would benefit from considering the limitations of previous research identified in this paper.

**Want to know more?**

The full report from the study is located [here](#).

**How to cite this research**

Understanding positive play: an exploration of playing experiences and responsible gambling practices

Richard T.A. Wood and Mark D. Griffiths

What was the research?
This article examines the behaviours, attitudes and motivations of ‘positive players’ – described as players who are not showing signs of problem gambling.

The intention of this research was to identify the practical strategies that enabled players to keep their gambling at a healthy level.

The project was funded by a research grant from Camelot, the operators of the UK National Lottery.

How was the research conducted?
The research involved an online survey of 1,797 lottery players. Players were recruited through an email request sent to those National Lottery players who had indicated they were willing to take part in research projects, and through the National Lottery Facebook page. The data collection was non-random and no response rate was calculated.

The survey used the Lie/Bet screen for problem gambling, which includes the following two questions:

- Have you ever felt the need to bet more and more money?
- Have you ever had to lie to people important to you about how much you gambled?

Participants who answered yes to both questions were classified as probable problem gamblers. Participants who answered yes to only one question were excluded. Participants who answered no to both questions were classified as ‘positive players’.

The survey covered a variety of topics, including what makes an enjoyable playing experience, what games are played, where they are purchased and how often, what strategies are employed to avoid spending more than intended, and what responsible gambling means.

Limitations
This research is limited by its non-random sample, which means its results cannot be generalised. Further research with general population samples is required to confirm the findings. In addition, this research focused on lottery players who are generally considered at lower risk of developing gambling problems than gamblers of other forms. Future research on positive play might focus on gamblers at higher risk of problem gambling.

What were key findings of the research?

Problem gambling and positive players
- Of the 1,797 participants in the sample, 209 (11.6 per cent) were classified as possible problem gamblers and 1,484 were classified as positive players.

Games played
- Positive players played a variety of games including:
  - lottery (almost 100 per cent)
  - scratchcards (65.5 per cent)
  - sports betting (32.7 per cent)
  - electronic games such as slot machines (28.5 per cent)
  - bingo (20 per cent)
  - casino card games (14.9 per cent).

- Probable problem gamblers reported playing all games more frequently than positive players across all modes.
- Participants were most likely to gamble on the internet, with 93 per cent of respondents having done this at least once and 65.5 per cent playing at least once per week. This high rate of internet gambling likely reflects the online recruitment undertaken for this study.
- No significant difference between probable problem gamblers and positive players was found when examining the use of the internet to gamble.
- 37.4 per cent of participants gambled in a local supermarket or shop at least once per week.

Motivations to gamble
- The possibility to win a large prize was considered important by 96 per cent of positive players while the possibility of winning a small prize was important to 91.4 per cent. Other motivations to gamble included being entertained (68.4 per cent), playing socially (63.5 per cent), having some fun (65.5 per cent) and for excitement (60.8 per cent).
- There were no significant differences between positive players and problem gamblers in winning a large or small prize, gambling for fun, or being entertained.
- Probable problem gamblers were significantly more likely to report they gambled to be excited, to alleviate boredom or depression, or when upset. They were also more likely to report they played with family and friends.

Responsible gambling strategies
- The majority of positive players (90.2 per cent), were likely to say they mostly or always decided upon a limit before starting to play, 66 per cent worked out how much they could afford to lose before they started to play, and 52.8 per cent set a time limit.
• Positive players were significantly more likely than probable problem gamblers to report they engaged in several of the responsible gambling strategies such as setting a spending limit, only taking a pre-determined amount of money when gambling, leaving ATM cards at home when gambling, setting a time limit and working out how much to spend before they started gambling.

• Just over half (54.5 per cent) of positive players reported that it was easier to stick to a pre-determined limit when buying lottery tickets online, compared with only 5.9 per cent who said it was harder. For the other types of gambling studied, participants most frequently reported it was neither easier nor harder to stick to a limit online.

Almost all players used one or more responsible gambling strategies.

Leisure activities
• A majority (95.5 per cent) of respondents said gambling took up only a small part of their leisure time, whereas only 3.3 per cent said gambling was their main leisure activity. Positive players were significantly more likely than problem gamblers to engage in several non-gambling leisure activities.

Responsibility for gambling
• Almost all respondents (96.3 per cent) said it was mostly or entirely the individual’s responsibility to ensure they gambled only what they could afford. However, when it came to helping people to gamble more affordably, 70.5 per cent of respondents thought gaming companies had a role to play and 62.8 per cent thought gambling regulators had a role to play.

70.5 per cent of participants thought gaming companies had a role to play in ensuring players gambled responsibly.

Clusters of positive players
• The researchers divided positive players into two clusters: casual dreamers and responsible thrill seekers.
• Casual dreamers were less likely than responsible thrill seekers to participate in almost all types of gambling but were also less likely to engage in responsible gambling strategies.
• Responsible thrill seekers were more likely to report their motivations for gambling which included fun, relaxation, excitement, entertainment, boredom, to socialise, or due to depression or being upset.

How this research might be useful?
This research provides valuable information about people who are not gambling at problematic levels. The results of the study suggest positive players may have different motivations for gambling to people with gambling problems and use more responsible gambling strategies. The researchers suggest this information could be used to encourage positive play among all players, which would be an alternative to focusing on urging gamblers to avoid behaviours that are associated with a risk of problem gambling.

The research highlights how various responsible gambling strategies, particularly setting money limits on gambling, are very widely practiced. This suggests pre-commitment systems could be useful in encouraging responsible gambling behaviours.

The findings of the article also suggest online gambling may not be associated with greater difficulties in sticking to pre-determined limits than land-based gambling. However, further research which is not reliant on the self-reporting of participants is required to confirm this finding.

The study finds probable problem gamblers were more likely to be motivated to gamble by mood states (such as depression or boredom). The authors note this is consistent with a conception that winning money is less important than the experience of playing for problem gamblers. Similarly, the study found probable problem gamblers were more likely to play with family and friends. This suggests responsible gambling messages focused around keeping gambling social may not be beneficial for reducing problem gambling.

The research highlights the prevailing view that problem gambling is primarily an issue of personal responsibility. However, the majority of participants said gaming companies and governments have a role to play in reducing problem gambling.

It should be noted that the findings from this study do not of themselves support the argument put forward by the authors that ‘responsible gambling’ would benefit from being repositioned as ‘positive play’. There are no findings in this article that relate to the way the term ‘responsible gambling’ is used or participants’ understanding of responsible gambling.

Want to know more?
The full report from the study is located here.

How to cite this research
Problem gambling and the youth-to-adulthood transition: Assessing problem gambling severity trajectories in a sample of young adults

Jason D. Edgerton, Timothy S. Melnyk and Lance W. Roberts

What was the research?

This study examined the trajectories of problem gambling severity in young adults. Previous research has focused on cross-sectional samples and retrospective accounts, meaning there are limitations in the ability to assess causal relationships and changes over time for problem gambling. This study addresses the gap in current research and investigates problem gambling severity in young adults at a longitudinal level.

How was the research conducted?

The study analysed longitudinal data from the Manitoba Longitudinal Study of Young Adults (MLSYA). The research sample consisted of 679 young adults aged 18-20 living in Manitoba’s urban centres (Winnipeg and Brandon) as well as rurally.

Four waves of data collection were conducted between December 2007 and 2011, with a retention rate of around 90 per cent of participants across the waves.

To determine changes in gambling and problem gambling severity over the four years, the following 11 risk and protective factors were examined:

- Gender
- Early big win
- Early big loss
- Alcohol dependence
- Drug dependence
- Anxiety
- Depression
- Social support
- Illusion of control
- Impulsivity
- Age of gambling onset.

Problem gambling was measured using the Problem Gambling Severity Index (PGSI). To assess changes in problem gambling severity and the relationship to the 11 risk and protective factors over time, latent growth curve modelling (LGCM) was applied, which determines growth or change over time.

Limitations

The 11 factors examined to investigate their impacts on problem gambling severity were measured at baseline only. This means the study was not able to measure the changes of these factors or model the impacts of these changes on problem gambling over time. Other limitations as mentioned by the authors include the measurement of big win, big loss and the age when participants started to gamble. No amounts were specified to define ‘big win’ and ‘big loss’, indicating the responses were subjective and varied. The onset of gambling did not distinguish between formal and informal gambling while the type of gambling may indicate different levels of gambling involvement.

What were key findings of the research?

- The study found problem gambling severity generally decreased among young adults as they got older.
- Key findings regarding the influence of the 11 factors on initial problem gambling severity and the change of severity over time include:
  - Males tended to have higher initial levels of problem gambling severity than females. However, no influence of gender on the change of severity over time was found.
  - Depression, alcohol dependence, illusion of control and impulsivity were found to predict higher initial levels of problem gambling severity but no effect of changes of severity over time was found.
  - The onset of age, having experienced a big win or big loss, social supports, anxiety and drug dependence were found to have no significant effect on the initial levels of problem gambling and the changes of severity over time.
  - Impulsivity was the only factor that predicted a more rapid decrease in problem gambling severity over time.

Young adults who had higher initial levels of problem gambling severity tended to have a more rapid decline in problem gambling severity over time.

How this research might be useful?

The findings from this study challenge the conventional assumption that gambling problems can only worsen over time without intervention. The study found problem gambling severity for young adults could be improved naturally without formal treatment interventions. This finding implies that targeted prevention campaigns may be a more effective option compared to increasing treatment services to reduce gambling problems and gambling related harms among young adults.

The findings of this study also indicate gambling treatment services should be targeted at young adults with depression, alcohol dependence, illusion of control and impulsivity.

As this study was based on a sample population in Manitoba, Canada, the results may not be transferable to the Australian population as there are differences in population characteristics and gambling environments.

As the 11 risk and protective factors were measured at baseline
only and the changes of these factors over time were not considered, future research may advance this study by capturing the changes of predictors over time.

Want to know more?
The full report from the study is located here.

How the causes, consequences and solutions for problem gambling are reported in Australian newspapers: a qualitative content analysis

Helen Miller, Samantha Thomas, Priscilla Robinson and Mike Daube

What was the research?
The authors examined how Australian print media ‘framed’ problem gambling through its reporting in 2011 and 2012. The dominant themes in the discussion of gambling problems, their consequences and possible solutions were examined.

How was the research conducted?
A digital search of a newspaper database (Factiva) was conducted including the eight highest circulated Australian newspapers. One was national and the others were from all states in Australia except Tasmania.

Using the keywords ‘gambling’, ‘gamble’, ‘betting’, ‘pokies’ and ‘poker machines’, 339 articles were selected for review including news items, feature stories, editorials, opinion pieces and letters to the editor. Articles not relating to problem gambling were excluded.

The articles were examined using framing theory to extract themes that were consistent with particular understandings of the issue. These understandings were organised around how problems were diagnosed, judged and what solutions were suggested. The authors did multiple readings and cross-referenced the items to reach consensus on the themes.

Limitations
Between 2011 and 2012, the gambling discourse in the media was dominated by a debate around applying a mandatory pre-commitment system to poker machines across Australia. Therefore, a very large amount of the articles in this study (65 per cent) focused on the proposed pre-commitment reforms.

Only 20 per cent of articles discussed the causes of problem gambling and one third discussed the consequences.

The reliance on print media is also a limitation in this study. Research that included the broader worlds of social and broadcast media would clearly have been more difficult to examine but would have provided a more holistic analysis.

Finally, by conducting a digital search, other factors that could affect how an article is read (ie. accompanying pictures, size of headline, and location on the page) could not be analysed.

What were key findings of the research?
• 12 different voices were identified in the discourse. State and federal politicians made up the largest group of voices (58 per cent) with industry the second highest (31 per cent). Community representatives including activists for gambling reform made up 10 per cent of voices. Academics, problem or ex-problem gamblers, counsellors and medical professionals represented less than 10 per cent of voices in the sample.
• Only 20 per cent of articles discussed the causes of problem gambling and the vast majority of these associated the cause with gambling industry products rather than individual factors.
• Fairfax newspapers were more likely to see the industry as a cause of problems than News Limited.
• A smaller number of articles discussing problem gambling framed the issue as an individual’s responsibility. However, this was done more often via stories relating aspects of an individual’s history, traumatic life events or bad modelling in childhood, rather than pointing to personal failings.
• About one third of all articles discussed the consequences of problem gambling including financial consequences, broken relationships and even theft from family and employers.
• Very few articles discussed mental health or suicide consequences from problem gambling.
• Most articles (88 per cent) discussed solutions to problem gambling. The proposed pokie reform was the dominant solution discussed, while greater investments in counselling or education featured in less than 10 per cent of the articles.
• Regarding the debate on pokies reform, three major frames were identified:
  • ‘pokies as an exploitative product that requires reform’
  • ‘personal responsibility and the perils of the nanny state’
  • ‘a political controversy’
• The first frame was more likely to appear in papers in Victoria or those published by Fairfax. The second frame had support from the gambling industry, sporting organisations and the Federal Opposition at the time. The third frame was used most often and was more focused on the political fall-out in the debate for reform than in investigating problem gambling as an issue.

How to cite this research
How this research might be useful?

From a public health promotion point of view, this analysis provides important insights into how the public debate about gambling is framed.

Importantly, this article indicates a need for increased engagement with media and the public to enhance their understanding of the issues and broaden public discussions. Improved engagement with the media by experts, professionals and public health coalitions would also assist in developing better solutions.

Want to know more?

The full report from the study is located here.

How to cite this research


Parents and adolescents discuss gambling advertising: a qualitative study

Samantha Thomas

What was the research?

This study was conducted by Samantha Thomas from the University of Wollongong. The study examines how parents and their adolescent children conceptualise gambling advertising. In particular, it examines how messages in advertising are interpreted and how these interpretations influence perceptions of the risks and benefits of different types of gambling.

The study was funded by the Victorian Responsible Gambling Foundation under the Grants for Gambling Research Program.

How was the research conducted?

The qualitative study involved interviews with family groups comprising at least one parent and one child (aged 14-18). In total, 59 parents and 61 adolescents were interviewed. Most parents were mothers (n=47) and just over half the adolescents were boys (n=33).

All family groups included in the study spoke English, had lived in Australia for the five years before the interview, and came from a range of socioeconomic backgrounds.

Family groups were recruited via a market research company, and participants were provided a $100 grocery voucher for participating.

Interviews were conducted in the family home in late 2012 in the following two stages:

- Parents and adolescents were interviewed separately about their gambling behaviour and attitudes.
- Family groups were then brought together to watch a series of five gambling advertisements, after which the researchers facilitated in-depth discussions about the advertisements covering several topics. These included the appeal of the advertising, the relationship between advertising, sport and celebrities and the impact of advertising on gambling behaviour.

Limitations

The study was conducted in a ‘laboratory’ type setting within the family home. Participants may have responded differently knowing they were participating in research, as opposed to being candidly observed. In addition, the impact of gambling advertising on gambling consumption intentions was not explored.

As participants were self-selected rather than randomly selected, the sample is not likely to be representative of the Victorian population.

What were key findings of the research?

Socio-demographic and gambling characteristics

- Most parents had completed high school or tertiary education (n=48), and there was an equal distribution of families from a low, medium and high socioeconomic background.
- Most parents reported gambling in the previous year (n=48), and two thirds of adolescents had gambled in the previous year (n=39).
- Tattslotto and horse racing were the most common forms of gambling for adults.
- Betting on the Melbourne Cup horse race, sweeps or participating in informal family betting at home were the most common forms of gambling for adolescents.
- Approximately a third (n=17) of adolescents had placed a formal bet with the help of family or friends.

A significant amount of adolescents (two thirds) had gambled in the last 12 months

The causes and consequences of problem gambling

- Both parents and adolescents perceived gambling as a serious issue in Victoria.
- All participants underestimated the percentage of adults who gamble in Victoria (approximately 65 per cent compared to the actual estimate of 73 per cent) and overestimated the percentage of people in Victoria who have a problem with gambling (approximately 30 per cent, compared to the actual estimate of 0.7 per cent)
• Parents and young people thought problem gambling was both the responsibility of the gambling industry and the individual, although parents were slightly more likely to consider the gambling industry as the main actor responsible.

**Parents and adolescents in the study thought problem gambling was both the responsibility of the gambling industry and the individual.**

**Discussions about gambling do happen**
• Most parents said they had discussed gambling with their children. Conversations focused on being 'sensible' with money, the risks associated with gambling and the chance and odds of winning.
• Three quarters of adolescents indicated they talked about gambling, but typically did so outside of the family context.

**Conceptualisations of risks and benefits – parents see more risk than their children**
• Parents tended to conceptualise gambling in a risk/benefit framework, whereas children more often talked about positive outcomes of gambling such as excitement.
• Parents had nuanced attitudes to the risks associated with gambling. Many parents facilitated sweeps around horse racing events but were strongly opposed to their children being exposed to gambling advertising during sporting events.
• Adolescents were more likely to discuss the positive financial outcomes of gambling, seeing it as ‘fun’, ‘exciting’ and a chance to ‘win big’.

**Interpreting marketing messages**
• A ‘feel good’ factor was identified by many participants who said advertising made them feel positive, particularly if it promoted the concept of family or social connection.
• Some participants felt that advertisements promoted some forms of gambling as more socially acceptable than other forms.
• Some participants perceived gambling as a natural part of sport. For example, an advertisement for the Melbourne Cup did not mention gambling but participants saw gambling as a part of the event.
• Some participants, especially the adolescents, responded to the advertisements by saying they made gambling seem fun, exciting and easy to win money.

**Role of mandatory warning messages**
• Approximately one third of both parents and adolescents could recall there being responsible gambling messages in the advertising they were shown.
• However, not one participant could correctly recall the entire message, though many could recall parts of it.

**How this research might be useful?**
Using a qualitative method rather than a survey allowed researchers to gain a deeper understanding into how messages were interpreted by participants.
As attitudes to gambling, risk-taking and gambling behaviours in adolescents are often influenced by family, this study provided a fascinating insight into family unit interactions with gambling advertising.
The findings support community concerns about the negative influence of gambling advertising on children, principally that advertisements may present a misleading image of gambling as a fun and risk free activity.
The research also indicates that while parents may be discussing gambling with their children, the bulk of children’s interaction with gambling comes from other sources including exposure to advertising.
In terms of helping parents and children understand and negotiate gambling risks, this research supports the need for a deeper analysis of how the family as a unit (including parents and children) construct their views about gambling. This could incorporate an analysis of other sources that may influence children’s thoughts about gambling. It also indicates that parents may not be able to provide their children with realistic knowledge about gambling on their own in the current gambling environment.

**Want to know more?**
The full report from the study is located [here](#).

**How to cite this research**