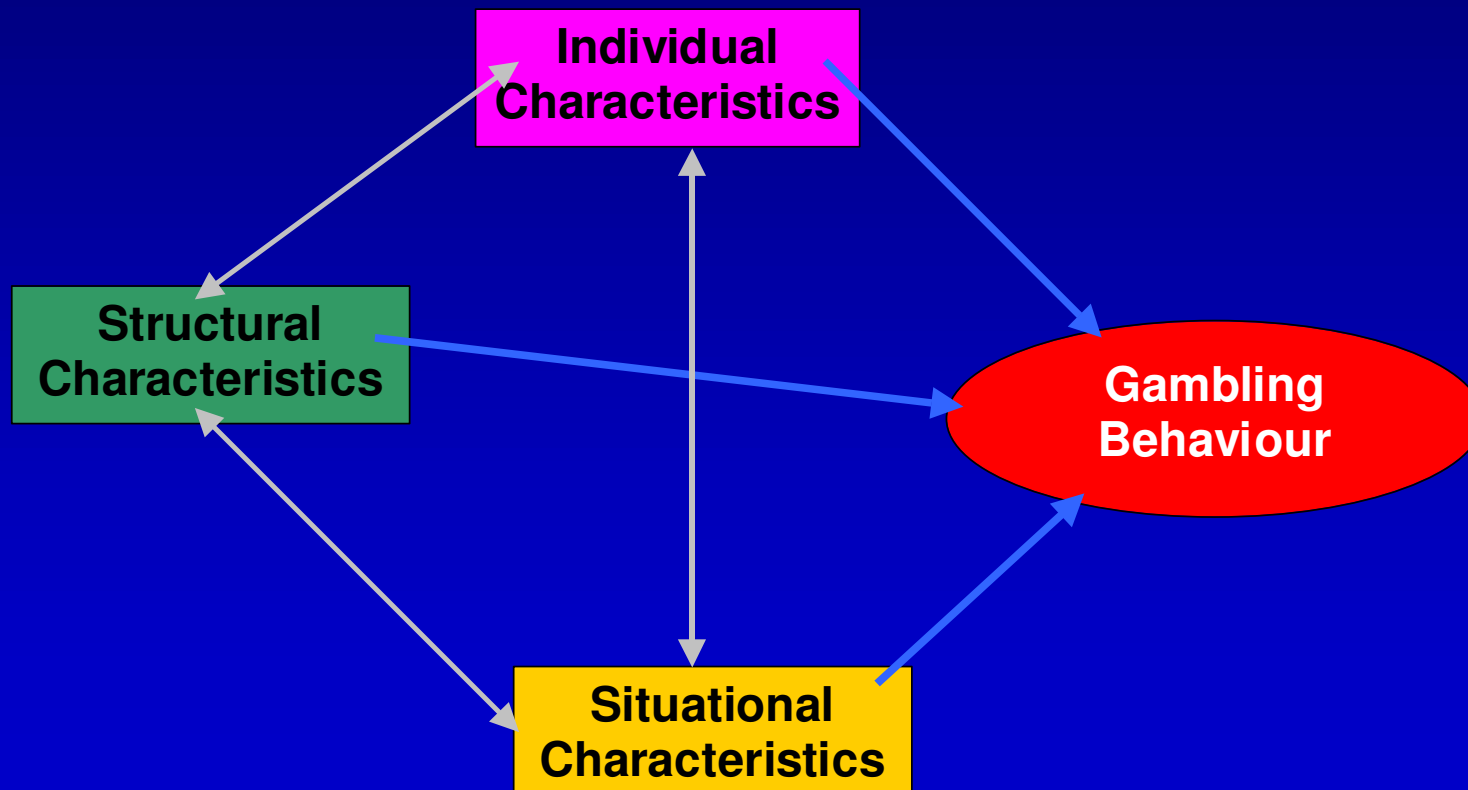


*The relative addiction potential of
different gambling offers*

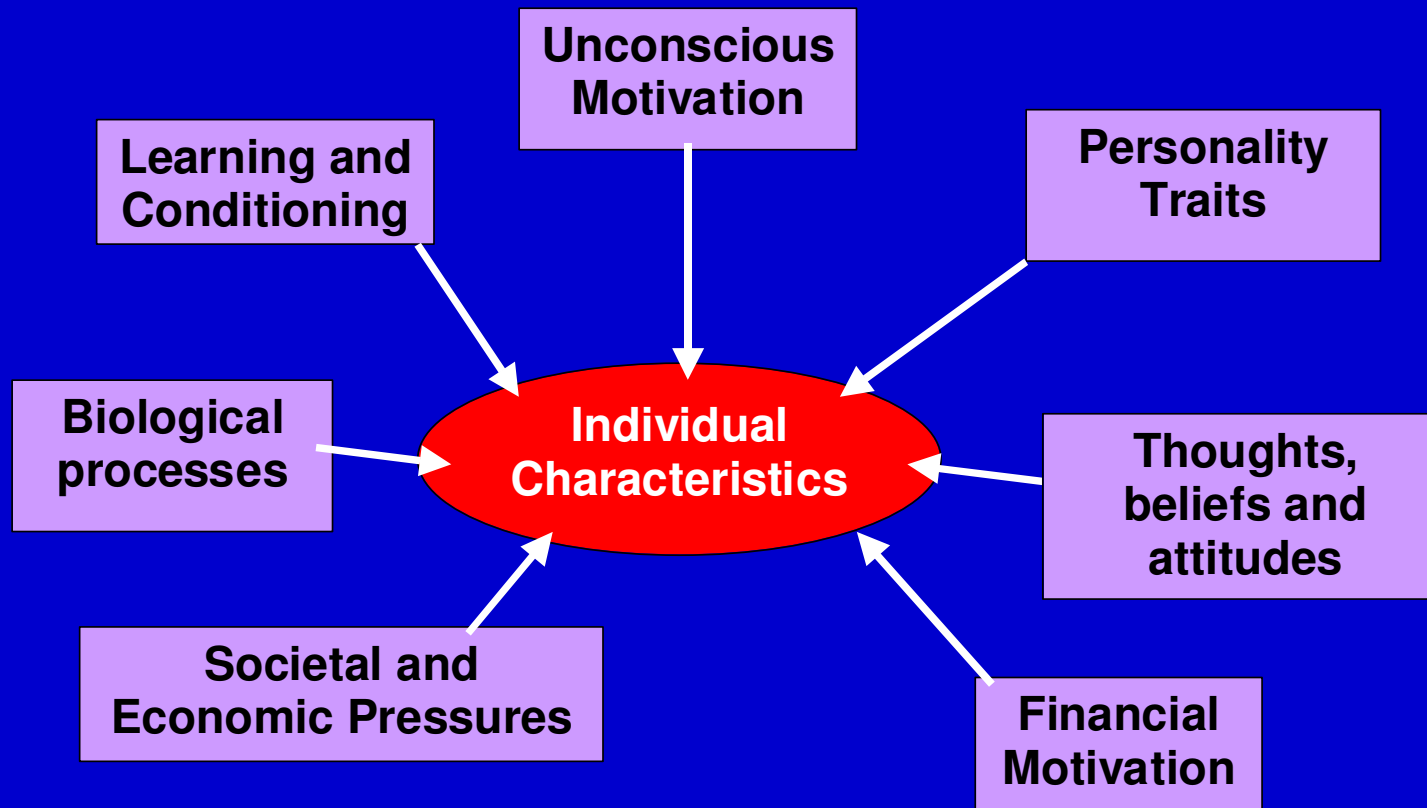
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INFLUENCES ON GAMBLING BEHAVIOUR



INDIVIDUAL CHARACTERISTICS

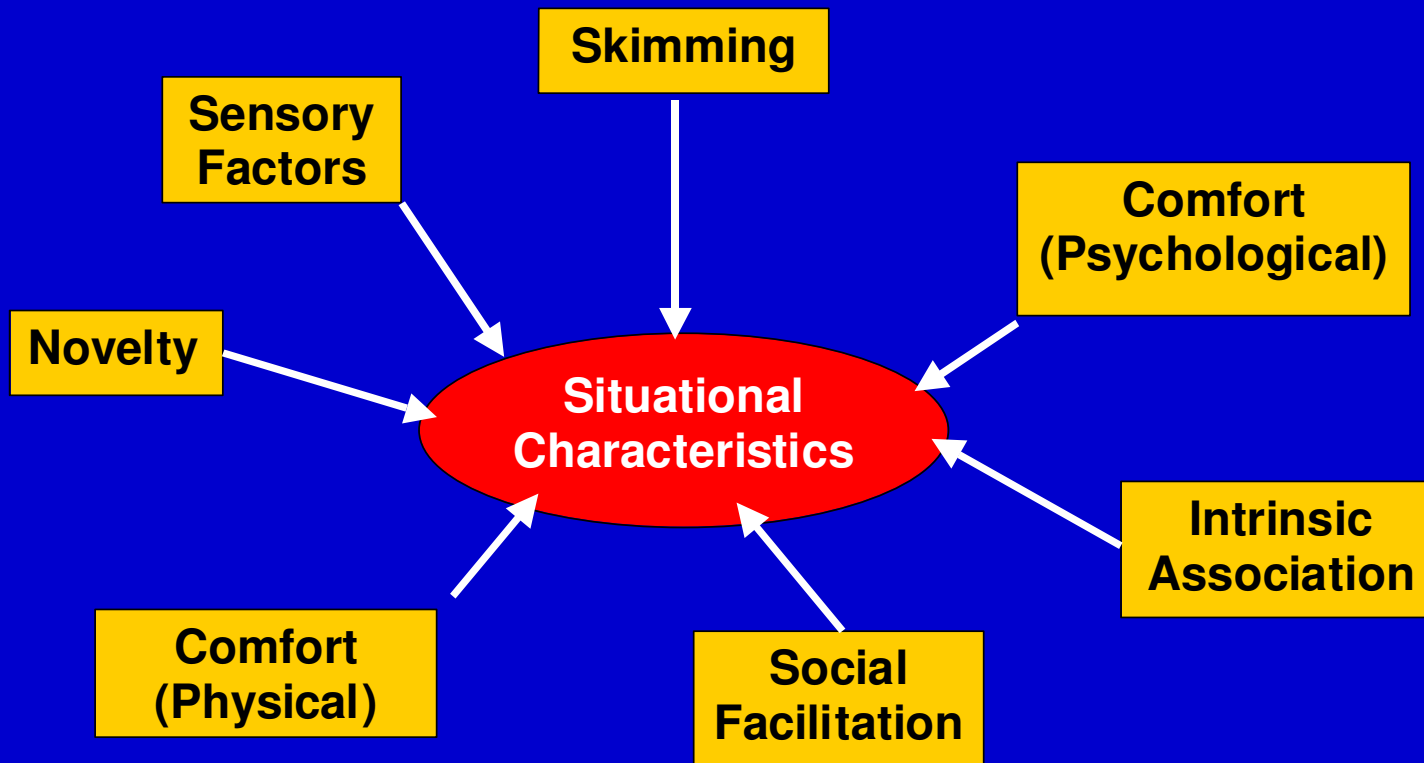
(Griffiths & Delfabbro, 2001)



SITUATIONAL CHARACTERISTICS

(Griffiths & Parke, 2003)

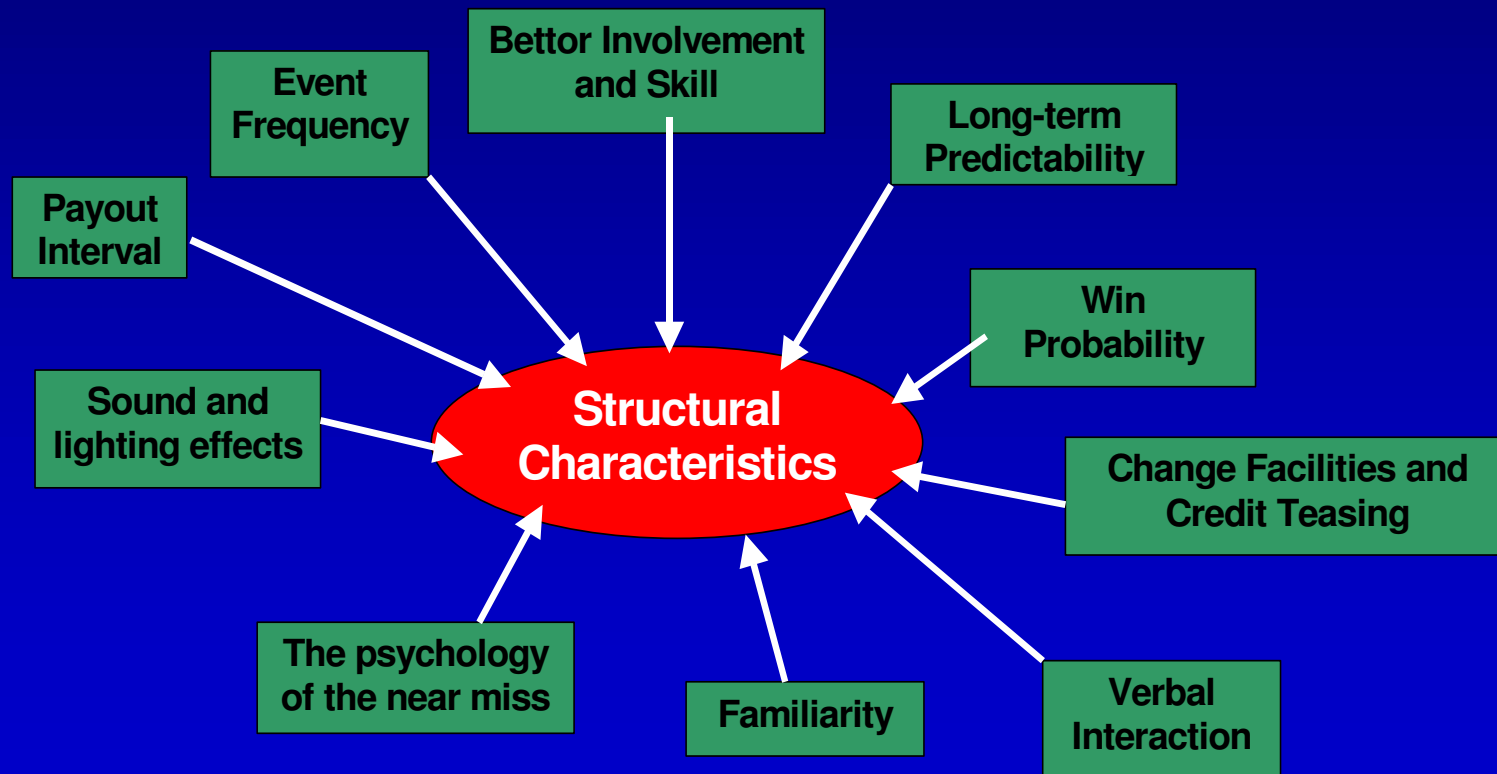
Example: UK Amusement Arcade



STRUCTURAL FACTORS

(Griffiths, 1993;1995; Parke & Griffiths, 2001; 2007)

Example: slot machines



IMPORTANCE OF STRUCTURAL CHARACTERISTICS

- n The identification of these factors may have real and important implications for clinicians, policy makers, the gambling industries and players to do the following:
 - n *Education of clinicians*
 - n *Educate and inform players*
 - n *Initiate and inform policy*
 - n *Inform the gaming industry*

STRUCTURAL CHARACTERISTIC TAXONOMY

(Parke & Griffiths, 2007)

- n ***Payment*** - Features that relate to how players pay to gamble
- n ***Playability*** - Features that make gambling fun, interaction and/or engaging
- n ***Speed*** - Features that relate to the frequency, duration and expediency of the game or reward
- n ***Educational*** - “Protective” features that educate or provide information to players
- n ***Ambient*** - Ambient features that may influence the immediate situation of the game or may contribute to other features
- n ***Reward*** - Features relating to how players receive financial rewards or winnings

	Characteristics	Authors
	Supervision Judgment (Cashless Gaming)	Griffiths, 1993; 1999a, 2003; Griffiths & Pate, 2002; Nisbet, 2005
	Bill Acceptors	Baszyski, Slape & Walker, 2001; Sheldrick & Schais, 2002; Bode, Honeyford & Wehler, 2003;
Payment	Spending Limits	Baszyski, Slape, Walker, Slanno, Coghlan, 2005
	Betting Lines	Walker, 2004; DeFolter, 2006
	Credit versus Cash Display	Loeb, Stewart, Klein & Blackburn, 2002
	Smart Card Technology Requirement	Nisbet, 2005;

	Near Misses	Stidland & Grote 1967; Moran, 1979; Reid 1986; Griffiths, 1991; 1994; 1997a, 1997b, 1999a, 1999b; Chant, Vallerand, Ladouceur, & Feland 1995; 1999; Kassinoe & Schae 2001; Griffiths & Wood 2001; Ladouceur & Seigny 2002; Pake & Griffiths, 2004; Pake & Griffiths, 2006
	Verbal Interaction	Griffiths & Bile, 2003; Pake & Griffiths, 2006
Playability	Familiarity	Dubar & Griffiths, 1997; Pake & Griffiths, 2006
	Feature Games and Bonus Games	Pake & Griffiths, 2006
	Specialist Play Features (eg Nudges, buffles etc)	Griffiths, 1990a; 1994, 1995; Pake & Griffiths, 2006
	Stop Buttons	Loh, Stewart, Klein & Blackburn 2002; Ladouceur & Seigny 2005
	Change Buttons	Griffiths, 1990, 1994, 1995; Wiler, 2004;
	Originality/Novelty (new)	Stelmeck & Schars, 2002;

Speed	Event duration and frequency	Giffiths, 1993, 1995, 1997a, 1997b, 1999a; Blaszczyński, Sape & Walker, 2001; Griffiths & Wood, 2001; Loh, Sevati, Klein & Blackburn, 2002; Parke & Giffiths, 2004; Blaszczyński, Sape & Walker, Shannon, Coughlin, 2005; Delfabbro, 2006; Parke & Giffiths, 2006
	Autoplay	

	Clocks/Time Averages	Steinbeck & Schans, 2002; Baszynski, Slape & Walker (2003)
	Player information	Lob, Stewart, Klein & Blackburn 2002;
Educational	Transparency of expenditure and statements/courses	Lob, Stewart, Klein & Blackburn 2002;
	Warning	Seerup, Wehn, Myers, My & Hoy 2004;
	Limit setting information	Seerup, Wehn, Myers, My & Hoy 2004;

	Light	Caldwell, 1974; Griffiths & Swift, 1992; Griffiths, 1993; DeFalco 2006; Pake & Griffiths, 2003, 2006
	Colour	Stark, Saunders, & Wiley, 1982; Griffiths & Swift, 1992; Griffiths, 1993
Arboreal	Misc	Griffiths & Pake, 2003, 2005; Pake & Griffiths, 2006;
	Sound	Hess & Eller, 1969; White, 1989; Griffiths, 1993; Loh, Stewart, Klein & Blackburn, 2002; Griffiths & Pake, 2006; DeFalco, 2006

	Jackpot Size	Comish, 1978; Dickerson, 1993; Griffiths, 1993, 1997a, 1997b; Delfabbro & Winefield, 1999; Griffiths & Wood, 2001; Griffiths & Parke, 2005; Delfabbro, 2006;
	Payout Ratio	Comish, 1978; Griffiths, 1993, Griffiths, 1997a; 1997b; Griffiths & Wood, 2001
Reward	Win Probability/Multiplier/Betting Lines	Royal Commission, 1951; Weinstein & Deitch, 1974; Comish, 1978; Griffiths, 1993; 1997a, 1997b; Griffiths & Wood, 2001; Walker, 2004; Delfabbro, 2006;
	Schedules	Dickerson, 1991; 1992; 1993; Delfabbro & Winefield, 1999; Griffiths, 1999b; Delfabbro 2006;
	Immediacy	Delfabbro 2006
	Mandatory Cashouts	Blaszczynski, Sharpe & Walker, 2003

CONCLUSIONS

- n Some SCs are capable of producing psychologically rewarding experiences even in financially losing situations (e.g., the psychology of the near miss).
- n Widely accepted that certain structural factors of gambling games influence the acquisition, development, and maintenance of gambling behaviour.
- n Interactive feature plays, increased skill orientations and bettor involvement, and the manipulation of familiarity and sound effects, are now combined to produce sophisticated and psychologically immersive slot machines.

- n Knowledge and understanding of the structural aspects of gambling is inadequate.
- n Some SCs (e.g. feature games, jackpot size, cashless gaming) have been subject to little or no empirical enquiry.
- n SCs that have received more attention (e.g. near miss, payment features, event frequency), have been inconsistent or inconclusive.
- n More focus needs to be given to the ecological validity of experiments, and improved access to valid environments (e.g. casinos) needs to be given to researchers.

- n Research and measurement of SCs rest heavily on building relationships with the gambling industry and putting pressure on regulators.
- n Researchers are now examining the role that SCs have for harm prevention and harm minimisation.
- n However, features or precautions relating to potential harm may be inextricably linked to profitability and fun.
- n Reducing the speed of reel spins on EGMs may reduce the chances of sustained losses and chasing but it may also make the game less enjoyable