

Experiences of using a social responsibility tool - interviews with Playscan-users

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Introduction/Playscan

- Open for and voluntary for all gamblers that were 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 risk assessment was generated on the basis of gambling history, experienced problems and if the gambler exceeds what he or she sees as adequate time and money to spend on gambling.
- Risk was communicated on a three level based scale: green, yellow and red.
- The user was offered advice on how to change gambling behavior.
- Feed back on how a member has gambled and supplies the opportunity to change gambling behavior (Motivational Interviewing and Stages of Change-model).
- Facilitate behavior change!

Introduction

- One study available that surveyed Playscan-users (Griffiths, Wood et al. 2009).
- Only 26 % had used Playscan.
- 47 % of the Playscan-users joined out of curiosity.
- Most of the users were positive to Playscan. 9 out of 10 stated that it was easy to use.
- “Hardcore” loyalty to Svenska spel.
- 52 % viewed Playscan as useful.
- Further need to explore different features of Playscan.

Aim of the PhD-project & study

- **To explore the effect on gambling for users of Playscan.**
- This study explores the users' own view of Playscan.
- The study explores circumstances regarding the users' gambling behavior and their view of Playscan.

Presentation of the study

- **Aim of the study is to explore users' experience of a social responsibility tool.**
- Users of Playscan were informed about the study via a mail from Svenska spel.
- User signed up for the interview via a web page (<http://korturl.com/playscanstudie500>).
- User were chosen on a "first come, first serve"-basis. Participants received 500 SEK for their participation.
- A semi-structured interview was carried out (the interview underwent a pilot testing with one user from every risk category).
- Asked questions related to gambling habits and the use of Playscan.
- Twenty users were interviewed (7 green, 6 yellow and 7 red).
- Thematic analysis was used to analyse the material (Braun and Clarke 2006).

Results of the study

- **Two main themes:** Gambling habits and Experiences of Playscan.
- **Sub-themes for Gambling habits:** gambling habits and motivation (lottery and sports betting), gambling online (easy, fast, and accessible) & responsible gambling at the site (every responsible gambling features are from Svenska spel).
- **Sub-themes for Experiences of Playscan:** reasons for joining the tool (curiosity), changes in attitude and/or behaviour after joining the tool (no apparent changes) , and ways to improve the tool (e-mail and SMS).

Linking sub-themes

- Main reasons for gambling were winning the jackpot (lottery) and fun and excitement (sports betting).
- The participants gamble online because it is fast, easy and accessible.
- The gambling activity determines site usage.
- Low usage of Playscan reflects gambling activity combined with motivation (curiosity).
- Linking the themes to create a tentative model.

Discussion of the results from the study

- The gambling activity in part determines use of Playscan (poker players might have a different experience).
- More direct feed back might increase usage (via e-mail, SMS or pop-up messages).
- The tool would gain a lot if it was more accessible. A closer partnership between the gambling site and the tool.
- Separation or integration of Corporate Social Responsibility-work in general?
- **Methodological consequences:** survey with more specific questions (for example regarding curiosity).
- **Methodological consequences:** preconceived notions regarding users.

Limitations of the results from the study

- Users of Playscan volunteered to use the tool.
- Convenience sample. The users might not represent the larger user group or users in general.
- Users did not engage in all the gambling activities on the site. Might be different if poker-players were included.
- Social desirability. The users see Playscan, Svenska spel and the interviewer as belonging to the same company. Do the participants tell the interviewer what they think she wants to hear?

Thank you!

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