



Some facts and figures



- In Fairfield in Western Sydney among the poorest 12% of local government areas in Australia, each adult resident lost an average \$2,340 on the pokies in 2010-11.
- In Ku-ring-gai and Willoughby, whose residents are among the richest 6% in Australia, poker machine losses were just \$270 per adult (Markham & Young, 2014).
- Especially high in the unemployed
- 42-75% of pokie spending Moderate Risk and Problem gamblers

Measuring prevalence in adults



- Most recent studies use the Canadian Problem Gambling Index (CPGI) or a 9question sub-version, the Problem Gambling Severity Index (PGSI)
- Three categories of gambling issues:
 - Low Risk (Score of 1-2)
 - Moderate Risk (Score of 3-7)
 - Problem Gambling (Score of 8+)

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PGSI 0=Never 3 = Almost always



- 1.Have you bet more than you could really afford to lose?
- 2. Still thinking about the last 12 months, have you needed to gamble with larger amounts of money to get the same feeling of excitement?
- 3. When you gambled, did you go back another day to try to win back the money you lost?
- 4. Have you borrowed money or sold anything to get money to gamble?
- 5. Have you felt that you might have a problem with gambling?

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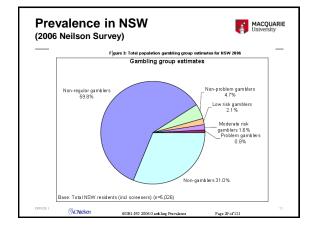
PGSI 0=Never 3 = Almost always



- 6. Has gambling caused you any health problems, including stress or anxiety?
- 7. Have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true?
- 8. Has your gambling caused any financial problems for you or your household?
- 9. Have you felt guilty about the way you gamble or what happens when you gamble?

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Prevalence of problem gambling MACQUARIE						
Percent in each category	NSW	Vic	Qld	SA	Tas	Over all
Low Risk	2.1	5.7	5.2	7.1	3.9	2.1- 7.1
Moderate Risk	1.6	2.4	1.9	2.5	1.8	1.6- 2.5
Problem Gambling	0.8	0.6	0.5	0.6	0.5	0.5-

A major public health issue



- Given an adult population of about 17.5 million this equates to somewhere between 368,000 and 578,000 Australians with substantial gambling problems
- Given that the current surveys may have underreported prevalence, the number may be even higher.
- Either way, problem gambling is one of Australia's most serious public health issues

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How big a social problem?



- Gambling problems: Australian social issue similar in magnitude to depressive disorder and alcohol misuse/dependence
- Years of healthy life lost <u>annually</u> due to gambling in Victoria alone: 101,675
 - Damage to relationships
 - Emotional and psychological distress
 - Alcohol use
 - Health problems
 - Financial problems
- Importantly, 85% of social impact is from low risk and moderate risk gamblers (Browne et al, 2015)

Where we are up to



- See young adult problem gamblers
- Facts and figures, including prevalence
- Issues for youth
 - Prevalence in youth
 - Gambling within video games
- Simulated gambling; SNS, internet, apps
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- What you can do
- Resources

Trends relevant to youth



- 1. Online gambling
- The i-revolution meets the gambling revolution
 1996: Sports betting companies begin setting up
 - in Australia

 1999: Sports betting companies now established all across Australia
 - 2007: Apple iPhone (smartphone) launched
- July 2007: Zynga play poker game launched on Facebook
- 2008: Apple app store launched, apps for iPhone and iPod touch; First Android smartphone
- 2008: Betfair wins High Court case freeing gambling companies from much state imposed regulation

Trends relevant to youth



- 2009: Sports betting advertising begins growing, just over half of interactive gamblers first gambled this way during or after 2009 (Gainsbury 2013)
- April 2010: First iPad tablet arrives in Australia
- 2011: Gambling apps made available in the Apple app store
- Sept 2011: Facebook allows gambling advertising
 2012: Facebook for the first time hosts a gambling game with cash jackpots
- 2012: Proportion of over 13 year olds accessing a social network site at least once a day exceeds 60% (ACMA 2013 p.38)

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Trends relevant to youth



- 3 April 2013: Zynga launch real money online gambling games. Partner with Bwin who offer a virtual poker party room and sports betting and are based in Gibraltar
- 2016: Several comprehensive Australian reports detail:
 - the growth of online gambling,
- convergence of online gaming and online gambling
- impacts on teenagers and young adults

Trends relevant to youth



- What online access means for young people
- Gambling illegal under age 18 but heaps of exposure anyway
- Internet access 24/7 from anywhere with coverage
- More gambling options
- Can fit gambling episodes into smaller time windows
- Grooming for adult gambling
- Gambling-like games not regulated

Trends relevant to young adults 2. Sports betting saturation



- Sports betting has become cool
- A new phenomenon: young, sensationseeking (mostly) males betting online bet365; Ladbrokes etc.
- Challenge to beat the bookie; masculinity
- Better educated, better paid
- Chase losses; remember wins
- Some become addicted, but more getting into serious financial trouble

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Problem gambling: Prevalence in youth



- Moore and Ohtsuka (1997).
- 1017 young people 14-25
- Prevalence ~3% problem gambling
- Delfabbro and Thrupp (2003).
- South Australia yr 10, 11, 12 students
- Prevalence ~3.5%
- More recent Australian studies all suggest levels between 3 and 4%, with older teens more at risk.
- This rate is much higher than for adults

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Problem gambling: Prevalence in youth



- One in 5 adults with problem gambling started before age 18
- Males at greater risk
- Teenagers four times more likely to develop gambling problems than adults!
- Thus teenagers far more vulnerable to activities that increase the risk of problem gambling

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Problem gambling: Prevalence in youth



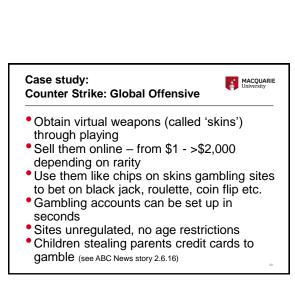
- The earlier people start gambling, the greater the risk of developing gambling related problems (Gupta & Derevensky, 2008).
- 60-80% of teenagers have gambled in previous year
- 5-10% gamble frequently

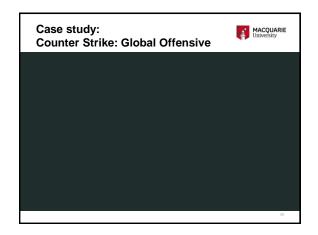




Resources













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Social networking, apps, online



- Up to 99% of 12-17 year olds use social media
- 87% Facebook; 70% You Tube, 49% Instagram
- *82% use daily (Gainsborough et al. 2015)
- ACMA surveys 2013, 2014 also show majority of Australian teens are strong consumers of internet
- SNS, Internet and apps are all popular platforms for 'simulated' gambling games

Social networking, apps, online



- Simulated gambling games
 - Fastest growing area in social media gaming, with casino-style games such as Heart of Vegas, Slotomania and Big Fish Casino accounting for three of the top 10 iPhone gaming apps.
 - These games look and sound just like real gambling apps, but because you can't collect cash, they're available to anyone over 12.

Social networking, apps, online



- Simulated gambling games
 - Unregulated because not 'gambling'
 - Play for points and tokens instead
 - Can usually pay as well to progress
 - Making these 'micropayments' increases chances of progressing to actual gambling markedly – maybe up to eightfold.



Social networking, apps, online



- Side note: In-app purchases
 - Game design increases engagement making it hard to leave game
- Then introduces limiting factor time limit; very hard level – and the only way to keep playing is with an in-app purchase
- Candy Crush and Clash of Clans make about a million dollars a day from in app purchases

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Social networking, apps, online



- Typically 30-50% of teens have used these simulated gambling apps
- 10-20% in previous 12 months
- King et al 2014 in Australia: 32%; 13%
- Hard for teens to ignore
- Pop ups, banners and side bars constantly offering these games on popular sites such as Facebook, Instagram, Google+

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Social networking, apps, online



- Advertising has a disproportionate impact on children and teens
- In particular, children and teens may struggle to identify advertising as advertising in the SNS, online, gaming and app environment, especially those under 12
- The use of sports stars or media celebrities to promote gambling has more impact on teenagers than on male sports viewers
- Kids may be exposed to over two hours of gambling advertising per week.
 Calculated by AdQuest eXtreme (Nielsen Media Research, August 2013)(frim KidBet)

Social networking, apps, online



- Grooming?
- Gainsborough et al 2015. Australian teens
- 23% play social casino games
- Of these, 79% play 1-3 times per day
- Most often via Facebook
- Amongst actual gamblers
 - 72% played social casino games
 - 12% did not
- 40% of players made micropayments

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Social networking, apps, online



- Why does simulated gambling increase likelihood of actual gambling?
 - Normalisation of gambling
- Micro-transactions encourage migration
- Encourage gambling skill building
- Increase confidence in gambling
 - Payouts are inflated in simulated gambling to give the impression wins in real games are larger and more frequent than is true

Social networking, apps, online



- The chance of winning top prize at the pokies is 9.7 million to 1
- The chance of being killed by lightning is 1.6 million to 1
- The chance of winning first division Powerball is 55 million to 1
- The chance of dying from a venomous bite or sting is 1 million to 1

Centre for Gambling Research, 'Fact Sheet – Gambling Odds', 2003

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Gambling disguised as education



- Some games which appear educational, or have educational benefits such as puzzle solving, developing motor skills, strategic thinking, time management etc. sometimes use gambling-like elements or have linked advertisements to simulated gambling.
 - Home Boov Pop!
 - Cooking fever
 - Cut the rope
 - Scribblenauts remix
- See ACCM site for thorough reviews

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When is it a problem?



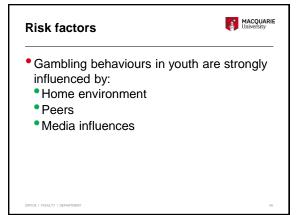
- Gambling becomes a problem when it harms:
 - •mental or physical health
 - •work, school and other activities
 - finances
 - reputation
 - relationships with family and friends.

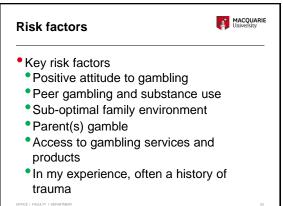
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Impact on youth



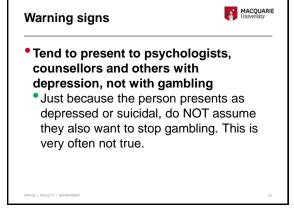
- Teenagers and young adults who gamble
- can suffer depression and become suicidal;
- may miss or drop out of school;
- can experience tensions in friendships and family relationships;
- may resort to criminal behaviour to bankroll their gambling.

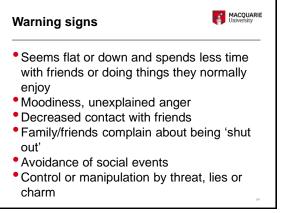












Warning signs



- Secretiveness about activities; lying
- Spends lots of time talking about betting
- More concerned with betting/odds than the sport when watching a game
- Has arguments at home about money and betting
- Unexplained loans or debts; Borrows or asks for money from family and friends
- Money just 'disappears'

Warning signs



- Unpaid bills
- 'Losing' wallets or money regularly
- Disappears for amounts of time that cannot be accounted for
- Has no time for everyday activities
- Overusing sick days and days off
- Misses school, starts to fall behind
- Takes an unusual amount of time for tasks (for example, taking two hours to get milk from the corner store).

Co-morbid mental health and relationship problems



- Disordered gambling and internet gaming disorder have similar neurochemical bases, behavioural markers and paths of comorbidity.
- Internet gaming disorder co-occurs with and predicts severity of disordered gambling (King et al. 2013)
- Co-morbidity with alcohol and substance use

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Barriers to seeking help



- There are often barriers to young gamblers seeking help:
 - Gambling is illegal for minors; may fear disclosure to authorities
 - Ashamed
 - May have committed crimes
- Want to keep gambling
- Don't know how to raise it
- Afraid of rejection or reprisals
- Thus, sensitivity needed in raising the issue

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Strategies



- Key: Talk to the child
 - Several excellent guides. I particularly like those on the Kidbet website (see resources) esp. "What's the big deal? Talking to teens about gambling"
- Look at web resources together
- Australian Council for Children and Media gambling information on hundreds of popular apps

