



Comparing attitudes to, and motivations for, participating in traditional and game-related gambling

(I know it's a horrible title, sorry!)



Centre of Excellence
in Game Culture Studies



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Overview of research



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- After data cleaning n= 587
- Age: 18-57, mean 29, median 27
- Gender: 52.5% identified as female
- Nationalities: 50 represented, Europe and Africa over-represented (probably due to time of survey release)
- Game play: 57.4% played F2P games at least once a week; 50.1% played non-F2P games multiple times a month or more

Overview of research

- RQ: Are there differences in a) the motivations for participating in (trad) gambling and game-related gambling, and b) attitudes toward (trad) gambling and game-related gambling?
- Exploratory, but expected that a) Trad gambling would be associated with higher rates of financial motivations; b) that game-related gambling associated with higher rates of enhancement motivation; and c) that attitudes toward game-related gambling would be more positive than toward traditional gambling

Part 1. Those who participated in both (n = 215)

Paired Samples Test				
	t	Two-Sided p	Cohen's Dz	effect size
ATGLStotal - ATGStotal	3.388	.001	0.231604	small/med
GLCMQ_EN - GMQ_EN	-10.34	<.001	-0.70695	large
GLCMQ_SO - GMQ_SO	-5.361	<.001	-0.36648	medium
GLCMQ_CO - GMQ_CO	-6.046	<.001	-0.41332	medium
GLCMQ_FI - GMQ_FI	-13.82	<.001	-0.94484	large

Part 1. Those who participated in both (n = 215)

- Motivations different across all types
- Motivations for trad gambling are rated more highly than all corresponding motivations for game-related gambling
- Largest effect sizes (the difference) seen in Enhancement and Financial motivations
- Attitudes toward game-related gambling are more positive than toward trad gambling, but the high degree of correlation between the two measures means difference is low

Part 2. Game-related gambling: both (n = 215) compared to game-related gambling only (n = 120)

Independent Samples Test							
		Levene's Test		t-test for Equality of Means		d	Effect size
		F	p	t	Two-Sided p		
ATGLS total	Equal variance	1.861	0.173	-1.832	0.068	-0.209	small
GLCMQ_EN	Equal variance	0.242	0.623	-0.35	0.726	-0.04	small
GLCMQ_SO	Equal variance	0.065	0.799	-0.269	0.788	-0.031	small
GLCMQ_CO	Equal variance	3.766	0.053	-0.933	0.352	-0.106	small
GLCMQ_FI	Equal variance	15.913	<.001	-2.786	0.006		
	Not Equal variance			-2.971	0.003	-0.317	small

Part 2. Game-related gambling: both (n = 215) compared to game-related gambling only (n = 120)

- Only one difference in motivations for participating in game-related gambling:
 - Those who also take part in traditional gambling rate the Financial motivation for game-related gambling higher than those who only participate in game-related gambling. The overall effect size is small (to moderate).
- Note: For those who only gamble related to games, Enhancement was rated highest individual motivation. Whereas for those that did both, Financial motivation was rated slightly higher than Enhancement.
- No differences were observed in respect to attitudes toward game-related gambling.

Part 3. Trad gambling: both (n = 215) compared to trad gambling only (85)

Independent Samples Test							
		Levene's Test		t-test for Equality of Means		Cohen's d	Effect size
		F	Sig.	t	Two-Sided p		
ATGS total	Equal variance	0.344	0.558	-2.095	0.037	-0.268	small
GMQ_EN	Equal variance	1.284	0.258	-3.227	.001	-0.413	medium
GMQ_SO	Equal variance	1.876	0.172	-2.078	.039	-0.266	small
GMQ_CO	Equal variance	13.759	<.001	-3.986	<.001		
	Not Equal variance			-4.529	<.001	-0.511	medium
GMQ_FI	Equal variance	2.308	0.13	-4.368	<.001	-0.56	medium

Part 3. Trad gambling: both (n = 215) compared to trad gambling only (85)

- Differences were observed in all motivations for participating in traditional gambling.
 - Those who take part in both traditional and game-related gambling rated motivations for traditional gambling higher than those who only participate in traditional gambling.
- The overall effect sizes (differences) are medium, with the exception of the “Social” motivation, where the effect size was small.
- A small effect size was also observed for attitudes to gambling:
 - those who participated in both displayed more positive attitudes to gambling than those who only participated in traditional gambling.

Summary of findings

- Those who engage in both view traditional gambling more positively than only trad gamblers, with the differences being of moderate effect size.
- But they rate game-related gambling more positively than trad gambling.
- For those who participate in trad gambling, the Financial motivation is the highest, followed by Enhancement.
- For those who participate in game-related gambling only, Enhancement is rated highest
- For those who participate in both:
 - For trad gambling, Financial is the highest by some distance, then Enhancement
 - For game-related gambling, Financial is highest, but only just above Enhancement

What does this mean?

- Those who engage in both types of activity rate respective motivations higher than those who only participate in one activity.
 - More engaged = more motivated, not surprising
- Motivations are different:
 - For those that do both, they are primarily motivated for financial reasons, whether trad or game-related.
 - For those who gamble in connection to games, Enhancement is most significant motivation.
 - Treatments, interventions, and public messaging strategies would benefit from tailoring according to specific groups.
- Game-related gambling is viewed more positively than trad gambling
 - Potentially problematic for many reasons, not least unregulated environments.



Future work

- It is unclear as to the developmental pathways of these behaviours.
 - Do people experience game-related gambling first, then migrate – or the other way around?
- Are attitudes to gambling-like behaviours formulated in relation to traditional gambling, or their relation to the games and gaming cultures?
- Explore attitudes in different populations, gamblers and in wider society.



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