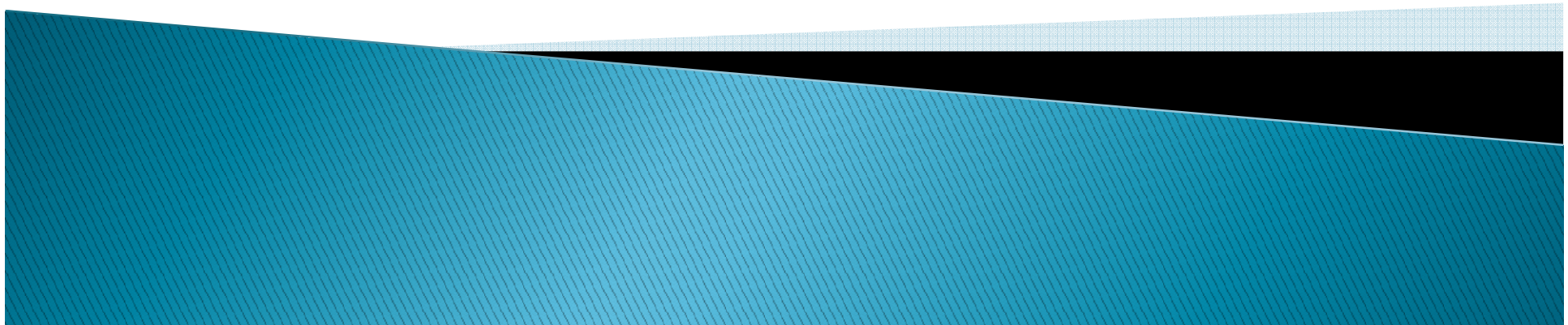


Types of past-year gambling activities influenced by social motivations and gender

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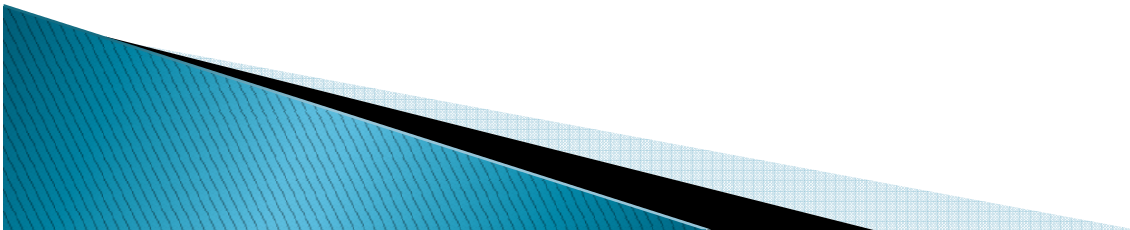
Acknowledgements

- ▶ presentation at *The First Asia Pacific Conference on Gambling and Commercial Gaming Research* made possible by a Conference Grant from Manitoba Lotteries' *Manitoba Gambling Research Program*



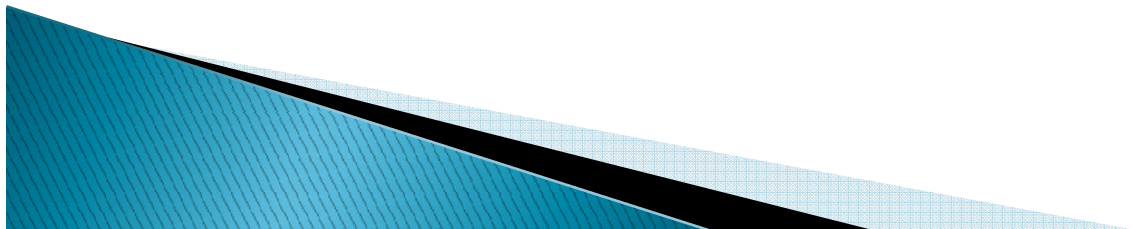
Acknowledgements

- ▶ Mike Neufeld
- ▶ Damien Dowd



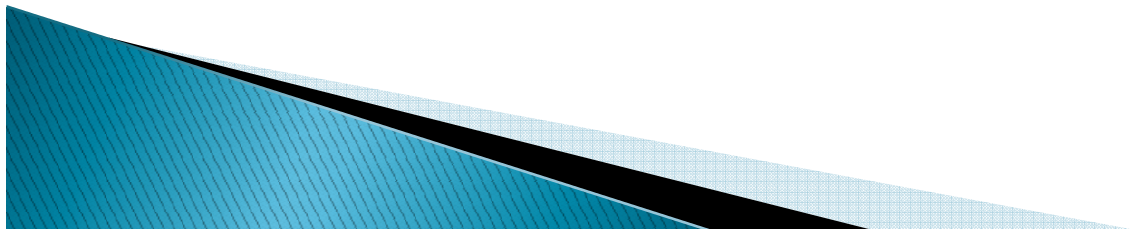
“Social” vs “Problem” Gambling

- ▶ “social” and “nonproblem” gambling are often used interchangeably
- ▶ social gambling may not be the same as nonproblem or recreational gambling (Rodgers et al., 2009)



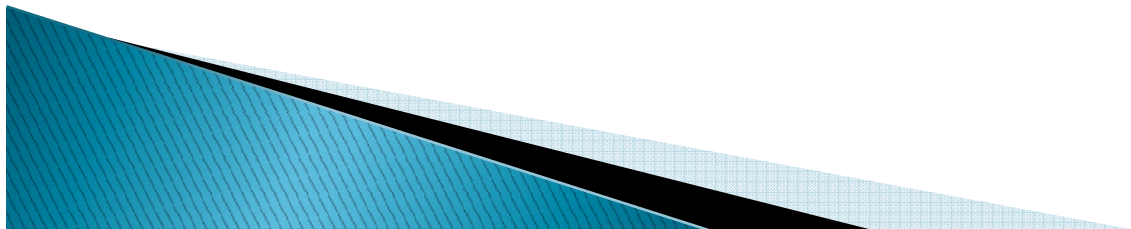
“Social” vs “Problem” Gambling

- ▶ gambling to socialise has been identified as one motive among recreational gamblers (Potenza et al., 2006)
- ▶ however, people with gambling problems have endorsed gambling for social reasons more than those without (Stewart & Zack, 2008)



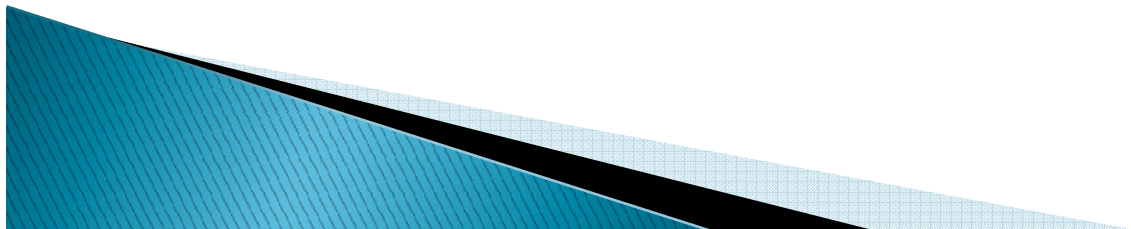
Types of Gambling Activities

- ▶ gambling activities have been classified a number of ways:
 - skill vs luck (Herman, 1976)
 - strategic vs non-strategic (Potenza et al., 2000)
 - active vs passive (Bonnaire, Lejoyeux, & Dardennes, 2004)
- ▶ gambling activities vary in terms of the social interaction involved (Potenza et al., 2000)
- ▶ perhaps people favour certain game types based on their social motives for gambling
 - high social vs low social?



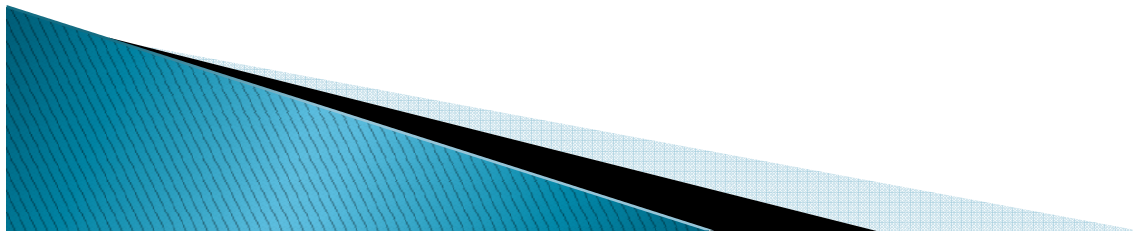
Gender and Gambling

- ▶ men gamble with more money, more often (Welte et al., 2002), and start gambling at an earlier age than women (Potenza et al., 2006)
- ▶ women prefer lottery and slots while men prefer cards, blackjack, sports betting (Potenza et al., 2006), and dice (Welte et al., 2002)



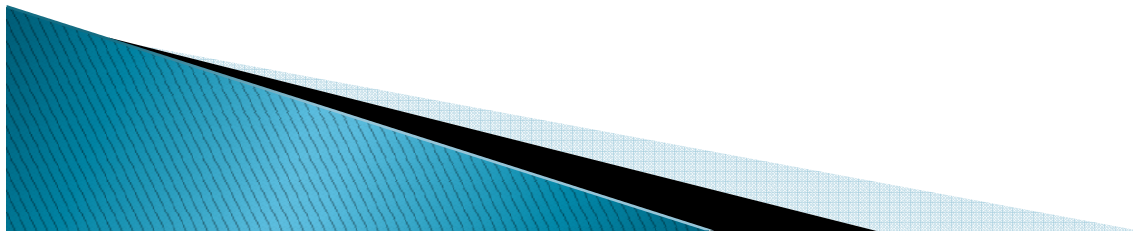
Gender and Gambling

- ▶ men and women both endorse social motives for gambling (Potenza et al., 2006)
- ▶ women with gambling problems have endorsed social gambling motives more than men with gambling problems (Stewart & Zack, 2008)



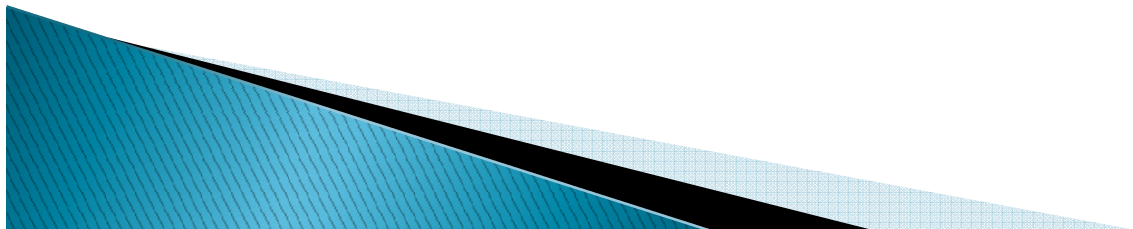
Research Question

- ▶ social motives and gender may both influence the type of gambling activities people choose to engage in



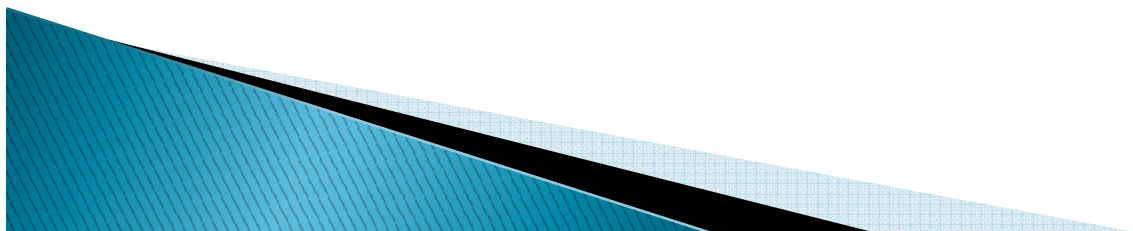
Hypotheses: Gender

- ▶ women will score higher than men on social gambling motives
- ▶ women will differ from men in terms of past year gambling activities
 - women will endorse lottery and slots more than men
 - men will endorse cards, blackjack, sports betting, and dice games more than women



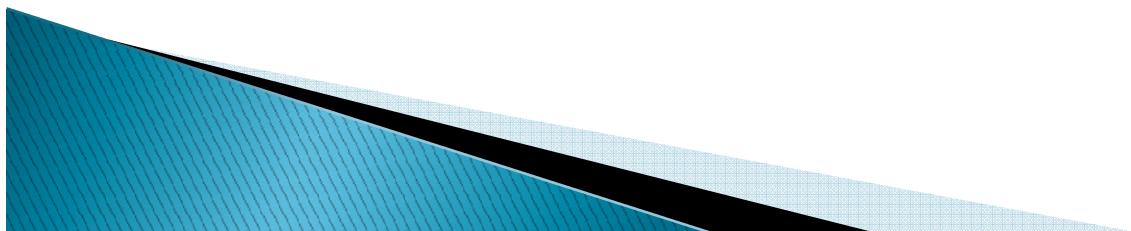
Hypotheses: Motives and Problems

- ▶ participants in upper quartile of social motives (“high social motives”) will score higher on coping and enhancement motives
- ▶ high social motives group will also score higher on a measure of gambling problems



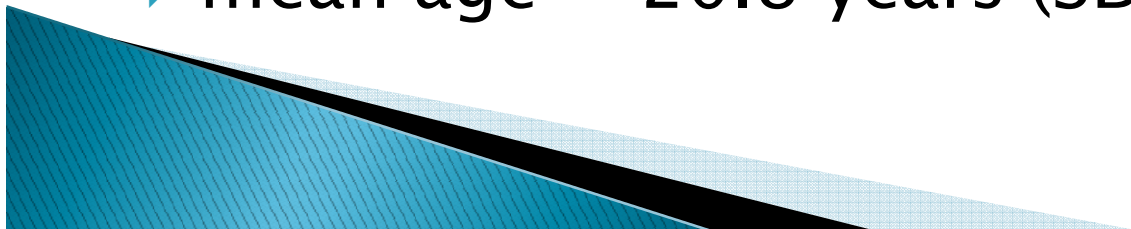
Hypotheses: Motives and Games

- ▶ participants in lower quartile of social motives (“low social motives”) will be more likely to have engaged in lower social gambling activities in past year, such as playing EGMs
- ▶ high social motives group more likely to do higher social gambling activities in past year, such as poker



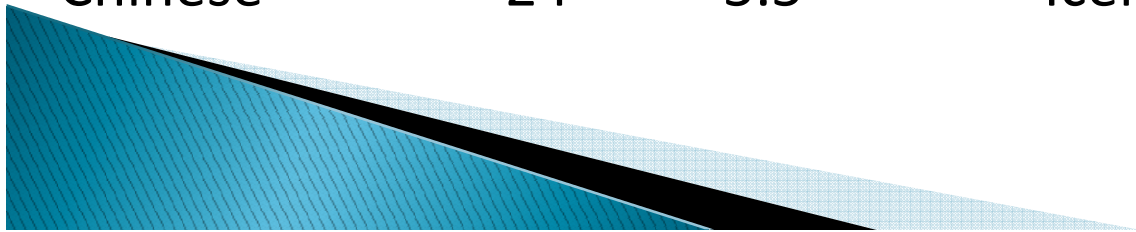
Participants

- ▶ overall sample consisted of 436 undergraduates who had gambled at least twice in the past year
- ▶ 188 men, 248 women, 1 missing gender data
- ▶ data analysed from 222 undergraduates in the upper and lower quartiles of social gambling motives
- ▶ 89 men, 133 women
- ▶ mean age = 20.8 years (SD = 5.3)



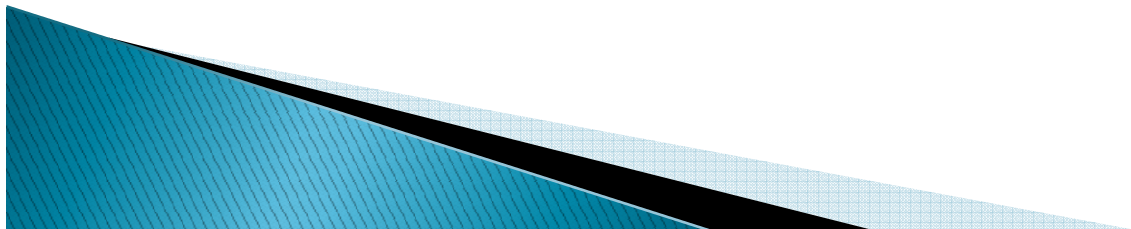
Participants

Ethnicity	n	%	Ethnicity	n	%
Canadian	340	78.0	Polish	20	4.6
English	57	13.1	Icelandic	17	3.9
Ukranian	50	11.5	Other	14	3.2
Irish	40	9.2	African	12	2.8
Scottish	38	8.7	Italian	12	2.8
French	38	8.7	Aboriginal	12	2.8
German	36	8.3	East Indian	12	2.8
Metis	25	5.7	Russian	10	2.3
Phillipines	24	5.5	Swedish	7	1.6
Chinese	24	5.5	Icelandic	17	3.9



Participants

Income (CAD)	n	Percent
\$10,000-\$20,000	65	14.9
\$20,000-\$50,000	48	11.0
\$50,000-\$80,000	35	8.0
More than \$80,000	61	14.0
Don't Know/Refuse	227	52.1
Total	436	



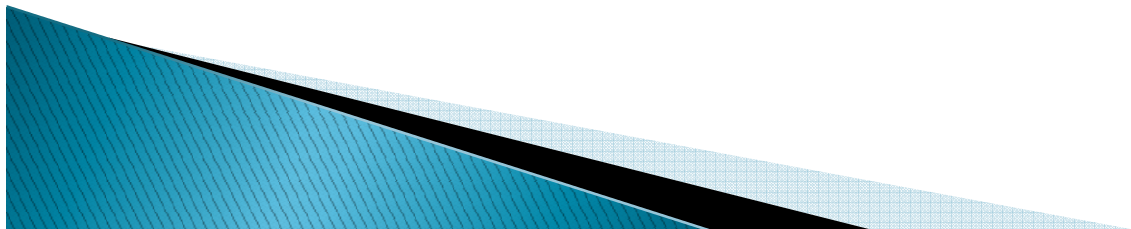
Participants

Game Type	n	%
Electronic Gaming Machines	321	71.6
Poker	200	45.9
Roulette and Other Table Games	69	15.8
Blackjack	133	30.5
Sports and Horse Betting	63	14.4
Lottery	17	3.9
Dice, including Craps	5	1.1
Bingo and Other Charity	20	4.6
Proposition Betting	11	2.5
Mahjong or Other	8	1.8



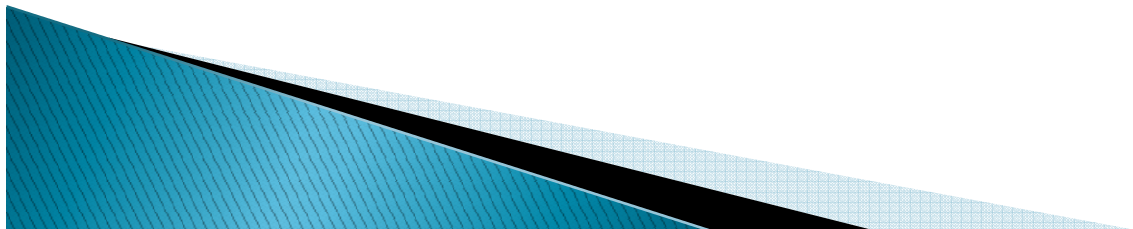
Measures

- ▶ **Gambling Motives Questionnaire (GMQ; Stewart & Zack, 2008)**
- ▶ **Problem Gambling Severity Index (PGSI; Ferris & Wynne, 2001)**
- ▶ **demographics and self-reported past year frequencies of gambling activities**



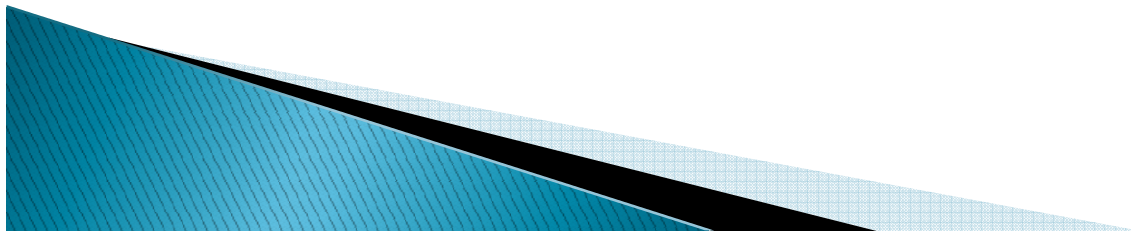
Procedure

- ▶ informed consent obtained and all measures completed online using SurveyGizmo (www.surveygizmo.com)
- ▶ participants compensated with course credit



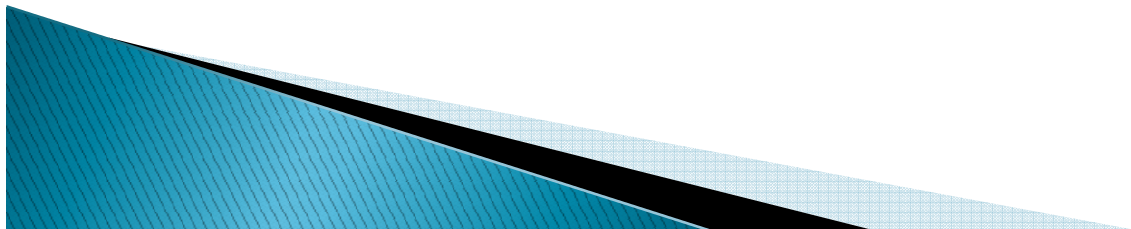
Results: Gender

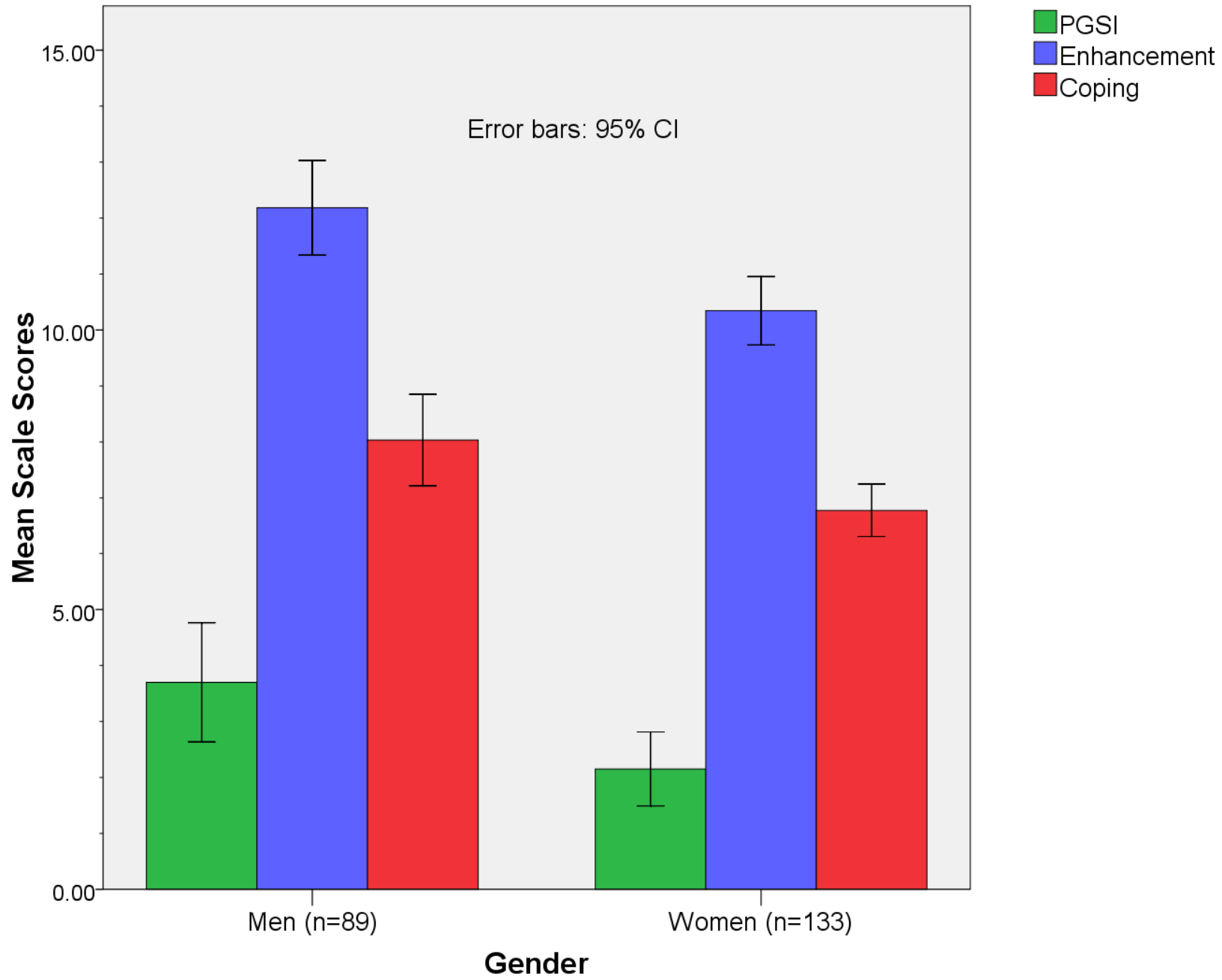
- ▶ in the overall sample ($n = 436$), contrary to hypothesis, men scored higher than women on social motives ($F_{1,433} = 5.30, p = .022$)
- ▶ in the upper and lower quartiles of social motives scores ($n = 222$), men and women did not differ in terms of social motives



Results: Gender

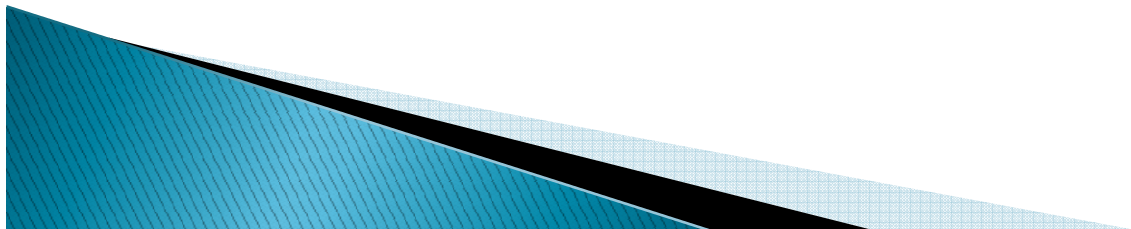
- ▶ men scored higher than women on:
- ▶ problem gambling severity ($F_{1,218} = 46.88, p < .001$)
- ▶ enhancement motives ($F_{1,218} = 143.09, p < .001$)
- ▶ coping motives ($F_{1,218} = 56.43, p < .001$)

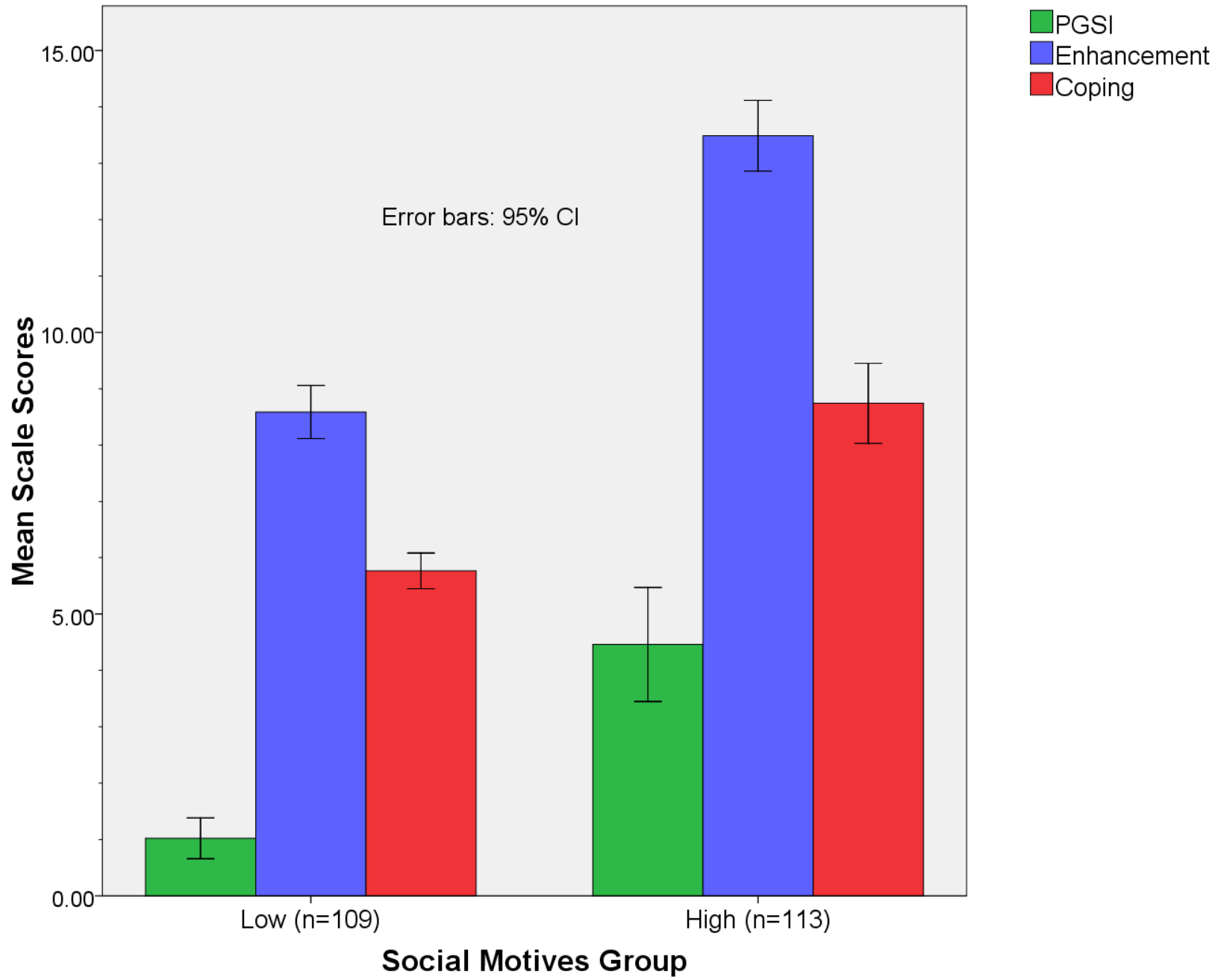




Results: Motives and Problems

- ▶ the high social motives group scored higher than the low social motives group on:
 - ▶ problem gambling severity ($F_{1,218} = 4.83, p = .029$)
 - ▶ enhancement motives ($F_{1,218} = 7.22, p = .008$)
 - ▶ coping motives ($F_{1,218} = 3.84, p = .051$)





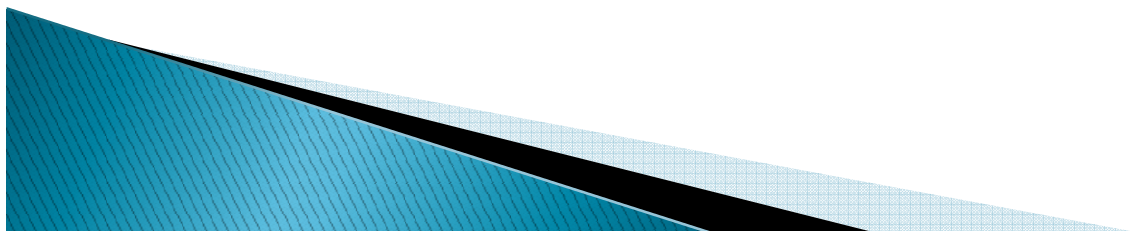
Results: Types of Gambling

Electronic Gaming Machines (EGMs)

- ▶ women more likely ($\chi^2 = 13.33$, $df = 1$, $p < .001$)
- ▶ social motives did not influence EGM play

Poker

- ▶ women less likely ($\chi^2 = 4.74$, $df = 1$, $p = .029$)
- ▶ high socially motivated gamblers more likely ($\chi^2 = 18.87$, $df = 1$, $p < .001$)



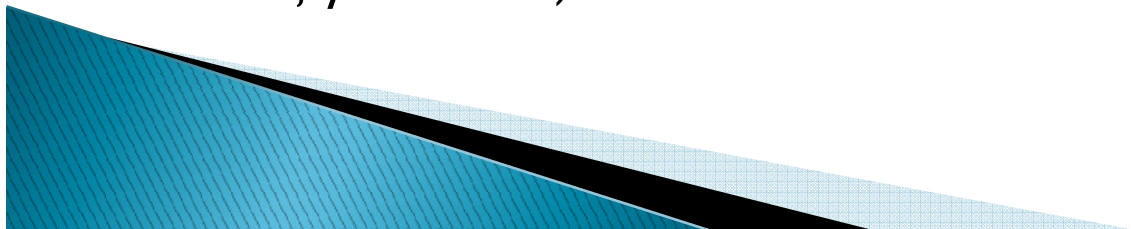
Results: Types of Gambling

Blackjack

- ▶ women less likely ($\chi^2 = 8.58, df = 1, p = .003$)
- ▶ low socially motivated gamblers may have been less likely ($\chi^2 = 3.20, df = 1, p = .074$)

Roulette (and other table games)

- ▶ women less likely ($\chi^2 = 11.58, df = 1, p = .001$)
- ▶ women with low social motives less likely than men with low social motives ($\chi^2 = 13.17, df = 1, p < .001$)



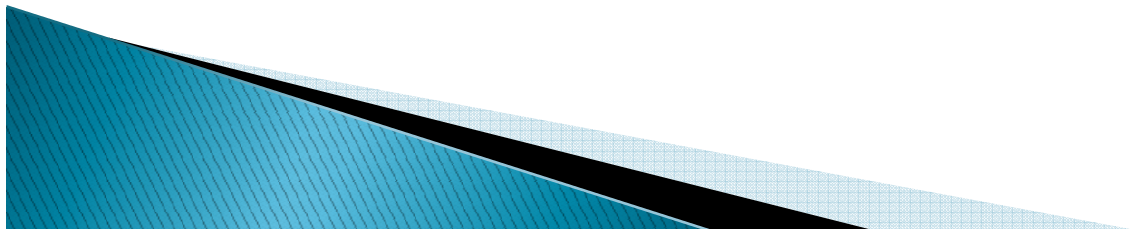
Results: Types of Gambling

Sports Betting (including horse racing)

- ▶ women less likely ($X^2 = 15.55, df = 1, p < .001$)
- ▶ no effect of social motivations

Lottery and Scratch Tickets

- ▶ no effect of either social motives or gender



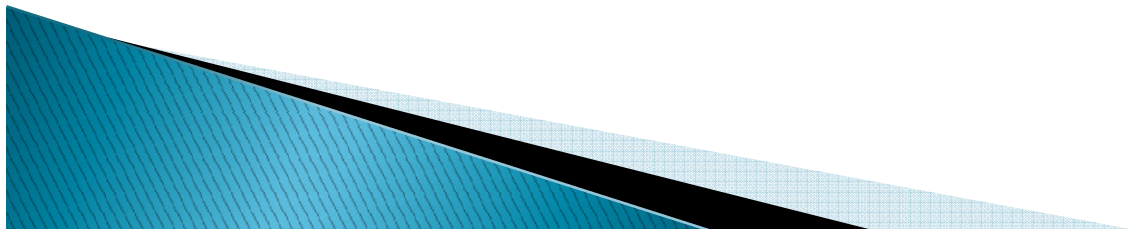
Results: Types of Gambling

Dice Games (including craps)

- ▶ men more likely ($X^2 = 4.55, df = 1, p = .033$)
- ▶ no effect of social motives

Bingo and other charity gambling (such as raffles)

- ▶ women more likely ($X^2 = 6.75, df = 1, p = .009$)
- ▶ no effect of social motives



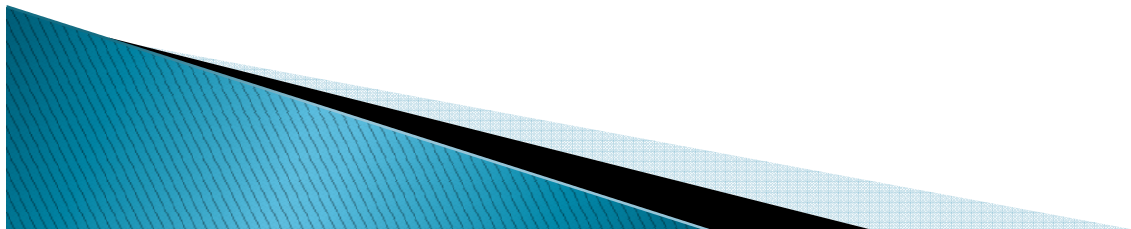
Results: Types of Gambling

Proposition Betting

- ▶ no effect of social motives or gender

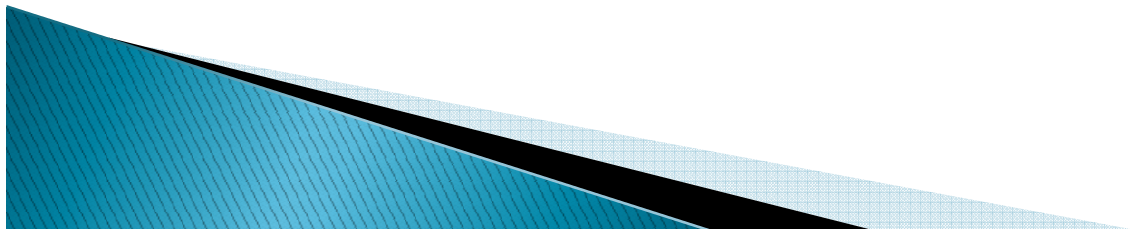
Other Betting

- ▶ men were more likely ($\chi^2 = 3.39, df = 1, p = .066$)
- ▶ no effect of social motives



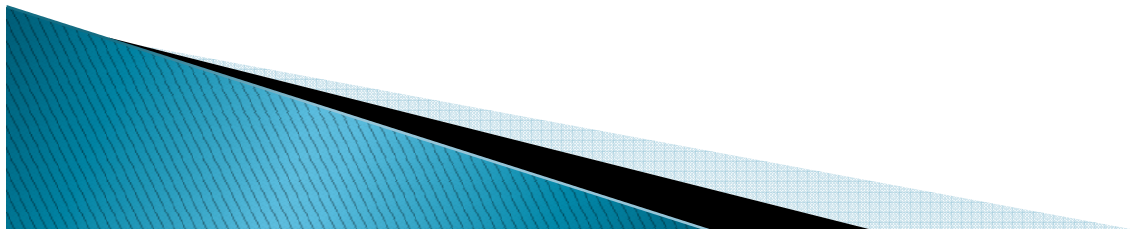
Results: Types of Gambling

Women	Men	Neither
EGMs	Poker	Lottery
Bingo and charity	Blackjack	Proposition betting
	Roulette	
	Sports and horse betting	
	Dice (e.g., craps)	
	Other	



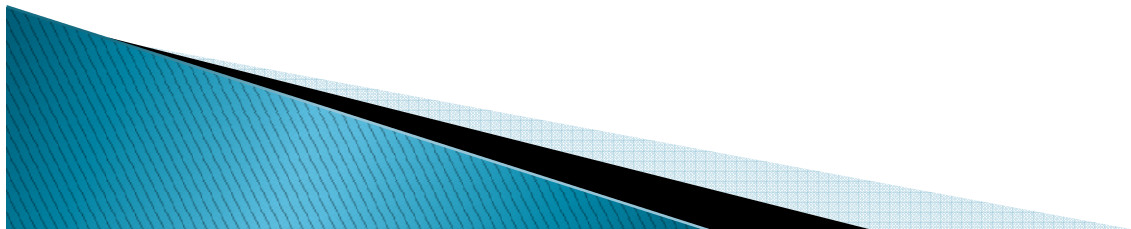
Results: Types of Gambling

Low Social	High Social	Neither
	Poker	EGMs
	Blackjack	Sports and horse betting
	Roulette*	Lottery
		Dice (e.g., craps)
		Bingo and charity
		Proposition
		Other



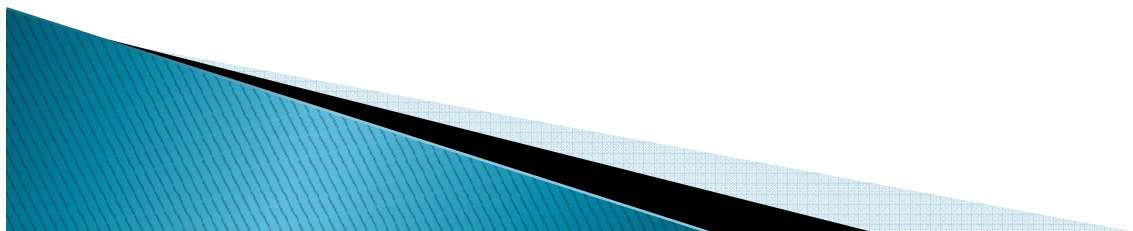
Discussion

- ▶ social gambling is not nonproblem gambling
 - high social motives, like high coping and enhancement motives, are associated with problems
- ▶ men in the overall sample scored higher on the social gambling motives measure
 - previous research on recreational gamblers did not report gender differences in social motives (Potenza et al., 2006)
 - previous research on problem gamblers that found women with problems scored higher than men (Stewart & Zack, 2008)



Discussion

- ▶ gender influences many past year gambling activities, except lottery and prop betting
- ▶ social motives may be important for some activities, such as poker and blackjack, and surprisingly less important for others
- ▶ however, results may have limited generalisability and rely on self-report



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