

GAMESENSE IN FOCUS: INSIGHTS FROM AN EVALUATION IN MASSACHUSETTS CASINOS

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At issue:
Persistence





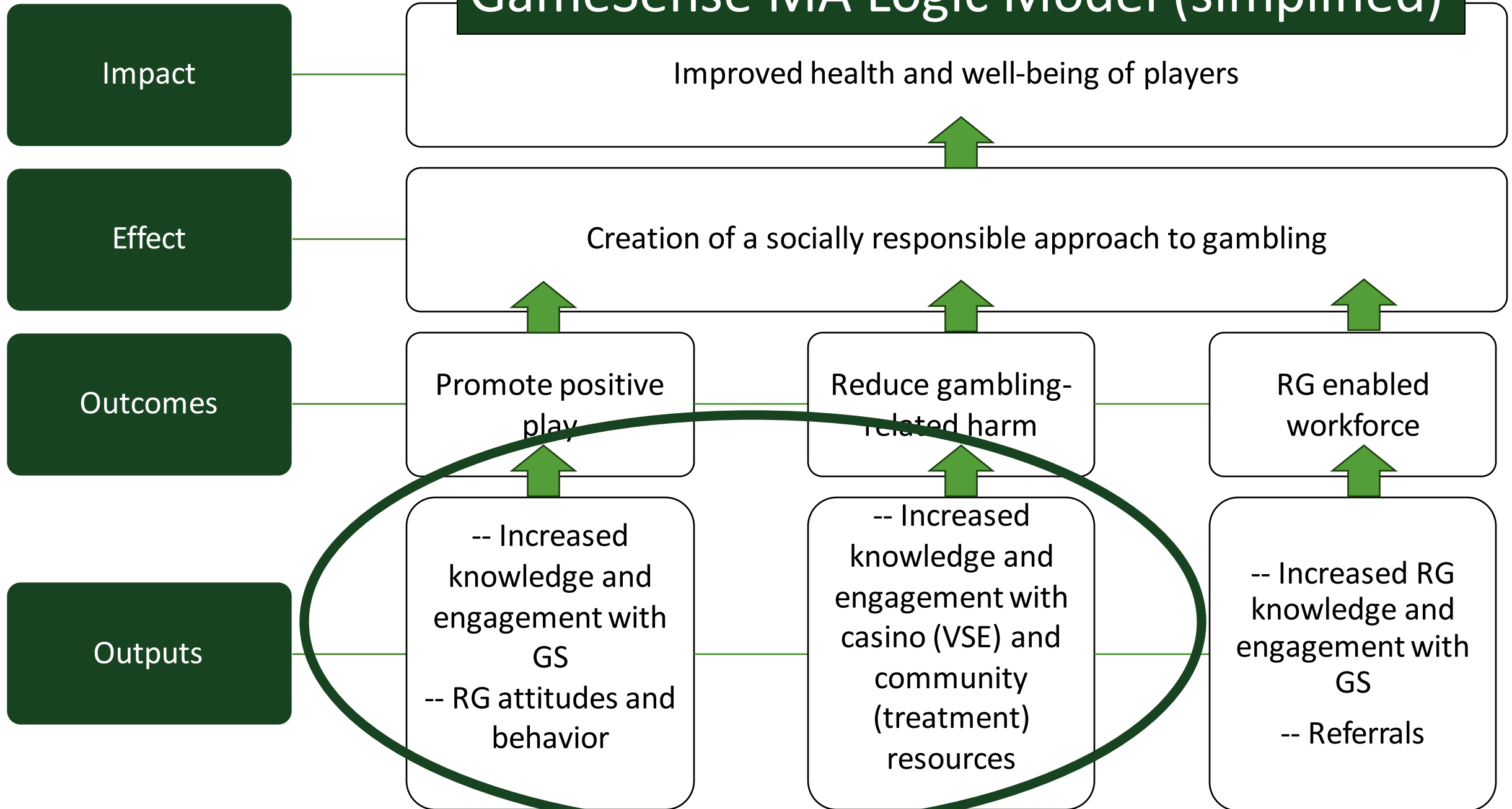
HOW TO GAMBLE **Responsibly**

GameSense

GameSense is a comprehensive responsible gaming strategy.

GameSense Advisors work at a **GameSense Info Center** located at casinos. GameSense Advisors receive extensive training in the areas of responsible gaming techniques, problem gaming behavior and local resources for help.

GameSense MA Logic Model (simplified)



The logo for GameSense, featuring the brand name in a dark green, sans-serif font centered within a white rounded rectangular shape. This shape is set against a dark green background that fills the top half of the slide.

GameSense

Survey of "regular" Patrons

Recruitment: 1109 patrons who

- 1) visited one of the three Massachusetts casinos at least three times in the last three months and
- 2) Spent at least \$100.

Player: What should they exhibit?

Measured outcomes:



Awareness of GameSense

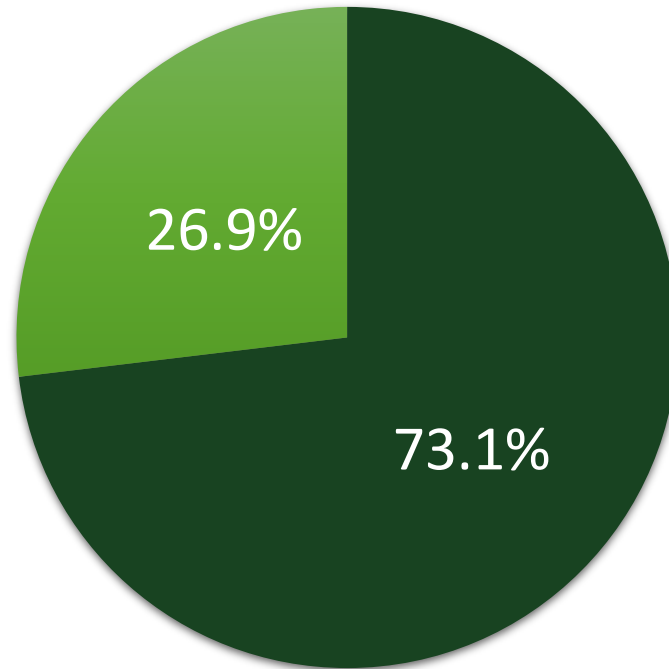


Knowledgeable about the purpose of GameSense



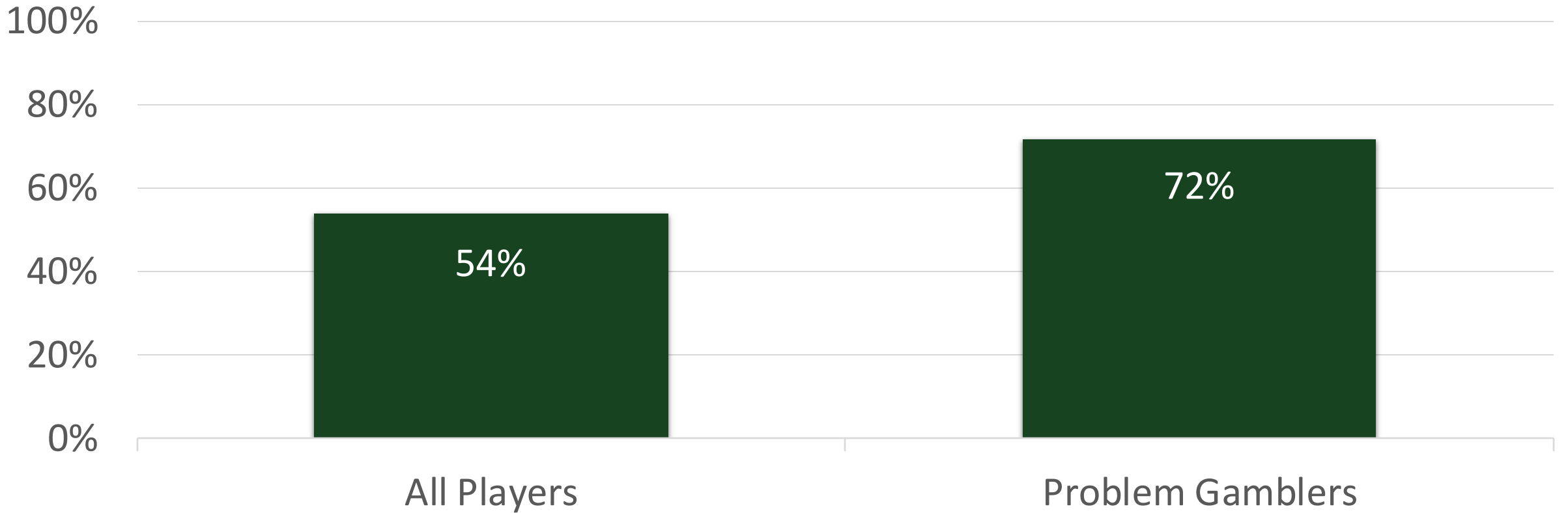
Engaged with and perceptions of GameSense

Awareness of GameSense



■ Aware of GS ■ Not aware of GS

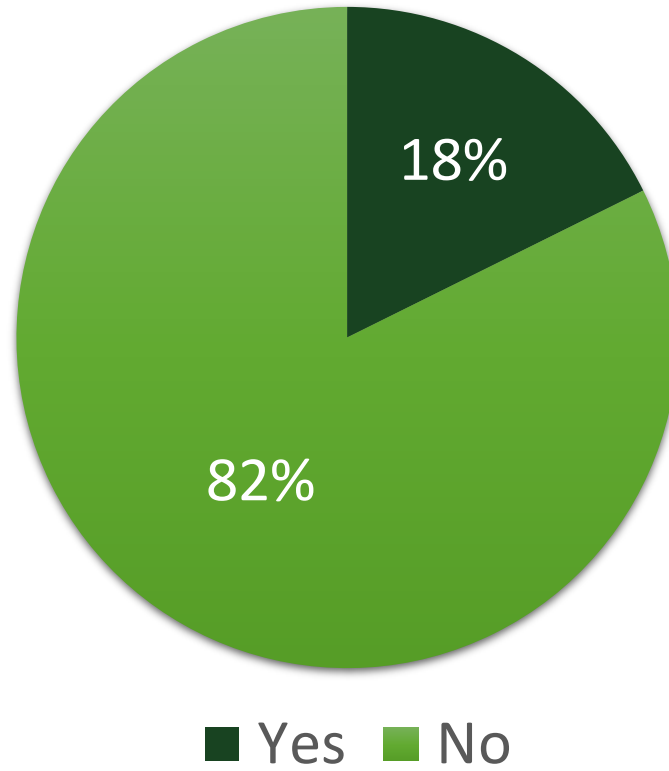
Target audience of GameSense



Purpose of GameSense

Perceived purpose	Proportion who responded “Yes”
Helps educate players about responsible gambling	84%
Provides responsible gaming tools	70%
Offers support for gambling-related problems	70%
Helps educate players about gambling-related myths	26%
It’s a lounge where players can get away from the floor	16%

Engagement with GameSense



Reasons for *not* engaging with GameSense

Three groups emerged:

Self-assured (n=124):

- “I already know how games work”
- “I already know about gambling-related myths”

Invitation responsive (n=248):

- “No one asked me to check GameSense out

Self-assured non-believers (n=132):

- “I don’t think GameSense Advisors would be able to teach me anything”
- “I don’t think GameSense Advisors help players”

Reasons for engaging with GameSense

Two groups emerged:

Information seekers (n=124):

- “To learn about gambling-related myths”
- “To learn about voluntary self-exclusion”
- “To learn about support for problem gambling”

Curiosity and swag inspired (n=67):

- “I stumbled on a GameSense information Center”
- “To get swag (e.g., a lanyard)”

Outcome of Interacting with GSAs

Due to my experience(s) with a GameSense Advisor:	M (SD)	% agreement
I feel more informed about how to gamble responsibly.	4.83 (1.51)	53.5%
I would encourage others to speak with a GameSense Advisor.	4.94 (1.38)	58.8%

Means are on a 7-point scale where 1 = "strongly disagree" and 7 = "strongly agree". Percent agreement was based on responds of 5 or higher on the scale.

Take home messages

1. High level of awareness about GameSense, but room for improvement
2. Only half of participants believed GameSense was for everyone, which may be undermining engagement.
3. Those who engage reap benefits (and refer)



Recommendations



1. Segmented messaging about GameSense and RG.
2. Normalize the use of GameSense.

The logo for GameSense, featuring the word "GameSense" in a dark green, sans-serif font. The text is centered within a white, rounded rectangular shape that is set against a dark green background.

GameSense

**Survey of Patrons who
interacted with GSAs
about RG**

Recruitment: 303 patrons who visited one of the three Massachusetts casinos and had a meaningful interaction with a GameSense Advisor

An **Exchange Interaction** is a two-way communication with a GSA about responsible gaming or problem gaming

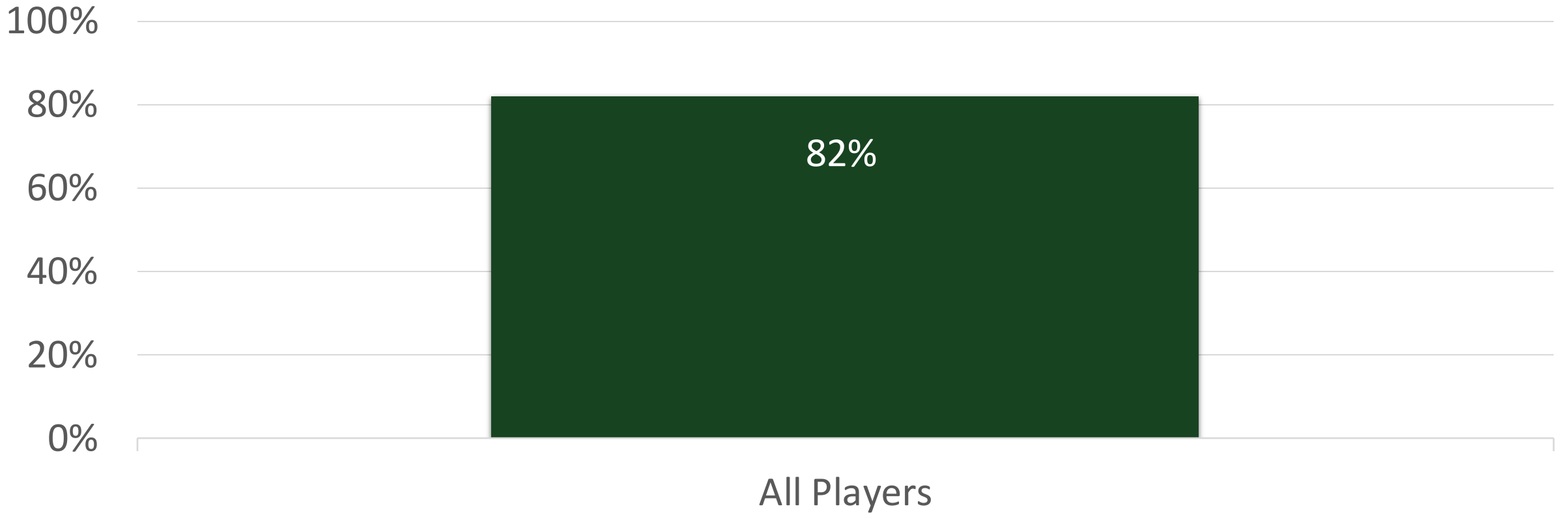
A **Demonstration Interaction** involves a longer communication from a GSA about how a game, responsible gaming tool, or concept works.



GameSense

The image shows a trade show booth for GameSense. A large, glowing green oval logo with the word "GameSense" in white is mounted on a dark blue wall. Three people are standing in the booth: a woman in a grey polo shirt on the left, and two men in bright neon green polo shirts in the center and right. They appear to be engaged in a conversation. In the foreground, a white counter with a black top holds several brochures. To the right, a large window displays a brightly lit, colorful structure, possibly a game or a display. The floor is a mix of wood and patterned carpet. A stanchion with a black rope is visible on the left side of the frame.

Target audience of GameSense



Purpose of GameSense

Perceived purpose	Proportion who responded “Yes”
Helps educate players about responsible gambling	94%
Provides responsible gaming tools	94%
Offers support for gambling-related problems	93%
Helps educate players about gambling-related myths	84%
It’s a lounge where players can get away from the floor	70%

Reasons for engaging with GameSense

Three groups emerged:

All information seekers (n=108):

- To learn about: gambling-related myths, voluntary self-exclusion, and support for problem gambling
- To get swag

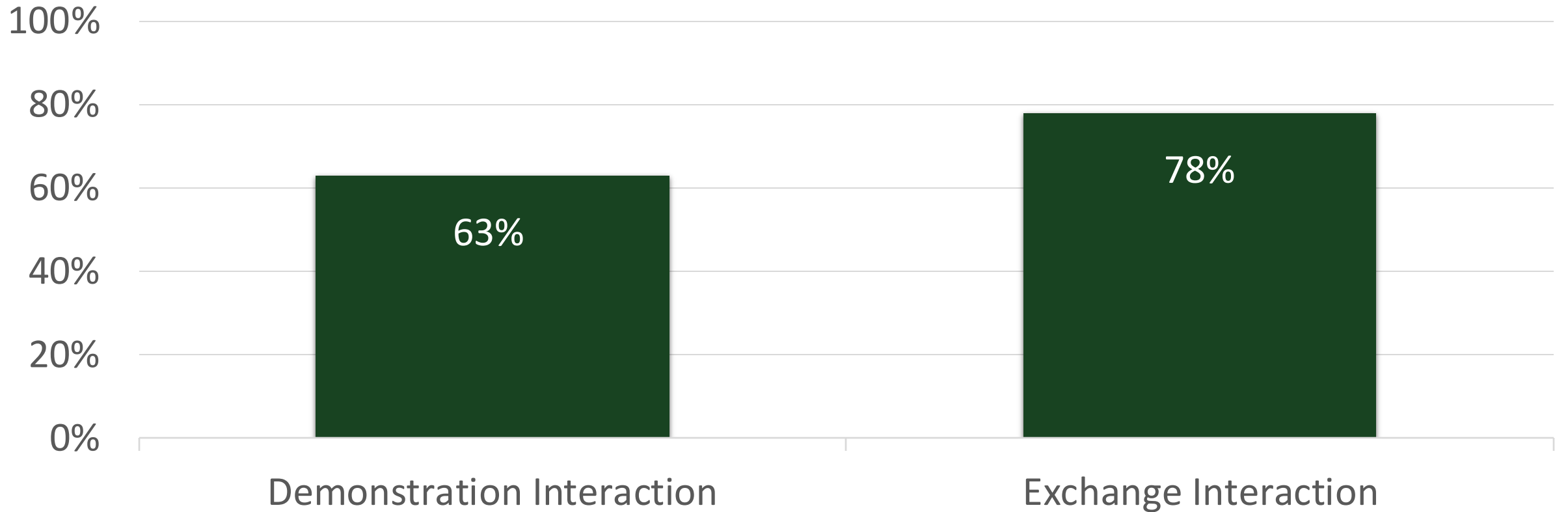
RG Curious(n=102):

- To learn about: RG, gambling-related myths, voluntary self-exclusion, and support for problem gambling

Externally inspired (n=83):

- “GSA initiated a conversation with me”
- “To get swag”

Did you feel more informed?



Outcome of Interacting with GSAs

Due to my experience(s) with a GameSense Advisor:	M (SD)	% agreement
I feel more informed about how to gamble responsibly.	5.35 (1.81)	74.2%
I would encourage others to speak with a GameSense Advisor.	5.64 (1.70)	78.8%

Means are on a 7-point scale where 1 = "strongly disagree" and 7 = "strongly agree". Percent agreement was based on responds of 5 or higher on the scale.

Take home messages

1. Patrons benefit from interacting with GSAs.
2. Patrons have diverse motivations for engaging with GameSense.

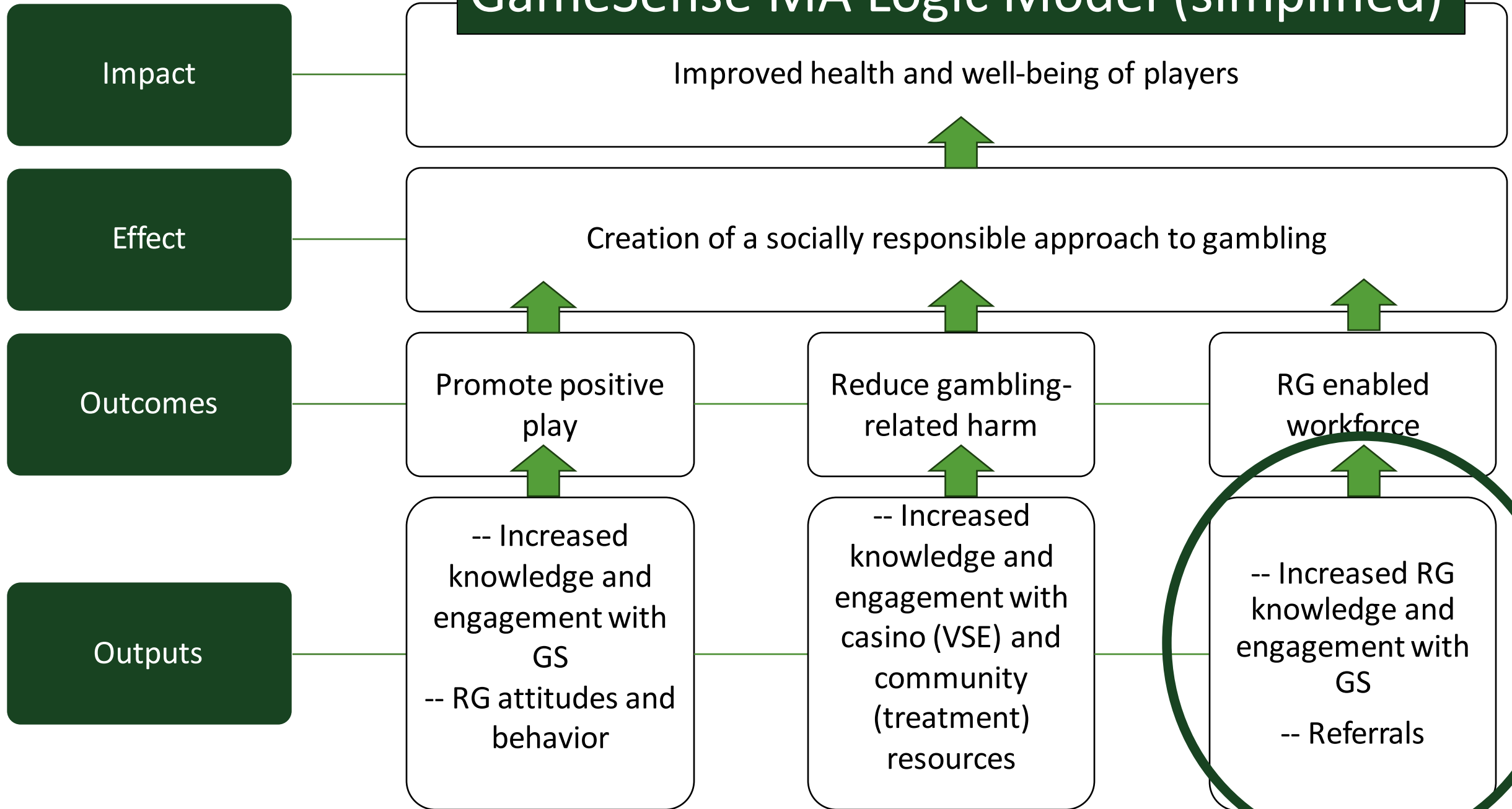


Recommendations



1. Tailored Engagement Strategies
2. Incentivize referrals to GS
3. Increase the GSIC footprint to create a dedicated, GameSense branded, “Play Break”

GameSense MA Logic Model (simplified)



A photograph of two casino staff members, a man and a woman, standing behind a roulette table. The man on the left is smiling and looking towards the camera. The woman on the right is wearing glasses and looking towards the camera. The background is a blurred casino floor with other people and lights. The text is overlaid on the image.

Player-Facing Casino Staff:

**RG programming
and impact on players**

Staff: What should they exhibit?

Measured outcomes:



Awareness of GameSense



Knowledge about the purpose of GameSense



Engagement with GameSense



Referral of patrons to GameSense

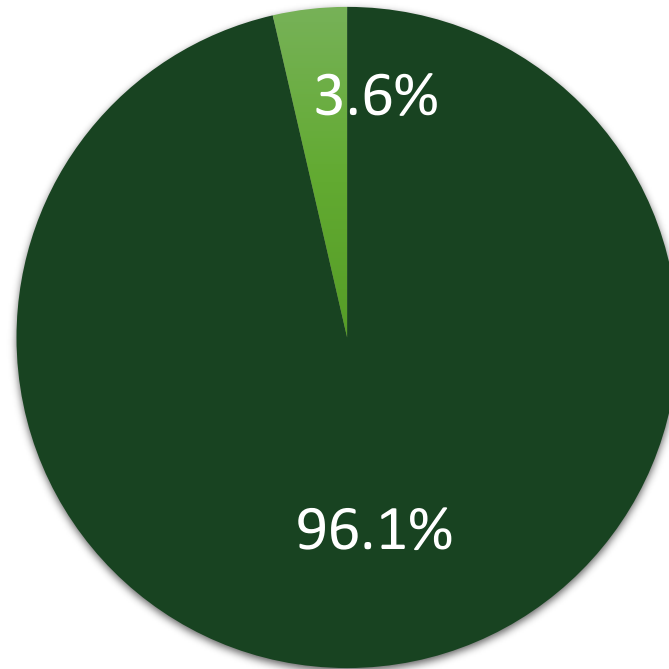
The logo for GameSense, featuring the brand name in a dark green, sans-serif font. The text is centered within a white, rounded rectangular shape that is set against a dark green background.

GameSense

**Survey of front-line casino
employees**

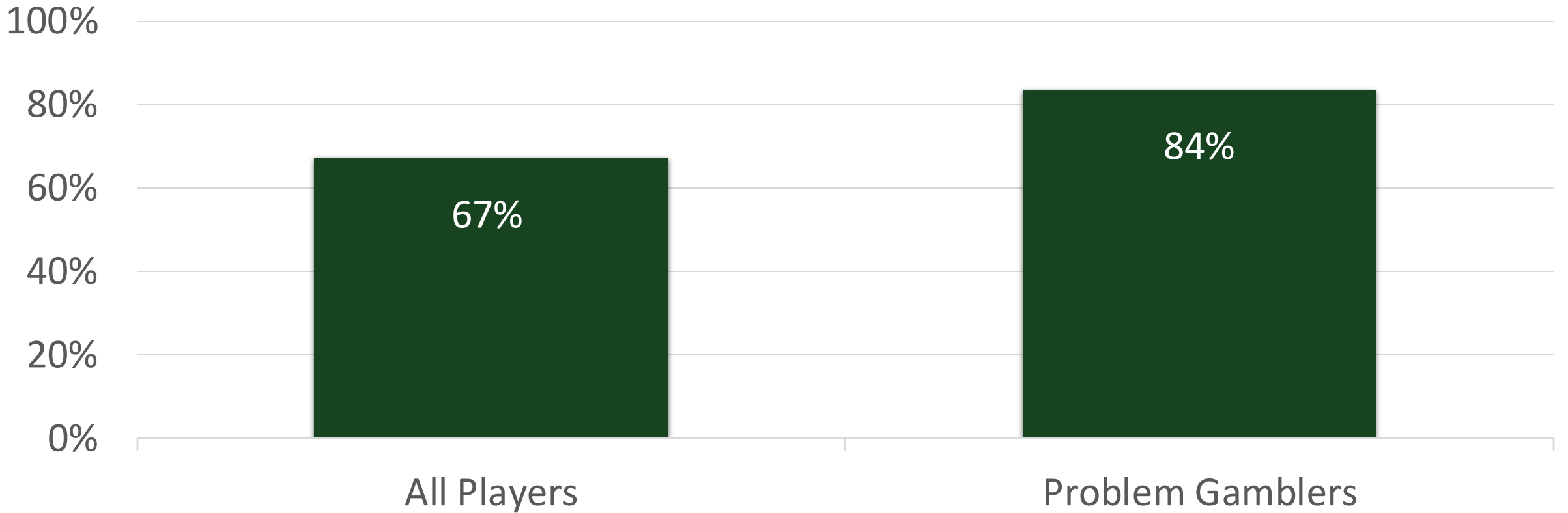
Recruitment: 288 front-line employees from one of
the three Massachusetts casinos

Awareness of GameSense



■ Aware of GS ■ Not aware of GS

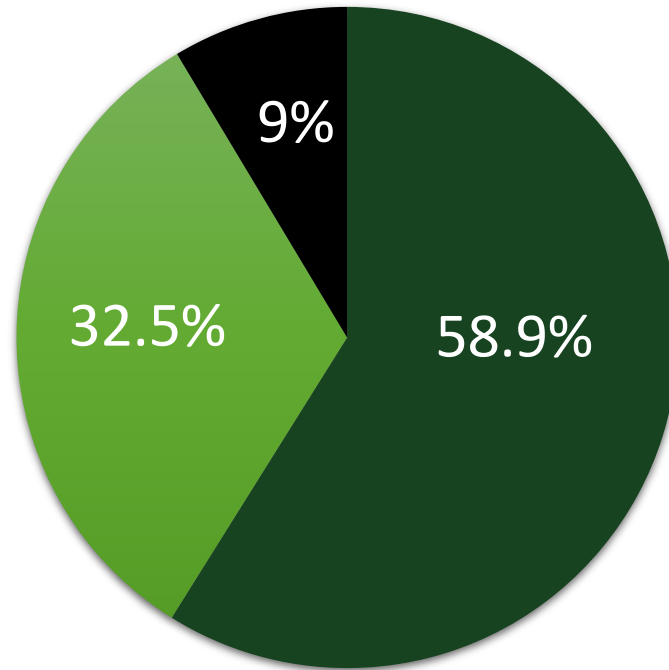
Target audience of GameSense



Purpose of GameSense

Perceived purpose	Proportion who responded “Yes”
Helps educate players about responsible gambling	93%
Provides responsible gaming tools	85%
Offers support for gambling-related problems	90%
Helps educate players about gambling-related myths	66%
It’s a lounge where players can get away from the floor	27%

Have you interacted with GameSense (GSA or visited a GSIC)?



■ Visited a GSIC ■ Did not visit a GSIC ■ No response

Reasons for engaging with GameSense

Three groups emerged:

Comprehensive interests (n=57):

- To learn about: gambling-related myths, voluntary self-exclusion, and support for problem gambling
- To get swag

RG/DG interests (n=50):

- To learn about: gambling-related myths, voluntary self-exclusion, and support for problem gambling

Focus interests (n=53):

- One or two of the reasons noted (i.e., RG or DG or Swag)

Reasons for engaging with GameSense

Two groups emerged:

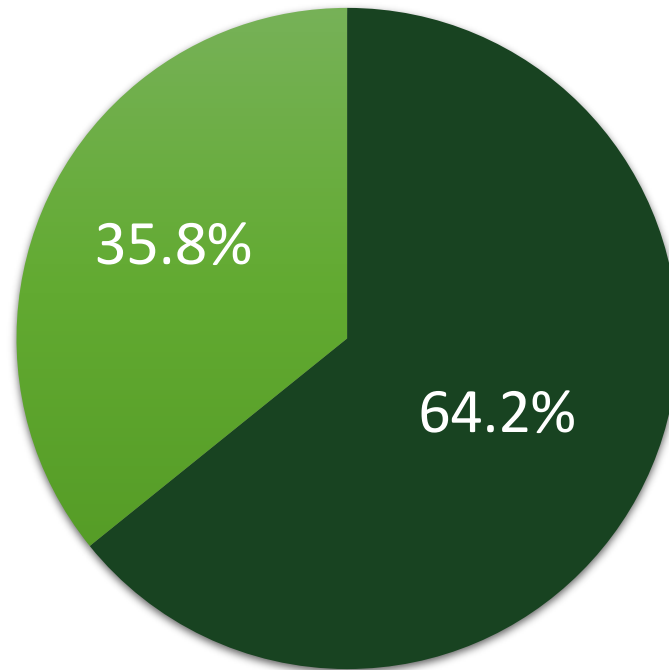
RG proficiency beliefs (n=53):

- “I already know about gambling-related myths”
- “I already know how games work”
- “I already know about PlayMyWay”

Tempered RG proficiency beliefs: (n=67):

- Same as Group 2 but less endorsement of items

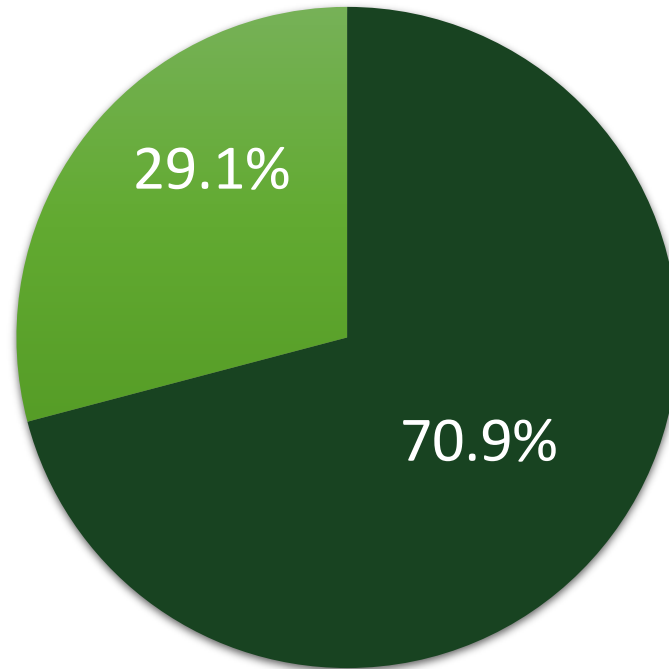
Referrals by those who interacted with a GSA



■ Have referred a patron to GSA

■ Have not referred a patron to a GSA

Referrals by those who interacted with a GSA at a GameSense Information Center



■ Have referred a patron to GSA

■ Have not referred a patron to a GSA

Take home messages

- Player-facing employees exhibit high awareness of GameSense
- Interactions with GSAs prove valuable
- Referral of patrons to GSAs shows strong correlation with GSIC visits, emphasizing their interconnectedness.
- Comprehensive training is important that encourages employee-customer interactions.



Recommendations

1. Comprehensive Player-facing Employee Training about responsible gambling and GameSense (that is separate from new employee training)
2. Emphasize Value of Employee Interactions with GameSense Advisors (incentivize visits)
3. Refresher “Booster” Training



A way forward for GameSense: Successes and Challenges

1. Benchmark: ✓
 2. Amplify successes
 3. Address challenges (and don't be afraid to take risks)
 4. Evidence-based decision making: Arms-length research to validate efforts
-

THE CARLETON UNIVERSITY TEAM

Dr. Chris Davis

Dr. Nassim Tabri

Gray Gaudette

Dr. Nima Orazani

THANK YOU

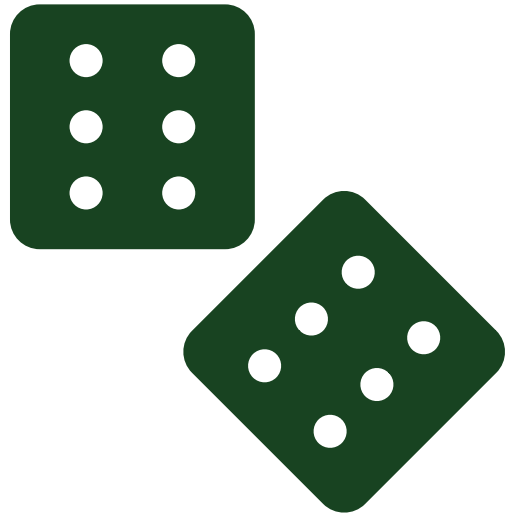
GameSense Advisors
GameSense Managers

MACGH

MGM Springfield
Plainridge Park Casino
Encore Boston Harbor

Mark Vander Linden
Bonnie Andrews
Long Banh

MGC



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