

**Ariyabuddhipongs, Vanchai**, Bangkok University, Thailand

- **Title:** Adapting the DMS-IV and SOGS Scales to Measure Gambling Problems Among Two Groups of Thai Lottery Gamblers
- **Presentation Date:** Wednesday, May 27, 8:30-10:00
- **Abstract:** This paper reports two studies conducted to assess in a survey manner gambling problems among two groups of lottery gamblers in Thailand. The first study developed and validated a DSM-IV-based scale whereas the second study retested the DSM-IV-based scale, developed a SOGS-based scale and validated it against the DSM-IV-based scale. Methods: Two groups of lottery gamblers participated in each of the two studies. The first group used superstitious methods to identify lottery numbers to bet on whereas the second group simply purchased lottery tickets from the stalls. In the first study, 300 lottery gamblers responded to a Thai-language DSM-IV-based scale. In the second study, 400 lottery gamblers responded to the Thai-language DSM-IV-based scale and the Thai-language SOGS-based scale. Results: Exploratory factor analyses confirm the factor structure of the DSM-IV-based scale. Results indicate that in both studies superstitious lottery gamblers show more symptoms of severe gambling problem on the DSM-IV-based scale than gamblers who simply purchase lottery tickets from the stalls. The SOGS-based scale also discriminates between the two groups of lottery gamblers and between severe and at-risk gambling problems. Conclusion: Among Thai lottery gamblers, superstitious gamblers exhibit more symptoms of severe gambling problems than non-superstitious gamblers. The results indicate the prevalence of gambling problems among Thai lottery gamblers and the need for measures to treat and prevent severe gambling problems.

**Barber, Alicia**, University of Nevada, Reno, **Bo Bernhard**, International Gaming Institute, UNLV, Nevada, and **Ricardo Chi Sen Siu**, Institute for the Study of Commercial Gaming, University of Macau

- **Session Title:** The Image of Gambling Towns: Reno, Las Vegas, and Macau
- **Presentation Date:** Wednesday, May 27, 2:00-3:30
- **Abstract:**

**Barnett, Tristan**, Victoria University, Australia and **Alan Brown**, Swinburne University of Technology, Australia

- **Title:** Generalizing the 'Kelly' Betting Strategy to Allow for Multiple Payouts
- **Presentation Date:** Thursday, May 28, 10:30-12:00
- **Abstract:** The 'Kelly' strategy for calculating the optimal bet size for a single payout is well established. This paper provides a generalization of the 'Kelly' strategy for when multiple payouts exist. Video Poker is an example of a game where this new formulation can be applied to assist in determining an optimal bet size. A Jacks or Better machine is given as a working example.

**Barrow, Clyde**, and **David Borges**, University of Massachusetts Dartmouth

- **Title:** Continuity and Change in the New England Casino Gaming Market: An Updated Patron Origin Analysis and its Implications for Policy Analysis
- **Presentation Date:** Wednesday, May 27, 8:30-10:00

- **Abstract:** When casino gaming was first legalized in non-traditional venues, the primary goal of expanded gaming was to “export” the gaming industry to residents of adjacent states. However, as commercial and Indian gaming has proliferated across the United States, the policy rationale for expanded gaming has shifted from capturing exports to “recapturing” the exported jobs and tax revenues being lost to other states. Yet, it is difficult to measure the amount of money spent at out-of-state casinos by the residents of adjoining states, particularly since Indian tribes and commercial casinos are reluctant to publicize proprietary patron data out of concern that it will fuel debates in nearby states and generate potential new competitors. The Center for Policy Analysis has attempted to fill this lacuna in the New England casino debates since 1995 by periodically conducting a patron origin analysis and gaming behavior survey, which is updated for 2008 in this paper. While this methodology has been the subject of some criticism, it provides an empirical basis for informing gaming policy in New England and assessing the role of applied policy analysis in the policy-making process.

**Bernhard, Bo**, International Gaming Institute, UNLV, Nevada, and **Leanne MacKenzie**, Techlink, Nova Scotia

- **Session Title:** Technology and the Problem Gambler – An Update on Nova Scotia’s Pioneering Experiment
- **Presentation Date:** Thursday, May 28, 10:30-12:00
- **Abstract:** Techlink Entertainment is internationally recognized for the development of Responsible Gaming technologies for the global gaming community. Most recently, the Company launched its patented Gameplan™ system—a card based, player-protection system. After a successful two-year field test, the system is now being deployed across the entire jurisdiction of Nova Scotia. The presentation will focus on the benefits that both the operator and the player are afforded when implementing this type of Responsible Gaming solution. In addition, an evaluation of Gameplan as compared to the GSA’s Responsible Gaming Guidelines will also be highlighted.

**Bernhard, Bo**, International Gaming Institute, UNLV, Nevada, **Anthony Lucas, Toni Repetti**, and **Brett Abarbanel**, UNLV, Nevada

- **Session Title:** Empirical Casino Operations Management Research
- **Presentation Date:** Friday, May 29, 10:30-12:00
- **Abstract:**

**Besednjak, Tamara**, Faculty of Applied Social Studies, Slovenia

- **Title:** Risk Factors Influencing Casino Employees at Developing Risky Gambling Behaviors: Paradigm Model
- **Presentation Date:** Tuesday, May 26, 2:15-3:45
- **Abstract:** The study presented gives a snapshot of the situation regarding casino and gaming hall employees in Slovenia. Applying both quantitative and qualitative research methods the view of employees, casino middle managers and therapists on regard of casino environmental risk factors for gambling

addiction was researched. All the groups of participants were asked the questions on casino environmental risk factors, gambling problems, and treatment and prevention. The paradigm model shaped on the basis of research results is an attempt to establish a theoretical framework. This attempt combines viewpoints from different stakeholders mentioned above. The paradigm model is seeking the connections between job satisfaction, casino environmental factors, attitudes towards co-workers having gambling related problems and knowledge on help to such co-workers. An interesting result of the research is visible at distinctions in gambling habits older and younger casino employees have. The distinctions are, on the basis of several employees' answers based purely on amount of money made. Casino employees resulted to agree that younger employees gamble more frequently where elder casino employees spend more money for their gambling activities. Participants also agree that among several risk factors for gambling addiction the dominant one is inclination while environmental risk factors are discussed as less influential. Participants agree on lack of prevention programs although there have been doubts about success of any kind of prevention programs. The questionnaire filled by casino/gaming hall employees shows that 10% of respondents have gambling related problems according to CPGI methodology.

**Blumenfeld, Karen,** Global Advisors on Smokefree Policy (GASP), New Jersey

- Title:** Bet on Smokefree Gaming — Good for Health and Business
- Presentation Date:** Thursday, May 28, 4:00-5:30
- Abstract:** To provide an overview of the trend of smokefree gaming, to discuss trends in smokefree gaming, and to share information and resources to the gaming industry, educators and policy makers. Methods: Educate the audience on the benefits of smokefree casino policies based on empirical data, public opinion, worker and patron health needs, and legal implications. Includes tracking of global smokefree gaming initiatives in the USA, Canada, and overseas, that were instituted voluntarily or mandated by law, and discuss air testing results in casinos using science-based methodologies. Results: Smokefree gaming is needed for workers and patrons, and surprisingly is promoted by health advocates as well as many gaming industry insiders. Studies of empirical data show that revenues do not necessarily show the economic loss predicted when going smokefree, and scientific air testing in casinos shows that air quality vastly improves when gaming venues are smokefree, which translates into improved worker and patron health. Based on a review surveys, over 80% of gamblers are nonsmokers. Conclusions: Educating the casino industry, educators and policymakers on the benefits of 100% smokefree gaming venues, and encouraging voluntary policies, as well as laws that result in protecting gaming employees and patrons. Gaming venues need not be exempted from state or local smokefree laws: the overwhelming majority of gamblers do not smoke, and many smokers are encouraged to quit when public places are required to be smokefree.

**Bowden-Jones, Henrietta**, CNWL National Problem Gambling Clinic, United Kingdom

- **Title:** Pioneering the Way in the UK: The Birth of the First NHS National Problem Gambling Clinic
- **Presentation Date:** Wednesday, May 27, 10:30-12:00
- **Abstract:** The National Problem Gambling Clinic is the first multidisciplinary clinic run by the National Health Service in the UK. Until mid 2008 the treatment of problem gamblers in England was within the sphere of counseling mainly run by Gamcare as a charity. The clinic was founded by Dr Henrietta Bowden-Jones following some years as the Royal College of Psychiatrists' Spokesperson on Problem Gambling. It was set up to treat patients using the cognitive behavioral approaches based on current American and Canadian literature. The idea was to finally bring onto the treatment scene a clinic offering medical psychiatric assessments and treatment for coexisting psychiatric problems within a treatment programme delivered by clinical psychologists, family therapists and debt management advisors in a time limited way. The weekly sessions run for three months and are followed by three months of group sessions. The clinic has been granted National status because of its pioneering nature, its collaborations with research, academic, political and public health bodies and the hope that more clinics of its kind will be developed across the UK in a hub and spoke fashion. Its aim is to collaborate closely with the existing counseling services in England and to have established two-way pathways for its patients in order to provide a clinically excellent service for the entire population of problem gamblers at whatever stage of their treatment journey they happen to be.

**Brown, Aaron**, AQR Capital Management, Connecticut

- **Session Title:** Kelly Betting with Black Swans
- **Presentation Date:** Thursday, May 28, 10:30-12:00
- **Abstract:** It is well-known that Kelly strategies depend strongly on the worst possible outcome; however it is seldom possible to know much about unlikely bad outcomes. This leads many thinkers to advocate fractional Kelly on commonsense grounds. This paper considers some specific models for Kelly decisions that explicitly incorporate low-probability potential disasters, using information such as Value-at-Risk. We find that fractional Kelly is often optimal, although with lower fractions than commonly advised even in some cases where the disaster risk seems small. It also considers some related issues such as unexpected good events ("White Swans"). Finally, it examines some empirical data to determine how well the adjusted Kelly strategies do relative to pure Kelly and other simple strategies. We find that explicit consideration of disaster leads to better strategies, even when the disaster risk is completely unpredictable and differs from assumptions in both type and amount.

**Browne, Basil**, Queens College/CUNY, New York

- **Title:** The Social World of Jockey Agents
- **Presentation Date:** Tuesday, May 26, 4:15-5:45

- **Abstract:** This paper is part of my project on the social worlds of the race track. This paper is based on continuing interviews with jockey agents. The paper examines the social world of jockey agents, their interactions with each other, their jockeys, and with trainers and owners

**Chan, Chi Chuen and Keis Ohtsuka**, Victoria University, Australia

- **Title:** Superstitions among Mahjong Players in Hong Kong: A Cultural Perspective on a Popular Chinese Gambling Game Played at Home
- **Presentation Date:** Tuesday, May 26, 10:45-12:15
- **Abstract:** Superstition can be defined as irrational beliefs or habits that are believed to increase the occurrence of desirable outcomes. It has long been established that gamblers are obsessively ascribed to irrational beliefs and cognitive distortions. The present study investigates superstitious beliefs of a common Chinese game----- mahjong. The study consists of two parts: (a) a general survey of the common superstitious beliefs of mahjong players and (b) comparing the level of endorsement of such beliefs between excessive mahjong players and occasional players. The first part of the study interviewed more than 100 residents in Hong Kong. Some of the most common superstitions are: (a) wearing a red underwear to invite good luck, (b) tap on the shoulders of other players would bring them bad luck, (c) never play mahjong in dark places, (d) early wins in the first round would bring in bad luck. A comparison of excessive mahjong players and occasional players demonstrate that excessive players endorse more superstitious beliefs than occasional players. One interesting finding is that the majority of all types of mahjong players are superstitious. Implications of the current findings are discussed from particular cultural perspectives of Hong Kong.

**Chan, Chi Chuen and Keis Ohtsuka**, Victoria University, Australia

- **Title:** Pai Chai: Die-Hard “Resident” Casino Gamblers in Macau
- **Presentation Date:** Tuesday, May 26, 4:15-5:45
- **Abstract:** This study aims to study a peculiar group of problem gamblers, known as Pai Chai in Macau. “Pai Chai” gamblers practically would spend most of their time in the casinos. They do not have a stable job. Gambling is their sole means of making a living. Pai Chai is typically 30-60 years old, poorly educated and economically impoverished. When they run out of money for gambling, they beg other gamblers for money. They never regret their choice of lifestyle; they are most happy in the casinos. In this paper, we attempt to understand the social and psychological construction of “Pai Chai”, a peculiar group of die-hard gamblers in Macau. The data collection of this study consists of three parts: interviews with experienced venue staff, informal observations in the casinos and interviews with Pai Chai. The etiology of problem gambling is interpreted with the Blaszczynski and Nower’s (2002) path-way model of problem gambling and the particular cultural and social conditions of Macau.

**Cochran, George**, Louisiana State University

- **Title:** Mathematical Analysis of Ultimate-X Video Poker
- **Presentation Date:** Wednesday, May 27, 2:00-3:30
- **Abstract:** Ultimate-X Poker is a new and popular variation on video poker, owned by Action Gaming and manufactured by IGT. In this variation, a player is awarded a pay multiplier on the next hand if the current hand ends in certain poker categories after the draw. For example, if the current hand ends as a full house after the draw, the next hand to be played might be using a pay-table in which each possible pay is multiplied by 12. In multi-handed varieties, such as Triple-Play Poker for example, each of the hands can generate multipliers that are applied to the next hand being played in the same position. A hand can generate multipliers for the next hand regardless of whether or not a multiplier is being applied on the current hand. This paper deals with the mathematics of calculating the exact optimal strategy that has the greatest long-run expected return for the player. The player's discard decision on a hand affects not only the immediate reward expected on that hand, but also the long-run frequency of valuable pay multipliers received in the future. Thus each discard decision must balance immediate reward against potential future value. The game may be modeled as a controlled infinite-horizon Markov chain, or Markov decision process, in which each transition among the states of the chain is governed by playing a randomly dealt hand of draw poker. The player's optimal strategy is determined by maximizing the long-run average reward per transition. This can be calculated by implementing an obvious and trivial modification of the classical policy-iteration algorithm described by Ronald Howard in his seminal 1960 textbook "Dynamic Programming and Markov Processes".

**Collins, Peter**, National Responsible Gambling Programme, South Africa and The University of Salford, United Kingdom

- **Title:** (Mis)Regulating Gambling: Lessons for Modern Liberal Democracies
- **Presentation Date:** Wednesday, May 27, 2:00-3:30
- **Abstract:** All successful regulation depends more on the formulation of good macro-public policy than on the implementation of micro-regulations by regulatory bodies. When good public policy regarding gambling is adopted and implemented in any jurisdiction, this means that the objectives of public officials – whatever they are – are effectively met and enjoy widespread popular support amongst the general public. In this sense, relatively well-regulated jurisdictions include or have included, for example, most of the English-speaking world (apart from the UK), much of Europe, Macao (recently), Singapore and South Africa. Comparative failures have included New Orleans, Namibia, Japan and (recently) the UK. This paper argues that the key difference has been *knowledge* amongst key decision-makers about what objectives to set for their gambling legislation and how to secure them. I shall argue that where gambling legislation has gone wrong, this has been partly because of the unimportance of gambling to policy-makers but mainly to structural features of liberal democracies which make it extremely hard to secure government in truly important areas, e.g. in respect to

the management of the economy, the provision of public services and the prosecution of war.

**Collins, Peter**, National Responsible Gambling Programme, South Africa and The University of Salford, United Kingdom

- **Title:** Regulating the Gambling and Financial Services Industries: Comparisons Contrasts and Conclusions for Public Policy
- **Presentation Date:** Thursday, May 28, 10:30-12:00
- **Abstract:** Over the past two decades or more jurisdictions all over the world have been striving to formulate and implement laws and regulations governing the commercial gambling industry so as to keep crime out, ensure fairness to players and protect children and other vulnerable persons. This has been, from one point of view successful but from another, it is not clear that the achievement of the objectives has really been the result of regulation rather than the operation of normal legal prohibitions on force and fraud plus normal market incentives. Meanwhile either through reckless deregulation or through weakly implemented regulation, the financial services industry has been transformed into a giant, global internet betting business which neither keeps crime out not neither is fair to players nor protects children and other vulnerable persons. This presentation elaborates on what has happened and explores the implications for arguments about the desirable of more or less regulation in both these industries and in society in general.

**Coman, Greg**, St. Vincent's Mental Health and National Association for Gambling Studies (NAGS), Australia

- **Title:** More than Rates of Return: Innovative Cognitive Strategies to Assist Problem Gamblers
- **Presentation Date:** Thursday, May 28, 8:30-10:00
- **Abstract:** The provision of psycho-education is a useful strategy to assist individuals with gambling difficulties cognitively restructure their perception of gambling and their activity as a gambler. Information on rates of return, prevalence rates for problem gambling and how games operate can assist problem gambling clients to modify their gambling behaviour. During the author's extensive clinical practice, use of metaphors and visual diagrams have been found to considerably enhance the efficacy of psycho-education in the clinical treatment of problem gamblers. This paper will provide clinicians with four cognitive strategies, all requiring use of a whiteboard, which have provided considerable assistance to problem gambling clients. The first uses a "funnel diagram" to illustrate how increased wagers do not lead to increased opportunities to win but contribute to increased losses. The second diagram resembles a "factory roof line graph" to illustrate the difference between a client's current financial position and their potential wealth had they not started gambling, then using this as a projection for the future. Third, "scratch ticket technology" is used to illustrate and describe the operation of electronic gaming machines (video lottery terminals; poker machines). Finally, the presentation provides participants with a novel, visual demonstration of the concept of intermittent reinforcement. All activities

require input and involvement from the client, making the treatment quite individual and personally meaningful.

**Cosgrave, Jim**, Trent University, Canada

- **Title:** Between Entertainment and Risk: Gambling, Problem Gambling and Governmentality
- **Presentation Date:** Tuesday, May 26, 10:45-12:15
- **Abstract:** Legalized gambling has been framed as a form of entertainment as a feature of the legitimization and marketing of gambling activities. However, the consumption of risks that attracts gamblers to casinos and other venues can be distinguished from risky consumption, where gambling becomes problematic. As such, there are risks to the gambler as well as to gambling providers (including the state) through the production of gambling problems. This discussion will draw upon Foucaultian-inspired governmentality analyses to consider the discursive constructions of gambling (and gambling problems) such that the risks to various actors are rendered in particular ways as a feature of the constitution and management of gambling markets.

**Cosgrave, Jim**, Trent University, Canada

- **Title:** Public Perceptions of the OLG Self-exclusion Lawsuit
- **Presentation Date:** Tuesday, May 26, 2:15-3:45
- **Abstract:** This discussion analyzes public perceptions of the lawsuit against the Ontario Lottery and Gaming Corporation (OLG), for the apparent failures of its self-exclusion policy. By extension it also addresses perceptions of gambling addiction and notions of personal responsibility. The perceptions to be analyzed are the comments and blogs that were responses to the release of the lawsuit news by the Canadian Broadcasting Corporation (CBC) in 2008. These comments appeared on the CBC website, and will be treated ethnographically. The discussion seeks to contribute to the ways in which state-run gambling enterprises are understood and represented in the public imagination.

**Cowart, Larry**, and **George Ignatin**, University of Alabama, Birmingham

- **Title:** Gaming the System: How Compulsive and Predatory Gambling has Endangered the Economy
- **Presentation Date:** Thursday, May 28, 10:30-12:00
- **Abstract:** A large part of the problem of Compulsive Gambling concerns external and social costs: Problem Gamblers often cause others to bear financial and emotional costs. However, these costs seem trivial when compared to the enormous costs and problems that have resulted from the high-stakes gambling activities of banks, Investment banks, stock brokerages, hedge funds, speculators, et al. Combined with a remarkably lax and poorly targeted regulatory environment accelerating economic difficulties, housing bubbles in several countries, and an increase in the interdependence of the global economy, the presumably private "sophisticated" risk management technology and culture of large players has created spillover effects and problems that are almost as unimaginable as they are difficult to calculate. Many of these problems have

been exacerbated by a perverse set of incentives and fraudulent actions associated with "bold and innovative" credit instruments that led to a spectacular increase in leverage on high risk assets. After describing many of the interconnected problems, and defining the most important new financial instruments, we suggest a framework for analyzing different gambling markets.

**Creigh-Tyte, Stephen**, Department for Culture Media and Sport and **John Lepper**, National Lottery Commission, United Kingdom

- **Title:** A Longitudinal Study of Gambling in Great Britain? Potential and Challenges
- **Presentation Date:** Wednesday, May 27, 8:30-10:00
- **Abstract:** This paper provides an overview of the research potential for a longitudinal study of gambling behaviour in Great Britain in the context of the national level evidence on gambling prevalence taken from the surveys undertaken in 1999 and 2006/2007 and the DCMS's own Taking Part major continuing survey of participation in a wide range of activities (including gambling). The advantages and issues raised by such a study are discussed together with potential sampling frames, methods and costs. The paper draws upon evidence from the range of general longitudinal studies undertaken in Britain since World War Two (for instance the successive waves of the British Household Panel Survey) and limited number longitudinal studies of gambling which have been undertaken around the world ( e.g. the opportunistic New Zealand study by Abbot M W, Williams W M and Volberg R A (1999) "Seven Years On :A Follow-up Study to Frequent and Problem Gamblers Living in the Community " Wellington :DIA) in order to illustrate the potential outcomes, pitfalls and the difficulties of such work in practical terms. Finally the policy potential of such longitudinal analyses is discussed and their distinct advantages are discussed alongside the (significant) opportunity costs involved in such an approach.

**Cummings, Will E.**, Cummings Associates, Massachusetts

- **Title:** Size Matters--But How Much?
- **Presentation Date:** Tuesday, May 26, 4:15-5:45
- **Abstract:** Previous work has suggested that the public's patronage of the casino facilities that compete in North America's regional gaming markets reflects, in many substantial respects, "Reilly's Law of Retail Gravitation,"  $MS = s / d^2$  (where MS = Market Share, s = size of trade center [casino], and d = distance; so called due to its mathematical equivalence with Newton's Law,  $F = m / d^2$ ), as extended by Huff and others. It has long been recognized that additional factors affect casino patronage, reflected in real-world applications of these models by so-called "attractiveness" parameters. In the course of the recent application process for "Lottery Gaming Facilities" (casinos) in the State of Kansas, much debate focused on the relative strength and import of the size, distance, and "attractiveness" factors, particularly those under management control. Some facilities (and/or managers) do exceed their "fair shares" of the markets in which they operate, but with the proverbial other things being equal, the ubiquity of the "fair share"

concept itself demonstrates broad acceptance of the fact that size matters. In an effort to advance a consensus, this paper (i) reviews the conceptual underpinnings of the “size” issue and (ii) analyses the evidence from recent relatively *clean* examples of expansions (and/or contractions) where there should be less debate that *ceteris paribus* is indeed likely to apply.

**de Graaf, Gjalt, Sytze F. Kingma, John School, and Natalia Zborowska**, Vrije Universiteit Amsterdam, The Netherlands

- Title:** Tricky Business: The Nature of Integrity Violations in Dutch Casinos
- Presentation Date:** Thursday, May 28, 2:00-3:30
- Abstract:**

**Dense, Jeff**, Eastern Oregon University

- Title:** Whither State Lotteries?
- Presentation Date:** Thursday, May 28, 2:00-3:30
- Abstract:** The current economic downturn highlights the centrality of state lotteries to public finance. Challenges posed by the continued expansion of Native American gaming, the ready availability of Internet gambling, along with market and product maturity have eroded the autonomy lotteries once posed over the American gambling landscape. However, lotteries continue to make a substantial contribution to state governmental coffers, generating \$17.5 Billion in profits during FY2007, and have become one of the primary sources of revenue in a number of jurisdictions. Three policy developments-proposals to privatize lottery operations, the expansion of Video Lottery Terminals (VLTs), and recent gambling legalization efforts-are analyzed. While recently released legal opinions may portend an end to the privatization debate, the relative inefficiency of state lotteries requires a close examination of best practices that may increase profitability. Although implementation of VLTs may prove problematic in terms of problem gambling and cannibalization of existing lottery products, their nascent profitability provides an opportunity to increase lottery profitability in the face of flattening sales. Given the ongoing fiscal stress confronting a number of states, it is plausible that a number of jurisdictions will contemplate the expansion of gambling activity to alleviate their recent economic doldrums. After a review of recent lottery performance, the paper utilizes a case study approach of the Oregon State Lottery to glean best practices that may be generalized to a number of other lotteries. The paper closes with a proposed research agenda for state lotteries.

**DiCicco-Bloom, Benjamin and Daniel Romer**, University of Pennsylvania

- Title:** Poker and Its Less Popular Relatives: An Application of the General Theory of Status Relations to Adolescent Gambling
- Presentation Date:** Tuesday, May 26, 10:45-12:15
- Abstract:** The last several years have witnessed a marked increase in poker play among young males. While adolescent risk scholars focus on *formal* gambling games (i.e. lottery & slot machines), the 2005 National Annenberg Survey of Youth reports that 12.5% of teenage boys bet on cards at least once a week. This

paper ties the patterns of male poker play to the status systems that are the central organizing force in U.S. adolescent communities. Hypotheses arguing that friendship ties are central predictors of card gambling are presented, and tests show that the status oriented desire to conform and associate are important motivators. This is followed by hypotheses and supporting evidence that group oriented *informal* gambling games (i.e. poker & sports betting) are predominantly indulged by high status males, while *formal* games attract low status males. This relationship is explained by the reality that the cliquish nature of high status groups makes organizing group gambling rituals easier for elite teenage boys. The dichotomy between *formal* and *informal* gambling is further supported by evidence that the recent boom in poker play is fueled by card gambling among high status males (athletes). Finally, the paper highlights the unique contribution that sociology makes to the study of gambling. The sociological perspective motivates us to consider the effect of the social environment on betting, as well as the risks *and* benefits that such behavior entails.

**Dobbie, Fionna**, Scottish Centre for Social Research and **Gerda Reith**, University of Glasgow, Scotland

- Title:** Recovery and Relapse from Problem Gambling
- Presentation Date:** Friday, May 29, 10:30-12:00
- Abstract:** This paper will present findings from *Situating Problem Gambling*, an ESRC/RiGT funded study of gamblers in Glasgow, Scotland. Longitudinal qualitative methods were used to explore the motivations, attitudes and self-perceptions of gamblers and problem gamblers, drawing out the meanings that gambling has for them, and how this influences behaviour in a series of rich narrative accounts. The study is based on a cohort of 50 problem, recovering and recreational gamblers, interviewed on three occasions over a period of 20 months. The focus of this paper will be two fold. First, it will explore how people came to realise their gambling had become problematic and then explore the routes out of problem gambling and what this means to different people, e.g. what strategies are implemented to control gambling? What does control mean – total abstinence or just regaining control over amount of time and money spent gambling? Of particular focus will be the role of the family in both facilitating realization and recovery from problem gambling. Secondly, it will examine the circumstance under which people fall back into problem gambling (relapse) and what impact this has on their play thereafter. Questions which will be addressed include: Reasons for relapse; how common is relapse? How long after recovery does relapse occur? Does type of game change after relapse? Are new gaming strategies introduced or changed? Does amount of money and time spent gambling change?

**Dombrink, John**, University of California Irvine

- Title:** Gambling, Morality and the Law: Changes in American Policy, 2006-2009
- Presentation Date:** Wednesday, May 27, 2:00-3:30

- **Abstract:** At the 2006 conference, my paper “American Gambling: From Sin to Vice to Marginally Legalized Activity to Normalized Enterprise,” compared America’s legal and policy treatment of legal gambling with other contested activities that have for decades formed the core of the American “culture war.” This paper will continue the comparison of the paths of each of these with legal gambling from 2006-2009. That 2006 paper followed the salience of same-sex marriage in the “values voters” framing of the 2004 election. States have since continued to pass Defense of Marriage Acts, yet public opinion polls show a growing liberalization on the issue of same-sex marriage and civil unions. The paper followed the end-of-life events surrounding the Terri Schiavo case, and the U.S. Supreme Court upholding of the Oregon Death with Dignity Act. Since then, a second state, Washington, has passed a similar law. In 2006, Michael J. Fox and Rush Limbaugh, representing two sides of the stem cell research debate, squared off in commentary on the November Missouri ballot; the stem cell initiative passed. Congressional Democrats plan to now undo the Bush Administration’s blockage of federal funds use for such research. The issue of abortion, on state ballots in 2006 and 2008, and influencing party platforms and the presidential race in 2008, remains an undertone to the culture war debates. Throughout, and in conclusion, the paper will consider how the evolution of American gambling policy has proceeded alongside these issues since 1974.

**Eadington, Bill**, University of Nevada, Reno and **Eugene Christiansen**, Christiansen Capital Advisors LLC

- **Title:** The Future of Gaming: Implications for Structural and Institutional Changes Regarding Gaming Industries Following the Economic Crisis of 2007-2010
- **Presentation Date:** Wednesday, May 27, 8:30-10:00
- **Abstract:** This paper examines how the current economic turmoil in the global economy and in the gaming industry will reshape the industry once the recession has ended. This study examines the world in 2012 and beyond, where we speculate how the turmoil may change the existing cohort of major companies, and note those parts of “conventional wisdom” that have been commonly accepted will likely be discarded. We also undertake a near-term (2009/2010) overview of in-progress industry adjustments, such as bankruptcies, restructurings, and cancelled capital projects, and note the implications these carry for the years ahead. We also note likely trends in adjustments by governments (i.e. lowering gaming privilege taxes in some states; legalization to capture economic benefits in others). Should government re-visit gaming privilege tax rates and upfront license fees? We ask, should government resign itself to reduced expectations from gambling? What should government policy toward distressed gambling industries (casinos, pari-mutuels, even lotteries) be? We also note trends in adjustments by consumers—fewer visits to casinos, smaller per-person expenditures, and possibly long run changes in patterns of consumer spending (i.e. gaming vs. non-gaming components of overall visitor budgets; local versus tourist-oriented gaming spending, etc.) For the long-term, for Las Vegas and Macau, there is a question concerning the shift away from casino

development to mixed-used development; can such projects as CityCenter and the Cotai Strip survive the housing and economic meltdown, and survive and thrive in the long term? Finally, will the easy credit of the 1990s through mid-2007 ever return? And if it does not, what does that mean for a capital-intensive industry that until 2007 was highly leveraged? What would it mean for growth-through-transactions strategies, as pursued by companies such as Harrah's?

**Eggert, Kurt**, Chapman University School of Law, California

- **Title:** Elders, Autonomy, and Gambling
- **Presentation Date:** Friday, May 29, 8:30-10:00
- **Abstract:** Autonomy is important to elders, and studies show that elders with more autonomy tend to have more vibrant, healthy lives. Also, some studies have indicated that gambling can be a stimulating form of entertainment for some seniors, though other elders may have issues with problem gambling. Gambling regulation should be designed to balance protecting elder gamblers' autonomy and protecting them from problem gambling. This paper discusses the failure of current gambling regulation to protect elder autonomy as well as how to attempt this sometimes difficult balance.

**Eidem, Magnus**, Innlandet Hospital Trust, Norway

- **Title:** Distance Based Therapy for Problem Gamblers in Norway
- **Presentation Date:** Thursday, May 28, 8:30-10:00
- **Abstract:** Distance based therapy for problem gamblers is a new and recently initiated way of providing treatment in Norway. The treatment program is based on cognitive behaviour therapy and all communication between the client and the therapist is through the internet and telephone. Clients need a referral from their doctor or other specialist to be able to start distance based therapy. Client assignments provide the structure and content for the telephone meetings. Treatment lasts for approximately three months and there are nine different assignments that need to be completed by the client in addition to various screening (SCL 90-R, GBQ, SOGS-R). Client assignments analyze gambling situations, with the aim to help the problem gambler to discover and identify erroneous thoughts that often result in gambling behaviour. The first client started the program in December 2007 and as of January 2009; twenty-nine clients have participated in the program. The majority of clients have problems with internet gambling, mainly online casino and online poker. By providing this treatment program we aim to reach out to more problem gamblers. It may be easier for some gamblers to seek this kind of help especially given the geographical challenges in Norway, and the shame and guilt a gambler can feel about seeking treatment. This treatment can be enough by itself for some, while for others it can be in addition to other outpatient services.

**Ernkvist, Mirko**, Göteborg University, Sweden

- **Title:** Creating Player Appeal: Management of Technological Innovation in the U.S. Gaming Machine Manufacturing Industry
- **Presentation Date:** Wednesday, May 27, 4:00-5:30

- **Abstract:** The gaming machine market has been growing rapidly in the U.S. for the last three decades, following casino legalization and an increasing share of gaming machines on casino floors. Bally Manufacturing was the leading U.S. manufacturer of spinning-reel gaming machines until the middle of the 1980s. However, the late 1970s saw the advent of a new company, IGT, which soon became the entrepreneurial firm in the new market segment for video-poker and WAP-games, subsequently also capturing the digital spinning-reel machine market. Arguing that management of technological innovation has been central for the long-term competitiveness of U.S. gaming machine manufacturers, this paper analyzes how the shift to digital technology changed the conditions for the management of technological innovation in the industry. Applying theories from management of technological innovation, the empirical part of the paper study the shift from electromechanical to digital spinning-reel machines. The empirical findings suggest that it was the difficulties to revisit engrained “technological frames” that were most difficult for Bally during the shift to digital technology. More specifically, it was difficult for Bally to revisit engrained cognitive views of what constituted player appeal of spinning reel machines when the player appealing virtual-reel and stepper-motor made Bally’s mechanically actuated reel mechanisms obsolete. The reason behind these difficulties and IGT’s growth in the market segment are analyzed. It is argued that the ex-ante uncertainties and complexity of player-appealing innovation makes cognitive difficulties especially challenging for management of technological innovation in the gaming machine manufacturing industry.

**Etches, Marc**, INSIGHT, United Kingdom

- **Title:** The Politics of Casino Gambling: A British Retrospective
- **Presentation Date:** Tuesday, May 26, 10:45-12:15
- **Abstract:** This paper examines the politics that has permeated the development and implementation of public policy in Great Britain around casino gambling during the last fifteen years. The announcement by a Labour government to review the nature of commercial gambling in 1999 and the subsequent report by the Gambling Review Body under the chairmanship of Sir Alan Budd set in motion an extraordinary rollercoaster ride for the industry, policy makers, academics, local communities, faith groups and the media alike. The Gambling Act came into full force in September 2007 but the controversy around the introduction of new casinos, particularly resort casinos continued into 2008. Casino gambling is said to be always controversial, with many claims and counter-claims about its impact on individuals and communities. The author reviews the evolution of the Gambling Act 2005 to highlight the nature of the politics of casino gambling in liberal democracies and draws some lessons from the British experience that may assist policy-making with regard to casino gambling in the future.

**Ethier, Stewart N.**, University of Utah and **Jiyeon Lee**, Yeungnam University, South Korea

- **Title:** Limit Theorems for Parrondo's Paradox
- **Presentation Date:** Wednesday, May 27, 8:30-10:00
- **Abstract:** Parrondo's paradox states that there exist two losing games that can be combined to form a winning game. We establish a strong law of large numbers and a central limit theorem for the Parrondo player's sequence of profits. We also discuss a possible application to casino gambling.

**Ethier, Stewart N.**, University of Utah

- **Title:** Analysis of a Markovian Slot Machine
- **Presentation Date:** Tuesday, May 26, 2:15-3:45
- **Abstract:** The antique Mills Futurity slot machine has two unusual features. First, if a player loses 10 times in a row, the 10 lost coins are returned. Second, the payout distribution varies from coup to coup in a manner that is nonrandom and periodic with period 10. It follows that the machine is controlled by a 100-state irreducible periodic Markov chain. In this article we analyze the asymptotic behavior of the Markov chain, from which we infer the long-term behavior of the slot machine. We also discuss a betting strategy that sometimes offers positive expectation.

**Evans, Dylan**, University College, Republic of Ireland

- **Title:** Gamblers as Role Models: How Expert Gamblers Can Teach the Rest of Us to Think More Wisely About Risky Choices.
- **Presentation Date:** Tuesday, May 26, 4:15-5:45
- **Abstract:** A large body of research has accumulated during the past few decades which indicates that most people are not very good at thinking clearly about risky choices. For example, many people completely disregard probability when making a decision under uncertainty. Even when they do take probability into account, they make many errors when estimating probabilities such as ignoring available statistical information about base rates, basing their estimates on what is more available in memory, (which is biased toward vivid, unusual, or emotionally charged examples), assuming that individual random events are influenced by previous random events, and overestimating the probability of good things happening to them compared to other people (Kahneman et al. 1982). Expert gamblers seem to be much better at thinking clearly about risky choices. Those who do best at betting on horse races, for example, are less prone to the cognitive biases listed above (Ceci & Liker, 1986), as are market makers (i.e. traders who make offers that others accept, rather than accepting offers that are made by others) (Forsythe et. al., 1992). A study of expert horse-racing bettors found that their expertise was not correlated with their level of education, gambling experience, or their IQ (Ceci & Liker, 1986). This suggests that thinking clearly about risky choices, which includes skill at estimating probabilities, is a skill that can be learned by anyone regardless of their level of education or even their level of intelligence. By

studying expert gamblers in more detail, the rest of us may be able to learn to improve our everyday thinking about risky choices.

**Evans, Dylan and Emma O'Reilly**, University College, Republic of Ireland

- **Title:** Gambling on Public Health: A Pilot Project Investigating the Use of Prediction Markets in the Irish Health Services
- **Presentation Date:** Tuesday, May 26, 10:45-12:15
- **Abstract:** Prediction markets are speculative markets created for the purpose of making predictions (Lohr 2008). Assets are created whose final cash value is tied to a particular event or parameter. The current market prices can then be interpreted as predictions of the probability of the event or the expected value of the parameter (Wolfers and Zitzewitz 2006). Prediction markets are thus structured as betting exchanges, without any risk for the bookmaker. Evidence suggests that prediction markets are often more accurate than other forecasting tools, but this evidence pertains mainly to predictions concerning politics and business (Angrist 1995; Hubbard 2007; Berg et al. 2008). In this paper, we report the initial results of a pilot project in which we investigated the potential for using prediction markets to help the Irish health service to allocate scarce resources more efficiently. Public health is a promising area of application for prediction markets, but so far very little research has been carried out. The only major health prediction market currently in operation is the University of Iowa's Health prediction market, which focuses on future infectious disease activity (Polgreen, et al. 2006; Polgreen, et. al. 2007). In the project discussed here, a team of researchers from the School of Medicine at University College Cork teamed up with Intrade, the world's leading prediction market company, to identify other areas in public health apart from infectious disease which may also be suitable for prediction markets. These include hospital admission rates, antibiotic resistance, and pharmacovigilance.

**Evart, Candace and Eugenia Larmore**, Meridian Business Advisors, Nevada

- **Title:** The Importance of Governmental Incentives in the Approval of Casino Projects
- **Presentation Date:** Tuesday, May 26, 4:15-5:45
- **Abstract:** In 2008, the State of Kansas undertook a process to select a gaming operator for four geographic areas of the State. Of great importance to the Review Board in its decision-making process was the fiscal or financial impact of the gaming operations on state and local governments--cities, counties, and school districts. Would the revenue generated by the casinos offset or exceed the cost of providing public services to the visitors and employees of the facility? What impact would the casino operations have on existing infrastructure--roads, sewer/water, and classrooms? Would the casino operation be a financial burden on governments? This paper explores the efforts made by the Kansas Review Board in eliciting financial contributions/incentives from the casino developers to mitigate financial impacts on local governments; the specific contributions/incentives offered; how the contributions differed among gaming competitors and region; and how the contributions were received by the

Review Board. It discusses the leverage opportunities that government entities have for contributions/incentives and how the gaming proposers can proactively address those demands. The importance and uses of fiscal impact analyses of proposed casinos are highlighted in the Kansas experience. Not only do they estimate the governmental benefits and costs of a casino, but the analyses can help mitigate negative public perception of gaming developments. These analyses apply not only to commercial gaming developments but to Tribal gaming where they can combat public opinion regarding “level playing fields” surrounding tax advantages. This paper will discuss how the lessons learned in the Kansas experience can be applied to Tribal gaming as well as non-tribal developments.

**Fiedler, Ingo and Philipp Rock**, University of Hamburg, Germany

- **Title:** Quantifying Skill in Games - Theory and Empirical Evidence for Poker
- **Presentation Date:** Wednesday, May 27, 10:30-12:00
- **Abstract:** In most countries, the regulation of gaming is based on whether the predominance for the outcome of the game lies in skill or chance. As poker has become extremely popular in recent years, a heated discussion has evolved about the amount of skill involved in Poker. Recent contributions to this question fail to convince, mostly because they do not imitate reality sufficiently. In one of the major works in this field Cabot & Hannum simulated poker games for various player profiles and interpreted the differences in the results as skill. But they only distinguish between skilled and unskilled players without defining these profiles or covering nuances in skill differences. In probably their most influential paper Dreef et al. made the important point that skill in poker is always relative - relative to the skill of other players and to the magnitude of the chance elements. Using these two works as a base point for this paper we derive the critical repetition frequency (CRF) of games. The CRF is defined as the threshold between a game that is predominantly influenced by chance or skill and is valid for all games. In the second part, we compute the CRF for poker with data from an empirical survey of 51,761 poker players and conclude that poker is a game of skill - but only for this sample. However, we also use the CRF to point out the shortcomings of the predominance test and question the current gaming-regulation based on the classification of a skill or a chance game.

**Fields, Ann E.**, Motivational Interviewing Consultant, Washington

- **Title:** Motivational Enhancement Therapy for Problem & Pathological Gamblers: A Five-Session Curriculum-Based Group Intervention
- **Presentation Date:** Thursday, May 28, 8:30-10:00
- **Abstract:** This five-session motivational enhancement group model was developed by Ann Fields and written and published in 2006. This five-session MET group model was designed utilizing the Conceptual Models of Motivation and William Miller’s Motivational Interviewing *Spirit & Strategies*. It is facilitated in a MI style, providing written exercises that elicit change talk. This group process and approach allows clients to explore and resolve their

ambivalence to change their gambling behavior in a safe, supportive atmosphere. Components are: Orientation/Pre-Assessment, which prepares clients for the group, and provides self-assessment exercises to help clients identify their state of readiness to change and to rate their importance and confidence levels; Feelings, moves clients away from external mandates towards intrinsic desire for change; Pros and Cons, explores client's ambivalence and increases their self-efficacy; Values increases client's awareness of the discrepancy between their behavior and values, and increases intrinsic desire for change; Vision/Post-Assessment evokes clients' intention to change, strengthening their optimism and commitment level...which leads to an action plan and/or taking the next steps.

**Finlay, Karen, Harvey Marmurek, Jane Londerville, and Vinay Kanetkar,**  
University of Guelph, Canada

- Title:** Gender Differences in Atmospheric Effects on Casino Gambling
- Presentation Date:** Wednesday, May 27, 4:00-5:30
- Abstract:** Current conceptual frameworks linking environmental cues to consumer behavior rest on the assumption that affect mediates atmospheric effects (Ryu & Jang, 2007). Affective reactivity differs between males and females. For example, tasks designed to elicit feeling (e.g., viewing emotionally-laden slides) yield more intense and more frequently reported emotions in females than in males (Bradley et al., 2001). The present study examined gender differences in emotional response and gambling behavior. A sample of 484 gamblers (241 males) viewed simulations of casino settings varying in their macro design (*playground* vs. *gaming*, Finlay et al., 2006; Marmurek et al., 2007) and micro design (lighting; human crowding; color; machine clustering; layout symmetry). Three measures were collected: at-risk gambling intention, pleasure, and, restoration (i.e., a respite from daily routine). Overall, females yielded higher scores on each measure than did males. Gender moderated several atmospheric effects. For example, static lighting led to less risky gambling intention than did flashing lighting. That pattern was accompanied by maintenance of restoration and pleasure, but only for females. Relative to a densely crowded casino, a sparsely crowded casino was more harmful for females who reported higher levels of intention to gamble beyond planned levels in the less crowded condition. For males, at-risk intention was not affected by crowding. Results reinforce the conclusion that the relationship between casino design and gambling behavior is complex. Design must be considered in light of the gender of the gambler consistent with previously reported differences in emotional intensity related to gender.

**Fong, Timothy and Richard Rosenthal,** UCLA Gambling Studies Program, California

- Title:** Comparisons of Impulsivity and Neurocognitive Performance Between Social, Problem and Pathological Gamblers
- Presentation Date:** Tuesday, May 26, 4:15-5:45
- Abstract:** There is emerging evidence that pathological gamblers are more impulsive and are more likely to have neurocognitive impairments as compared

to social gamblers or non-pathological gamblers. This paper will examine whether or not problem gamblers, those who do not yet meet full criteria for pathological gambling, also demonstrate neurocognitive impairments or heightened traits of impulsivity. Understanding differences or similarities in this at-risk group will add to the understanding of how pathological gambling develops. Data presented here were collected from pathological gamblers recruited from the greater Los Angeles community. After informed consent and screening to rule out co-occurring psychiatric or addictive disorders, participants were administered a neurocognitive battery along tests of impulsivity. The neurocognitive battery focused on verbal, memory, attention and cognitive processing domains. The impulsivity measurements were a combination of self-report inventories and computerized assessments. Demographically matched (based on age, gender, IQ and education) participants for social and problem gamblers were recruited. Problem gamblers were defined as meeting one to four criteria for pathological gambling, while social gamblers did not meet single criteria for pathological gambling. This paper will review the data collected and analyzed from these tests and will compare the performance across the three different population groups. Preliminary results indicate that problem gamblers differ from both social and pathological gamblers on performance across various neurocognitive domains and on traits of impulsivity. These results add to characterize which specific problem gamblers are at risk to become pathological gamblers and which ones are will not.

**Fong, Timothy**, UCLA Gambling Studies Program, California, and **Tim Christensen**, Arizona Office of Problem Gambling

- **Title:** Where Does the Money Come From and Where Does It Go? 2009 Update on Publicly Funded Services for Problem Gamblers
- **Presentation Date:** Tuesday, May 26, 10:45-12:15
- **Abstract:** Following up a paper presented at the 13<sup>th</sup> International Conference on Gambling & Risk Taking entitled “The Best Places to Live for Problem Gamblers”; this paper will continue to explore the changing public policy approaches that are used to mitigate problem gambling behavior at the state and federal level in the United States. Building on the ground-breaking survey of publicly funded services in the US in 2006, this paper will compare and contrast 2006 data with a survey completed in 2008. In addition to providing information on the amount and source of public funds dedicated to problem gambling services, this presentation will highlight trends in the types of services offered, successes in the provision of problem gambling service systems and an overview of the diversified approaches and systems that are currently in place nationwide. Finally, this presentation will discuss future priority areas that need to be addressed with public funds for problem gambling.

**Fonseca Sarmiento, Carlos A.**, Instituto Interamericano de Derecho sobre Juegos de Azar y Apuesta (IIAA), Peru

- **Title:** South America Gaming Industry

- **Presentation Date:** Tuesday, May 26, 4:15-5:45
- **Abstract:** Peru: Legal. National Competition; Chile: Legal. National Competition; Colombia: Legal. National Competition; Argentina: Legal. State Competition; Venezuela: Legal but suspended. National Competition; Bolivia: Is Legal when is considered a form of lottery. National Competition; Ecuador: Legal. National Competition; Uruguay: Legal. National Competition; Paraguay: Legal. National Competition; Suriname: Legal. National Competition; Brasil: Illegal.

**Franklin, Joanna**

- **Title:** The Use of Harm Reduction in Problem Gambling Treatment: G.A. has done it for Years
- **Presentation Date:** Friday, May 29, 8:30-10:00
- **Abstract:** A much-misunderstood approach to gambling treatment. This review of harm reduction with a focus on the application strategies that work. For counselors accustomed to the 12-step or Gamblers anonymous abstinence based approach the idea seems radical and counter-intuitive. The reality is that both models have the same goals and can be used equally effectively by trained counselors. Resources will be listed.  
Participants will learn the goals of the harm reduction approach to problem gambling counseling and the importance of individualized plans that use all local resources.  
Participants will also learn how to use limit setting, containment and reeducation strategies with gamblers and their families.

**Garvia, Roberto,** Georgetown University, Washington, DC

- **Title:** The Impact of Syndicate Play on Lottery Markets: A Comparative and Historical Research
- **Presentation Date:** Thursday, May 28, 10:30 – 12:00
- **Abstract:** Why do people play the lottery? Since lottery tickets are assets with negative expected return, lottery play challenges the basic assumptions of economic theory. This article approaches lottery play from a networks perspective and focuses on syndicate play. A comparison of the development of lottery markets in Germany, Austria, Spain, and Portugal from the 17th century onward shows that lottery play declined with rising incomes except in countries in which syndicate play diffused widely, namely, Spain, and to a lesser extent, Portugal. Although syndicating originated among the relatively poor as a response to an increase in lottery prices, it persisted even when individual play became affordable. This article contends that syndicating endured because of an institutionalization process by which lottery tickets have transformed from purely economic assets into symbolic carriers of interpersonal ties that convey membership and status position in relevant social networks.

**Glenn, Margaret, and Carolyn Hawley,** West Virginia University

- **Title:** Addressing Vocational Rehabilitation and Case Management Needs in Problem Gambling Treatment

- **Presentation Date:** Wednesday, May 27, 2:00-3:30
- **Abstract:** This study is an initial investigation of the issues related to case management and vocational rehabilitation for people who need treatment for gambling disorders. Most important to the investigation was the validation of our assumption that these services are considered part of the landscape of treatment for this population. A group of stakeholders from treatment programs, vocational rehabilitation counseling, academic institutions and the gaming industry identified 94 items in response to the question: “What are the vocational rehabilitation and case management issues germane to clients who are problem gamblers?” The study delineated these case management and vocational rehabilitation issues into seven cluster areas of concern (1) Psychological Issues – Person with the Problem, (2) Family and Related Support Issues that Impact Recovery, (3) Community Knowledge and Perception Issues Related to Support of Intervention and Recovery, (4) Treatment and Recovery Support Issues, (5) Basic Independent Living Issues, (6) Workplace Environmental Barriers and Issues, and (7) Internal Work-Related Issues. Participants in the survey portion of the study ranked the areas of concern according to perceived level of importance for client recovery. They also rated how well they thought the problem gambling treatment profession addresses these issues. The paper will present the findings as well as make recommendations for treatment facilities, counselors and future research.

**Glynn, Judith, May Aung, Carlyne Lane, Lavin Mohan, Brenda M. Uhm, and Fabian N. Nwaoha, University of Guelph, Canada**

- **Title:** Marketing Horseracing: Analysis of 150 Years of Media Reports Reveal a Community's Attitudes and Perceptions of the Local Raceway
- **Presentation Date:** Thursday, May 28, 10:30-12:00
- **Abstract:** Research on the decline in the horseracing industry identifies two things: historical marketing has been wholly inadequate, and marketing must increase primary demand by improving public attitudes and perceptions and subsequent trial and experience with horseracing (Parker, 2000). This research examines attitudes and perceptions toward the community raceway over a 150-year period through content analysis of media reports in the local newspaper. In Belleville, Ontario, Canada, the Quinte Exhibition Raceway (QER) has hosted horseracing since 1821; archives for The Belleville Intelligencer daily date to 1867. This analysis of those records shows the QER hosted and closely connected horseracing and the annual agricultural fair; this connection proved advantageous. Findings suggest a tremendous source of untapped marketing potential in communities that have hosted racing for hundreds of years. In 640 articles the tone was unanimously positive, the language affectionate, and the relationship between the community and raceway characterized as love. Throughout the 150-year period the Raceway was perceived as a place that united and educated rural and urban families, modeled volunteerism, stimulated and rewarded excellence, and guarded, and occasionally flaunted, public morality, e.g., female mud wrestling amid protests and record attendance. In the 1950s, media reports added a theme that grew in importance to present day – the

QER as keeper of the community's traditional agricultural roots. This historical review of community attitudes and perceptions toward the Raceway offers powerful inspiration for marketing strategy to tap the long-standing goodwill in host communities and translate it into trial and experience with the product.