

**Quirk, Denise F.**, Red Hawk Counseling and Reno Problem Gambling Center, **Colin Hodgen** and **George Howell**, Reno Problem Gambling Center, **Lynne Daus**, Lynne Daus Evaluations, and **Dianne Springborn** and **Paula Chung**, Bristlecone Family Resources, Nevada

- **Title:** Gambling Patient Placement Criteria (GPPC): The Tool and Initial Finding on the Usefulness of a Screening Tool for Problem Gamblers
- **Presentation Date:** Wednesday, May 27, 10:30-12:00
- **Abstract:** This poster will illustrate and detail the effectiveness of the Gambling Patient Placement Criteria (GPPC) forms, methods, research and results developed and tested in Nevada since the inception of the state grant funding for this project in 2007. The preliminary statistics on the poster will represent the results found in using the GPPC as a screening and placement tool for problem gamblers throughout Nevada. The data gathered and prepared for this poster will show clinical and demographic aspects of problem gambling clients entering various levels of treatment and the utility of the GPPC as a patient placement tool, comparable to the ASAM PPC-2R as it is used for placement of addicted patients into proper levels of treatment. Data gathered from gambling clients reveal that many gamblers seeking help for their gambling problem were unaware of the various treatment levels and opportunities afforded to them, and many were unaware of a clinical diagnosis for pathological gambling, often showing great relief simply in going through the assessment and referral process as part of the GPPC, and ultimately discovering there was hope and help available to them. Usage of the GPPC in training gambling counselor interns has revealed that a significant number of interns using the GPPC as an initial method of interviewing and preparing a treatment plan for the client has been very helpful in training the intern to properly evaluate and learn about pathological gambling clients and their particular needs. The GPPC has been very useful for interns who are preparing for state and national gambling exams, as it uses a format specifically developed to assess and make recommendations for effective diagnosis and treatment of problem gamblers. Our data support our original intention to be a therapeutic help for any healthcare professionals wishing to have gambling-specific methods for screening and assigning potential problem gambling clients into proper levels of clinical care and treatment planning. The poster shows the preliminary outline for the GPPC user's manual, to be published in September, 2009.

**Quynh-Du, Ton-That, Jo Vu** and **Jamie Doughney**, Victoria University, Australia

- **Title:** The Introduction of Gambling and the Vietnamese Community in Melbourne, Australia
- **Presentation Date:** Wednesday, May 27, 8:30-10:00
- **Abstract:** It is well-recognised that gambling affects different communities differently for reasons that are complex. There exists evidence to suggest that problem gambling is more prevalent in Non-English Speaking communities in the state of Victoria, Australia. This paper attempts to provide a fuller understanding of how gambling has affected the Vietnamese community living in the city of Melbourne by studying their situation when gambling was first

legalised in the state of Victoria. As part of a project at Victoria University researching the impact of gambling on the Vietnamese community living in Melbourne, this paper explores how the social, economic, and cultural settings of the community at the time were likely to have had a direct bearing on an initial high rate of participation. The link between this initial high rate of participation and the resultant high rate of problem gambling in the community will be further explored in our on-going research.

**Raento, Pauliina**, The Finnish Foundation for Gaming Research and University of Helsinki, Finland

- **Title:** Institutionalizing the Study of Gambling in Finland
- **Presentation Date:** Thursday, May 28, 2:00-3:30
- **Abstract:** The study of gambling has begun to institutionalize and diversity in several countries, reflecting academic maturation and changes in the surrounding societies. A newcomer to the scene of academic gambling research organizations is the Finnish Foundation for Gaming Research, founded in the spring of 2008 by the three national operators in mainland Finland. The Foundation supports and promotes the innovative study of gambling as a social and cultural phenomenon, broadening the scope of gambling studies ([www.pelisaatio.fi](http://www.pelisaatio.fi)). The paper will discuss the goals and challenges related to the first year of the project. The paper will show how the Foundation process has connected to major policy issues in Finnish society. These include the political debate about gambling-related legal and moral boundaries, the organization of gambling-related research, and the goals of Finnish science policy. The Finnish Foundation for Gaming Research represents a new step in the Nordic Countries, known for their charity gambling, national gambling monopolies, and strong gambling cultures. The process also points to the changing regulatory scene in the European Union.

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

- **Title:** Beginning Gambling: The Social Context of ‘Gambling Careers’
- **Presentation Date:** Tuesday, May 26, 10:45-12:15
- **Abstract:** This paper will present findings from an ESRC/RiGT funded study of gamblers in Glasgow, Scotland, entitled *Situating Problem Gambling*. 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. It 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 is on the ways that individuals first encounter gambling, and the relation of this to the subsequent development of their gambling ‘careers’. We examine the role of the family, friends and colleagues on the development of respondents’ awareness and perceptions of gambling, as well as on the development of gambling and problem gambling behaviour itself. We go on to situate these factors within the socio-economic and

cultural context of respondents' lives; examining the impact of social class and gender in particular, in the formation of different patterns of gambling behaviour. Throughout the study, close attention is paid to the experiences and motivations of individuals and their 'life worlds', and the argument that gambling is a deeply social activity, embedded in environmental and familial structures, is made.

**Remmers, Pieter**, Assissa Consultancy Europe and European Association for the Study of Gambling, The Netherlands

- **Title:** 20 Years On and Still a Lot to Do: Problem Gambling and Responsible Gaming in Europe
- **Presentation Date:** Tuesday, May 26, 10:45-12:15
- **Abstract:** Gambling has always been there. Problem gambling has always been there as well. Based on a short historical overview the presentation will focus especially on recent trends with regard to problem gambling and responsible gaming. Points of view of the regulators, industry, researchers and treatment specialists and the different actions that can be taken or not: Laissez faire, laissez passer, being re-active or taking a pro-active position. The first careful steps of collaboration between the industry and treatment providers go back to the late '80's, early '90's of the past century. In some cases a lot happened in other cases developments are still in the very early stages. This presentation will focus especially on the developments in Europe and the different gambling market segments; Casinos, Lotteries, Remote gambling.

**Richard, Brian**, University of Southern Mississippi

- **Title:** A Policy-Based Analysis of the Impacts of Casino Gambling
- **Presentation Date:** Thursday, May 28, 8:30-10:00
- **Abstract:** In 2003, as part of a lecture series sponsored by the American Gaming Association, Richard LaBrie and Howard Shaffer issued a 'concept statement' titled *Toward a Science of Gambling Regulation*. In the paper, they stated "The set of gambling regulations within a jurisdiction represent that jurisdiction's strategy for preventing negative consequences....We propose that gambling regulations would be more effective if the regulatory process was science-based" (p. 1). This study proposes to scientifically analyze variations in existing policies to determine how effective they are in reaching policy goals. The research uses a quasi-experimental non-equivalent control group design. This methodology examines the effects of a treatment (casino gambling in this case) on a group (counties with casinos). The treatment group is then compared with a control group, chosen based on the similarity to the treatment group measured by a number of geographic, economic and demographic factors. The results of this program of research will inform policymakers in both existing and new gambling jurisdictions. In existing jurisdictions, policies might be adjusted to better reflect the knowledge gained from the analysis. In new jurisdictions, policies can be better crafted to capture benefits and avoid costs as desired.

**Richard, Brian**, University of Southern Mississippi

- **Title:** Diffusion of an Economic Development Policy Innovation: Explaining the International Spread of Casino Gambling
- **Presentation Date:** Tuesday, May 26, 10:45-12:15
- **Abstract:** Over the past 50 years, the international spread of casino gambling has been remarkable. Casino gambling is now a short trip away from the vast majority of the world's population. Legalization of casino gambling is often framed by policymakers as an answer to some economic development or fiscal problem. What has been lacking has been research into the factors that affect this spread. The diffusion of various forms of gambling as a policy innovation across U.S. states has been explored by several researchers. This research analyzes the diffusion of the legalization of casino gambling as a policy innovation. Specifically, the purpose of this research is to identify conditions in countries that lead to the legalization of casino gambling. In other words, do national conditions indicate that the stated or theorized reasons for legalizing casino gambling are valid? An event history analysis of data from 13 nations identifies the conditions that make it more likely that casino gambling is legalized. The findings generally agree with the findings of similar studies focusing on American states.

**Richard, David C.S., Mai-Han Nguyen and Megan Joyner**, Rollins College, Florida

- **Title:** Content and Construct Validity Issues in Pathological Gambling Screens: A Critical Review
- **Presentation Date:** Wednesday, May 27, 10:30-12:00
- **Abstract:** Although numerous pathological gambling (PG) screening tools have been developed (see Stinchfield, Govoni, & Frisch, 2004), few utilize well-recognized content and construct validity guidelines (e.g., see Haynes, Richard, & Kubany, 1995). PG screening measures vary by domain explicitness, facet representativeness, and item difficulty. For example, the South Oaks Gambling Screen (SOGS) emphasizes the accumulation of financial debts or losses (10 items) whereas both the VGS and the CPGI include only three items (McMillen & Wenzel, 2006). Thus, operating characteristics of screeners are heavily sample dependent. Weinstock, Whelan, Meyers, & McCausland (2007) found that the SOGS is more sensitive in identifying PG in college students while the Massachusetts Gambling Screen—DSM-IV subscale (MAGS) shows greater specificity. Further, the SOGS may overestimate prevalence of PG (Cox, Enns, & Michaud, 2004) and may be unable to discriminate individuals across the full range of gambling problems (Strong, Breen, Lesieur, & Lejuez, 2003). Importantly, screening instruments must be evaluated in terms of 1) item performance; 2) factor structure; and 3) diagnostic efficiency in detecting clinically meaningful levels of PG. Exploratory factor analysis is not the best technique for comparing measurement instruments (e.g., Arthur et al., 2008). We contend that no PG screening measure has adequately met accepted psychometric criteria. A proliferation of screening measures has occurred in the absence of 1) a theoretically coherent model of PG that takes into account findings regarding latent structure; and 2) a research methodology designed to

explicitly identify instruments that possess the strongest validity evidence. Practical recommendations will be provided.

**Richard, David, Megan Joyner, and Mai-Han Nguyen,** Rollins College, Florida

- **Title:** Toward An Empirically Informed Conceptualization of Pathological Gambling: Initial Results
- **Presentation Date:** Friday, May 29, 10:30-12:00
- **Abstract:** Although clinicians rely on the DSM-IV-R when diagnosing pathological gambling, the diagnostic criteria may or may not reflect conceptualizations of the disorder among practicing clinicians, gamblers, and non-gambling individuals. In this exploratory study, we provided each of these three groups a survey in which we asked them to define the central characteristics of pathological gambling, identify behaviors that are likely to be co-morbid with pathological gambling, and identify the causes of pathological gambling. We then provided a lengthy list of behaviors that included all of the DSM-IV-TR symptom criteria and numerous behaviors identified in the research literature as co-morbid with pathological gambling. Participants were asked to "rate the degree to which you think someone who is a pathological gambler is likely to engage in each behavior." Analyses sought to identify clusters of behavior that participants agreed were highly likely or always occur in pathological gambling. A comparison between groups and with the existing diagnostic criteria was made to determine the degree to which groups agreed on the facets of pathological gambling and how well conceptualizations matched diagnostic criteria. Results will be presented.

**Risbeck, Marie, and Ulla Romild,** National Institute of Public Health, Sweden

- **Title:** Swedish Longitudinal Gambling Studies and the Evaluation of FORS – An Instrument Measuring Risk Gambling Behaviour
- **Presentation Date:** Wednesday, May 27, 8:30-10:00
- **Abstract:** The Swedish Longitudinal Gambling Studies (SWELOGS) is a longitudinal research program financed and conducted by the Swedish National Institute of Public Health (SNIPH). The over-arching purposes of SWELOGS are to measure and describe the phenomenon of problem gambling and to identify risk- and protective factors. The aim is also to develop a new measurement instrument adjusted to identify a broader range of mild to severe problem gamblers and to validate a short instrument (FORS) which is used in the annual Swedish National Survey of Public Health. FORS consists of three questions aiming at identifying persons with risk gambling behaviours. According to the last four surveys 2004-2007 about 70 per cent of the Swedish population (16-84 year) had been gambling about money during the previous year and around 4 per cent were identified as risk gamblers. SWELOGS epidemiological study includes the instruments of FORS, SOGS-R and PGSI in order to measure the prevalence and incidence of problem gambling with sustained comparability to previous and current population studies. It also includes a complementary pool of new items aiming at capturing persons with mild problems. This presentation will introduce SWELOGS as a project and

present the first results from the validation of FORS. SWELOGS research program is planned to range over the time period of 2008-2014 and the first epidemiological study will be finished in March 2009 (n=15 000). The whole research programme is conducted from a public health perspective.

**Rodic, Blaz**, Faculty of Applied Social Studies, Slovenia

- **Title:** GambLIB — A Web of Global Gambling and Gaming Research Information
- **Presentation Date:** Thursday, May 28, 2:00-3:30
- **Abstract:** Rapid development of gambling and commercial gaming in some parts of the world has positively influenced regional economies; however it has also brought some negative effects on the society and individuals. The development of this industry therefore needs to be carefully planned in order to minimize its negative effects. In order to develop socially responsible gambling and gaming, the political and economic actors need objective and in-depth information on social, psychological, economic, marketing, managerial and other aspects of gambling and gaming. However, research on gambling and gaming is a relatively young field of science, and very few databases of gambling and gaming research publications exist, and most of them are dedicated to nation-specific issues. Therefore we believe there is a strong need in the industry, the political sphere and the social and healthcare professionals for a global database that will include information on publications, researchers, institutions and events related to gambling and gaming research. Our goal is to develop such a database in the project named "GambLIB" and make it the foremost global reference database on gambling and gaming research. The GambLIB database will be designed in a way that will facilitate discovery of linked information on people, publications, institutions and research and education programmes, and will thus represent a web of global gambling and gaming research information. In the paper we present the design of the database, current state of development and the already operational user portal at [www.gamblib.org](http://www.gamblib.org) with data on over 1500 gambling and gaming research publications.

**Roncevic, Borut**, New University, Slovenia

- **Title:** Formation of Developmental Coalitions for Gambling-related Investment Strategies
- **Presentation Date:** Thursday, May 28, 2:00-3:30
- **Abstract:** Gambling-related investment plans are often met with resistance from the local and regional communities, due to poor knowledge and prejudice about gambling industry. Hence, it is very important that these ideas are backed by support activities guided towards formation of 'developmental coalitions'. This concept is describing multi-organizational, cross-sectoral and multi-level forms of ad hoc or permanent co-operation with the consequence of creation of developmental consensus and investment spill-over effects. Processes of formation of developmental coalitions are strongly context-specific. Available empirical evidence clearly demonstrates that intensiveness of formation of developmental coalitions differs among nations, regions and even localities

within the same countries. We attempt to formulate analytical model for analysis of strategic competencies of individual and collective actors to operate in inter-organizational and inter-systemic developmental coalitions. This model is based on four starting points. Firstly, we have to take into account all relevant stakeholders, both classical social partners (employers, trade unions, and the state) as well as the infrastructure for (re)production of knowledge, intermediary organizations and relevant NGOs. Secondly, inter-organizational linkages and institutional empathy do not imply that boundaries between individual organizations become blurred. Thirdly, strategic competence consists of ability to articulate interests and to engage in coordination of activities. Articulation of interests requires certain level of technocratic competencies. Finally, search for complementary interests as the foundation for co-ordination is necessary condition for developmental coalitions. The analysis based on this model demonstrates that social capital is the key resource for hindering or enhancing formation of developmental coalitions. Hence, increase in social capital should be key policy goal to support this process

**Rose, I. Nelson**, Whittier Law School, California

- Title:** The Politics of Prohibition
- Presentation Date:** Wednesday, May 27, 8:30-10:00
- Abstract:** The somewhat successful campaign to outlaw Internet gambling in the United States brings to mind Otto von Bismarck's observation of the legislative process: "Laws are like sausages. its better not to see them being made." All criminal prosecutions in the U.S. require that there be a law on the books making the defendant's actions a crime. Despite more than 200 years of legislatures, including Congress, passing anti-gambling laws, there are very few statutes that clearly make all forms of Internet gambling illegal. This paper will examine the attempts, primarily in Congress, to enact prohibitions to fill that gap. The attempts from the beginning were politically and legally unusual. The first major bill, Sen. Jon Kyl's Internet Gambling Prohibition Act of 1997, would have for the first time made it a federal crime to make a bet. In a strange reversal of traditional federalism, the state attorneys general supported and the federal Department of Justice opposed this attempt to give the federal government more power. More "Kyl bills" followed, some opposed by opponents of Internet gambling who viewed them as more legalizations than prohibitions. Then, in 2006 the Majority Leader of the U.S. Senate rammed through, without being read, let alone hearing, the Unlawful Internet Gambling Enforcement Act. This Act required federal agencies to issue regulations requiring financial institutions to identify and block money payments for illegal online gambling. The agencies found this was impossible to do, but they nonetheless issued first proposed and then final regulations. The paper will conclude with the current state of the law with predictions of what legislators, regulators and prosecutors will go from here.

**Ross, Don**, University of Cape Town, and University of Alabama at Birmingham, **Nelleke Bak**, University of Alabama at Birmingham and National Responsible Gambling Programme, South Africa, **Jacques Rousseau**, University of Cape Town and National Responsible Gambling Programme, South Africa, and **Peter Collins**, National Responsible Gambling Programme, South Africa and the University of Salford, United Kingdom

- Session Title:** Responsible Gambling in South Africa: Research and Policy
- Presentation Date:** Wednesday, May 27, 4:00-5:30
- Abstract:** Presentation 1: Don Ross, University of Cape Town and University of Alabama at Birmingham: Results from the 2008 National Prevalence Study  
Presentation 2: Nelleke Bak, University of Alabama at Birmingham and National Responsible Gambling Programme South Africa: The National Schools and Youth Programme: Taking Risks Wisely  
Presentation 3: Jacques Rousseau, University of Cape Town and National Responsible Gambling Programme South Africa & Peter Collins, Salford University and National Responsible Gambling Programme South Africa: Current Policy Challenges for Regulators and Industry

**Ryan, Phillip**, Responsible Gaming Networks, Australia

- Title:** Beyond Smart Cards to Smart Technologies
- Presentation Date:** Thursday, May 28, 8:30-10:00
- Abstract:** For many years plastic cards and smart cards have been regarded as the best mechanisms to use in player tracking and player pre-commitment programs. Recent research from Nova Scotia in Canada has demonstrated the key failing of such technologies - card sharing – particularly amongst problem gamblers (i.e. over one third of players shared their ID cards for periods up to one week). Now the next generation of player tracking has arrived. Technologies built around the unique biometric characteristics of players (eg fingerprints) and the ubiquitous technology standard of the universal serial bus (USB) interface available on all electronic devices. The utility of these new technologies is significantly enhanced since players are now able to use their ID devices across multiple gambling operators (casinos, lotteries, pari-mutuel, sports betting etc) using multiple channels of distribution (venues, internet, interactive TV, self-serve kiosks etc) due to the use of the common USB interface. The need for card readers at venues and in the home is also completely eliminated, as is identity-sharing amongst players. This paper provides a comparison of current technologies being applied to minimise problem gambling and the new wave of smart technologies set to revolutionise the public policy agendas of Governments and operators in the global gambling industry. These new smart technologies will accelerate the use of player pre-commitment as the new dynamic public policy initiative to protect players from exploitation across the industry value chain. An overview of the latest global research into player pre-commitment is presented as part of this paper. The impact of these new smart technologies and how they will impact the entire industry spectrum from terrestrial gambling through to Internet and mobile gambling is also discussed.

**Sasaki, Kazuaki**, Nihon University, Japan, and **Shirabe Teruya**, JIKU, Inc., Japan

- **Title:** Gaming Regulation in Japan
- **Presentation Date:** Thursday, May 28, 8:30 – 10:00
- **Abstract:** In Japan, "Gaming which bets money on chance win or lose" is a prohibition in Japan according to Article 185 of the criminal code in principle. However, "Gaming which bets money on chance win or lose" has been permitted by the special law. That is Lottery, Horse Racing, Motorcycle Racing, Bicycle Race, Speed boat Race, and Pachinko and Pachinko-slot machine. Lottery Horse Racing, Motorcycle Racing, Motor boat Racing, Bicycle Racing is managed by public sector, Pachinko and Pachinko-slot machine is managed by private company. Horse racing is based on the horse racing law, and the supervisory authority is Ministry of Agriculture and Forestry. The Speed boat race is based on the motorboat race law, and the supervisory authority is Ministry of Land, Infrastructure and Transport. The cycle race is based on the bicycle game law, and the supervisory authority is Ministry of Economy, Trade and Industry. Motor cycle race is based on the small car race law, and the supervisory authority is Ministry of Economy, Trade and Industry. The lottery is based on the certificate law with money of winning a prize, and the supervisory authority is Ministry of Public Management, Home Affairs, Posts and Telecommunications. The totocalcio is based on the sports promotion vote law, and the supervisory authority is Ministry of Education, Culture, Sports, Science and Technology. Pachinko and the pachinko slot machine are based on the Entertainment Establishments Control Law, and the supervisory authority is the National Police Agency.

**Scarfe, Adrian**, GamCare, United Kingdom

- **Title:** Ambivalence, Passivity and Resistance: Engaging the Pathological Gambler in the Treatment Process
- **Presentation Date:** Wednesday, May 27, 2:00-3:30
- **Abstract:** Only a very small percentage of the general adult population screened as pathological gamblers currently access formal treatment. Furthermore, drop out rates are often high. It is, therefore, imperative that we successfully engage and retain in treatment those who find their way to us if we are to see the best clinical outcomes and enhanced long term results. However, it is the experience of many clinicians that the majority of pathological gamblers entering treatment are not "self" referred. Some are likely to have been coerced while others may have made an impulsive decision and had second thoughts immediately upon making the appointment. All of this can heighten the pathological gambler's ambivalence. Rather than meeting their problem with adult thinking and being pro-actively involved in the problem solving process they may, often unconsciously, exhibit passive and resistant behaviour. When this takes place some information relevant to the solution of the problem is being ignored because of limited self-awareness. The negative impact on motivation that this creates can result in a gradual detachment from the treatment process or even withdrawal from treatment altogether. How the clinician interprets and works with such behaviour is critical, especially in the

first phase of treatment. Drawing upon clinical material from treatment at GamCare this paper will provide clinicians with effective ways of identifying and responding to ambivalence, passivity and resistance. It will also outline appropriate interventions designed to create a therapeutic environment that encourages the gambler into clear thinking and engagement in the problem-solving process.

**Scarfe, Adrian**, GamCare, and **Alison Wilson**, Lancaster University, United Kingdom

- **Title:** Addressing Problem Gambling in Prisons: Good Organisational Reasons for Programme Success and Failure
- **Presentation Date:** Thursday, May 28, 4:00-5:30
- **Abstract:** Studies of prison populations in countries across the world (Williams et al., 2005) have found that up to a third of male prisoners meet with definitions of probable pathological gambling. This level of prevalence is similar for women (Abbot & McKenna, 2000) and, in many cases, is directly related to the prisoner's current or past offending behaviour. Yet no studies have been conducted in the UK over the past decade on the extent of gambling problems in prison populations. Despite recent changes in UK legislation that have opened up advertising and new gambling opportunities there is currently no co-ordinated activity focused on solutions to gambling problems within UK prisons. The Offender Problem Gambling Reduction Programme (OffGam) is an 18 month screening, treatment and evaluation study that has been developed in partnership between Lancaster University, GamCare, and Gordon Leigh in Canada, funded by the UK Responsibility in Gambling Trust, to provide an evidence-based response to the issue of problem gambling within the prison population of the UK. This paper will report on the programme which has involved scoping existing problem gambling awareness materials for content relevant to prisons in the UK, developing the treatment model and pathway, raising awareness of problem gambling amongst prison staff and prisoners in selected institutions and delivering treatment intervention to prisoners screened and identified as most likely to benefit. It will also discuss key questions such as the links between problem gambling and criminal behaviour, the role of gambling in prisons, the effectiveness of the treatment model and how the approach can be sustained.

**Schellinck, Tony**, Focal Research Consultants Limited and Dalhousie University, and **Tracy Schrans**, Focal Research Consultants Limited, Canada

- **Title:** Informing the Debate: A Primer on Player Tracking and How to Use It
- **Presentation Date:** Thursday, May 28, 8:30-10:00
- **Abstract:** Player tracking data through customer loyalty programs, online systems, smart cards and other technology is fundamentally changing the gambling industry and how it operates. While, this information has been used for marketing purposes, for most forms of gambling we are entering uncharted territory that may pose significant risk for various stakeholders. There is increasing pressure and controversy in trying to adapt these systems as tools for managing risk and tension about potential liability inherent in implementing a

tracking system or, conversely, in failing to implement and adequately monitor patrons. One such important and potentially contentious area is the use of player tracking data to identify and help at-risk or problem gamblers. While the prospect of successful identification and intervention is vastly improved by the use of such a system, there are still legitimate and ethical concerns surrounding the use of player data for these purposes and ‘who’ should have access to such information. Opinions on this issue are ubiquitous despite the fact that there are few individuals or stakeholders, including regulators, researchers, and operators that have any experience or expertise with such database information or how to use them for decision-making purposes. To inform on-going debate the session will provide an overview of lessons learned through our substantive work in this important area of inquiry. This session will present the fundamentals of working with player tracking data as well as common errors to look out for and pitfalls to avoid. We will examine outcomes of past and recent projects and focus on the applications and limitations of current systems as well as the development of standards and other issues impacting future development.

**Schrans, Tracy**, Focal Research Consultants Limited and **Tony Schellinck**, Dalhousie University and Focal Research Consultants Limited, Canada

- **Title:** Measuring Adolescent Gambling Impacts
- **Presentation Date:** Wednesday, May 27, 4:00-5:30
- **Abstract:** Focal has developed a new measure to assist in identifying and assessing gambling impacts among adolescents; the *FOCAL YOUTH GAMBLING RISK SCREEN* © (FYGRS). FYGRS© was developed based on research with adolescents and recent developments in measurement and construct development. It independently identifies gambling harm (e.g. consequences) and risk (e.g. pre-harm factors) among adolescents in the general population using both formative and reflective constructs to identify various and diverse pre-harm risk indicators and gambling related consequences specific to youth. This is in sharp contrast to most adolescent gambling screens that tend to use modified adult instruments that primarily rely on reflective constructs, comprised of highly correlated items indicative of problem gambling among adults. The measure was recently tested and used by Nova Scotia Health Promotion and Protection (NSHPP) for the 2008 Nova Scotia Adolescent Gambling Exploratory Study with promising results. While the findings should be confirmed in continued research, a number of key indicators were identified that distinguished adolescent gamblers from their adult counterparts including: the impact of parental gambling attitudes and behaviours; the role of gambling normalization in facilitating adolescent involvement in gambling and in elevating risk; and distinctive aspects of the adolescent gambling experience that contribute to risk, including gambling activities, behaviours, attitudes, motivations and beliefs. This new understanding of the factors impacting risk for gambling harm among youth should provide guidance in formulating policy and strategy and help in informing education, prevention, and support services specifically targeting adolescent gambling.

**Schrans, Tracy**, Focal Research Consultants Limited, and **Tony Schellinck**, Dalhousie University and Focal Research Consultants Limited, Canada

- **Title:** Beyond Problem Gambling: The Next Generation of Gambling Measures to Identify, Track, and Manage Gambling Harms and Risk
- **Presentation Date:** Thursday, May 28, 10:30-12:00
- **Abstract:** Most gambling screens (e.g., Sogs, DSM IV, Cpgi VGS) are likely effective in identifying problem gamblers at the extreme end of the continuum, but are these tools continuing to meet the evolving needs of diverse gambling stakeholders looking to such measures for accurate, actionable information? Are such measures useful in monitoring and assessing gambling impacts, risk, and outcomes over time? Is the information obtained meaningful for prevention, harm minimization, social policy, and CRS applications as well as treatment and clinical purposes? Are there better ways of measuring and, therefore, evaluating and managing gambling impacts and risk? This session will discuss the limitations of current screens and introduce a new approach that incorporates recent developments in measurement and construct development with new understandings of gambling behaviours and impacts emerging from advancements in technology, data analysis and player tracking. This new approach differentiates between identification of gambling harm (e.g. negative consequences) and risk for developing harm (e.g., pre-harm risk) in order to accurately assess the impact of various stakeholder initiatives and interventions in mitigating or reducing individual and community impacts. Those experiencing gambling harm may be problem gamblers or may have other issues that make them more vulnerable to experiencing gambling problems. Moreover, factors signifying gambling harm (e.g. financial/family consequences) may not be the same as factors signifying risk (e.g., experiencing big win, impulse control disorder). Results from recent studies testing both adult (*FLAGS*®; *FocaL Adults Gambling Screen*) and adolescent (*FYGRS*®; *Focal Youth Gambling Risk Screen*) versions of the screens will be discussed.

**Schwartz, David**, Center for Gaming Research, UNLV, Nevada

- **Title:** No More Full House: How Las Vegas Bounced Back in the 1980s
- **Presentation Date:** Wednesday, May 27, 8:30-10:00
- **Abstract:** In the standard narrative, Las Vegas gaming was flat in the years between the openings of the original MGM Grand (1973) and Mirage (1989). Beset by competition and awash in a sea of schmaltz, Las Vegas only survived, most say, by reinventing itself as an upscale vacation destination that just happened to have gambling. Without the new paradigm presented by the opening of the Mirage, Las Vegas may have become a second-rate gambling destination. In fact, several deep structural changes during the 1980s set the stage for the city's re-emergence in the 1990s. Responding to three crises—competition from Atlantic City, the 1978-1982 national economic downturn, and the MGM Grand fire—Las Vegas casino operators began to draw more extensively on a demographic described as “low roller” and “middle market.” Older casinos added hotel towers to draw more gamblers who, on average,

played less, and slot machines for displaced table games as the industry's leading revenue producer. By the end of the decade, the slot was king.

**Schwartz, David**, Center for Gaming Research, UNLV, Nevada

- Title:** Different Audiences, Different Approaches: Teaching Gambling Across the Colleges
- Presentation Date:** Wednesday, May 27, 5:45 – 7
- Abstract:**

**Sievers, Mark**, Sievers & Sievers, Colorado

- Title:** A Law & Economics Analysis of Gambling Law
- Presentation Date:** Wednesday, May 27, 8:30-10:00
- Abstract:**

**Sievers, Mark**, Sievers and Sievers, Colorado

- Title:** The Credit Crisis-Causes, Consequences, and Cures
- Presentation Date:** Thursday, May 28, 10:30-12:00
- Abstract:**

**Siu, Ricardo Chi Sen**, Institute for the Study of Commercial Gaming, University of Macau, SAR China

- Title:** A Financial Analysis of the Integration of the Vegas Casino Resort Motel and the Macao Gambling Room Model
- Presentation Date:** Wednesday, May 27, 10:30-12:00
- Abstract:** The success of Las Vegas is highly accredited to the development of the casino resorts since the 1980s, which diversifies the traditional business of casino gaming into a high value-added entertainment sector, as well as integrates with the MICE sector. On another side of the world, the amazing amount of gross gaming revenue as reported by Macao's casinos is largely accredited to the introduction of the gambling rooms since the 1980s. After the chapter of casino monopoly was concluded by the Macao SAR Government in 2002, world-class Vegas casino resort operators were invited to introduce their business model for modernization and diversification of Macao's casino industry. Nevertheless, significant clashes were presented when these two business models were integrated in the new casino resorts in Macao. In this study, features and practices of these two business models are examined in details. By analyzing the financial consequences of these two models to the income statements and balance sheets of the casino resorts, a number of puzzles associated with their integration in Macao are identified. Finally, possible adjustments for the sake of the industry's sustainable growth are investigated.

**Smith, Garry**, Alberta Gaming Research Institute and University of Alberta, and **Dan Rubenstein**, Scales of Governance, Canada

- Title:** Accountability and Social Responsibility in Ontario's Legal Gambling Regime
- Presentation Date:** Thursday, May 28, 8:30-10:00

- **Abstract:** While governments commit to offering legal gambling in a socially responsible manner and in the public interest, there can be a separation between promises and routine practices. Whether gambling is beneficial, neutral or detrimental to individuals and a jurisdiction in general, depends to a considerable degree on how the activity is operated and regulated.

This study examines the accountability and social responsibility processes used by the Ontario government for the operation and regulation of commercial gambling. An analysis of the distinct features of commercial gambling in Ontario is provided, gaps and areas of concern with respect to accountability and social responsibility standards are identified, and enhancements needed to bring the regime into alignment with best practices are noted. A template with guiding precepts and key questions is presented as a tool to help citizens determine whether robust standards of accountability and social responsibility in the provision of gambling are being met.

**Spilde-Contreras, Kate, Sycuan Institute on Tribal Gaming**, San Diego State University, **Jonathan Taylor**, The Taylor Policy Group, Inc. Massachusetts, **Jake Coin**, San Manuel Band of Serrano Mission Indians, **Dean Gerstein**, Claremont Graduate University, California, and **Roger Gros**, Publisher, Global Gaming Business and Owner, Casino Connection International

- **Session Title:** The National Gambling Impact Study Commission's Final Report--What More Do We Know Ten Years Later?
- **Presentation Date:** Thursday, May 28, 2:00-3:30
- **Abstract:** The final report of the National Gambling Impact Study Commission (NGISC) was released in June, 1999. One of its most important statements was that, "the gambling industry is far from monolithic. Instead, it is composed of relatively discrete segments...that can, in turn, be divided or aggregated into a variety of other groupings." The NGISC's distinction between industry segments had political implications on numerous levels and ultimately reflected the interests of the Commissioners. However, from a research perspective, the recognition that each segment of the gambling industry "has its own distinct set of issues, communities of interests, and balance sheets of assets and liabilities" is an important one. This panel will explore the ways that the NGISC final report organized its findings about the gambling industry a decade ago and follow up on its recommendations to explore each segment of the gambling industry separately in order to weigh their "balance sheets of assets and liabilities." Panelists include industry representatives that testified before the NGISC and former Commission staff members who worked on the two gambling segments with federal jurisdiction: Internet and Indian gaming. Presentations will address the Commission's role in shaping the public policy dialogue around gambling activities and explore hierarchy of gambling segments implicit in the NGISC's final report.

**Stevens, Matthew**, Charles Darwin University, Australia

- **Title:** Betting on the Evidence: The Case of Gambling-Related Problems Amongst Australia's Aboriginal Population
- **Presentation Date:** Thursday, May 28, 4:00-5:30
- **Abstract:** Prior to colonisation Australian Aborigines did not, with the exception of some northern Australian groups, gamble. However, they quickly took up gambling, most notably in the form of unregulated card games, when colonised. From the 1960s, Aborigines began participating more heavily in regulated gambling activities such as racetrack betting, electronic gaming machines (EGMs or pokies), and lotteries. Several recent government reports have drawn attention to the social impacts of gambling on Aboriginal people, an activity that is generally grouped along with the consumption of alcohol, drugs and pornography as intrinsically harmful. In addition, two recent national surveys of the Aboriginal population reported high levels of gambling related problems in all jurisdictions compared to results from the total Australian population. However, there is little evidence with which to design gambling-specific policies for Aboriginal Australians. The current project used data from the *2002 National Aboriginal and Torres Strait Islander Social Survey* and the *2002 General Social Survey* to identify, through multivariate analysis, the social correlates of reported gambling problems in the Aboriginal population of Australia. The analysis constitutes a first step in filling the evidence gap in gambling policy for the Indigenous population and will provide a descriptive base from which the implications for informed policy development will be discussed.

**Stewart, Melissa J., Michael J.A. Wohl, and Matthew M. Young**, Carleton University, Canada

- **Title:** Luck as a Personal Possession: Analysis of a Measure of Gambling-Related Personal Luck
- **Presentation Date:** Thursday, May 28, 4:00-5:30
- **Abstract:** Although the perception of luck as a personal trait plays an important role in the progression and continuation of problem gambling, there still remains no self-report measure of personal luck related to gambling. In this talk we will discuss the development of the Luck as a Personal Possession (LAPP), a self-report measure of gambling-related personal luck. Drawing upon extant literature on gambling-related personal luck, an initial pool of items was formulated. Items assessed a skill-oriented belief in personal luck, as well as the ability to use personal luck to positively influence gambling outcomes. Two hundred thirty seven university students completed the initial set of items in the LAPP. A factor analysis revealed the emergence of a one dimensional, 9-item scale which assesses the belief that gamblers can employ personal luck to maximize positive outcomes in games of pure chance (e.g., "My luck helps me win"). Importantly, at-risk gamblers scored significantly higher than recreational gamblers on all nine items of the LAPP. We will address the implications of a belief in personal luck for the development of maintenance of problem gambling.

**Storer, John**, Judith Stubbs and Associates, Australia, and **Max Abbott**, National Institute for Public Health and Mental Health Research, Auckland Heartless of Technology, New Zealand

- **Title:** A Meta Analysis of Surveys of Problem Gambling Prevalence in Australia and New Zealand with Respect to Concentration of Electronic Gaming Machines
- **Presentation Date:** Thursday, May 28, 4:00-5:30
- **Abstract:** It is widely believed that greater availability of electronic gaming machines (EGMs) has led to an increase in problem gambling prevalence and related harms. It has also been proposed that individuals and populations adapt to exposure over time and that prevalence rates plateau or decline, even in the face of increasing availability. Previous studies have either lacked statistical significance or used proxies for the availability of gambling opportunities. This study examines both hypotheses using a combined data set of 34 problem gambling surveys conducted in Australia and New Zealand since 1991. Strong statistically meaningful relationships ( $R^2=0.63$ ) were found for an increase in prevalence with increasing per capita density of EGMs ( $p<0.000$ ), consistent with the access hypothesis, and for a decrease in prevalence over time with availability held constant ( $p<0.01$ ), partially consistent with adaptation. It is likely that both forces are at work simultaneously. No evidence was found of plateauing of prevalence with increasing availability of EGMs. In summary, the introduction of one gaming machine is expected to lead to 0.9 additional problem gamblers (defined as SOGS5 or greater), with the prevalence of problem gambling decreasing by about 0.05% (in absolute terms) per annum in the absence of changes in density of EGMs.

**Sung, Ming-Chien**, and **Johnnie E.V. Johnson**, Centre for Risk Research, University of Southampton, United Kingdom

- **Title:** Evidence of a Weekend Effect in a Market for State Contingent Claims
- **Presentation Date:** Thursday, May 28, 2:00-3:30
- **Abstract:** This study explores the origins and strength of the weekend effect by examining a market for state contingent claims where this phenomenon has not been previously explored; the UK horserace betting market. Conditional logit models are developed for weekend and weekday markets and prices are shown to be an inferior guide to race outcome at weekends. Evidence is provided that weekend markets are populated by a larger proportion of noise traders and that their biased judgements cause the effect. It is demonstrated that the effect is sufficiently pronounced to enable abnormal returns to be earned in weekend markets.

**Svensson, Jessika**, National Institute of Public Health, Sweden

- **Title:** Gender and Gambling: Is There a Feminization Going On?
- **Presentation Date:** Tuesday, May 26, 4:15-5:45
- **Abstract:** The presentation presents if there has been a convergence between men's and women's gambling behaviour and problems in Sweden since 1997/98.

It will also discuss the eventual relation between gender equality and problem gambling. Prevalence studies around the world clearly identify men as the largest risk group for developing gambling problems. No biological reasons that explain this has been found, why the difference may be seen as socially determined. Still the problem gambling research field has long acted gender blind. The gambling market is dynamic and interacts with social processes. There is supposed increasing gender equality and most countries see changes in the labour market and in family structures. One important aspect of the gambling market is the intensification of efforts from the gambling companies to target women in their marketing. There are some international evidence of a feminization of the gambling market in the UK, North America and New Zealand. The author compares the results from the last epidemiological study in Sweden, which was conducted in 1997/98 (Rönnerberg et al 1999) with results from the new epidemiological study SWELOGS (Swedish Longitudinal Gambling Studies). SWELOGS has a longitudinal design and will do repeated population based studies until 2014. The first survey (n=15 000) in this series will be finished in March 2009. The presentation will discuss the gender perspective in relation to the last Swedish study and international findings.

**Sztainert, Travis, and Michael J. A. Wohl**, Carleton University, Canada

- **Title:** Missing Those Who Need Help the Most: How Attrition in Longitudinal Research Differs among Gambling Pathology and Willingness to Change
- **Presentation Date:** Wednesday, May 27, 2:00-3:30
- **Abstract:** Longitudinal research is essential in examining how and why behaviors change over time. Attrition in longitudinal research can be a major problem, introducing a systematic bias that can negatively affect external and internal validity (Cook & Campbell, 1997). Gambling behavior has only recently been examined through longitudinal research and there exists a paucity of research examining attrition in gambling studies. The current research focuses on the relationship between gambling pathology and attrition, and whether this relationship can be explained by individual's willingness to change their behavior, as measured by stages of change. A sample of 498 participants, collected over two years, were contacted twelve months after initial participation for follow-up. Logistic regression revealed a positive relationship between gambling pathology levels and rates of attrition. Examination of stage of change found that those in the contemplation and preparation stages had increased attrition compared to those in the pre-contemplation and action stages. Finally, level of gambling pathology was significantly increased among those in the contemplation and preparation stages. These findings suggest that those with high levels of gambling pathology, and those thinking about and preparing to change their gambling behavior, are the least likely to participate and persist in longitudinal studies. This is disconcerting as it brings into question the external validity of current gambling research, specifically in relation to problem gamblers.

**Thalheimer, Richard**, Thalheimer Research Associates, Kentucky

- **Title:** The Relationship Between Parimutuel Horse Race and Casino Wagering at a Racino
- **Presentation Date:** Wednesday, May 27, 4:00-5:30
- **Abstract:** Horse race wagering has been in a state of decline over the past several decades. Even with large increases in purses supplemented by gaming revenue at racinos (racetrack-casino), horse race wagering has continued to decline. An examination of the interrelationship of the demands for racing and gaming at a racino is important to the decision making process with respect to net generation of revenues from wagering and gaming. Two econometric models, one for slot machine wagering demand and one for on-track pari-mutuel horse race wagering demand at Prairie Meadows racetrack and casino (racino) in Iowa were estimated. Prairie Meadows was the first racino in North America to offer table games in addition to slot machines. Both wagering demand models were specified as functions of the same variable set. A major finding of the analysis was that the introduction of both slot machines and table games at the racino resulted in significant declines in pari-mutuel betting. Equally important it was found that both live and simulcast horse race wagering at the racino resulted in a significant increase in slot machine wagering, enough to cover the cost of purses and contribute to other costs incurred by the racino. Additional findings with respect to the separate demands for pari-mutuel wagering and gaming are also reported in the paper.

**Thomas, Anna, Susan Moore, Michael Kyrios, Glen Bates, and Denise Meredyth**, Swinburne University of Technology, Australia

- **Title:** What Attracts People to Gambling Venues? Deconstructing Access
- **Presentation Date:** Wednesday, May 27, 4:00-5:30
- **Abstract:** The study aim was to investigate how 'gambling access' relates to problem gambling through deconstructing the meaning of access for different types of gamblers. The methodology comprised a qualitative study of access perceptions by 38 gamblers, followed by a survey of 241 gamblers (63.9% females, M age = 25.9 years). Thematic analysis of the interviews revealed five separate dimensions of accessibility: geographical, temporal, social, within-venue, oasis/retreat. Using this qualitative data and published literature on access, a 44-item scale was developed to assess factors which might influence attraction to, or perceived accessibility of gambling venues. A convenience sample of gamblers recruited from the community completed an on-line survey containing this measure plus measures of problem gambling, gambling frequency, gambling urges and financial stress. Factor analysis of access items produced a two factor solution. Problem and non-problem gamblers did not differ on their attraction to venues which were seen to be social, friendly, fun places with a range of entertainment options (Factor 1: Good Entertainment). Problem gamblers were however more likely than non-problem gamblers to choose venues which were close to home, with long opening hours, familiar games, ATM access, with minimal distractions, and offering 'an escape from life' (Factor 2: Accessible Oasis). The Accessible Oasis factor significantly

correlated with gambling frequency, gambling urges, financial stress and problem gambling, while the Good Entertainment factor only weakly correlated with gambling frequency and financial stress. It was concluded that gambling venues provide for several social and psychological needs over and above the opportunity to gamble.

**Thomas, Anna**, Monash University, Swinburne University and 2008 recipient of NAGS Student Research Award, **Felicity Allen** and **James Phillips**, Monash University, Australia

- **Title:** EGM Problem Gambling: The Importance of Escape and Accessibility as Gambling Motivators
- **Presentation Date:** Thursday, May 28, 2:00-3:30
- **Abstract:** A recently developed model of electronic gaming machine (EGM) problem gambling (Thomas, Sullivan & Allen, 2008) suggested that motivation may mediate relationships between gambling problems and antecedent factors. This study found that EGM gambling problems generally followed significant life stressors. People used EGMs as a cognitive escape from stressors and saw venues as an accessible and welcoming oasis from problems. Low social support from partners or friends and maladaptive coping habits increased the likelihood that EGMs were used to manage problems. The present research used a new measure of gambling motivations to examine these relationships in a community sample of 355 current Australian EGM gamblers (232 females,  $M = 29.60$  years,  $SD = 15.41$ ; 123 males  $M = 29.64$  years,  $SD = 12.29$ ). Multiple regression analyses showed that age, gender, stressors, maladaptive coping and social support from friends or a significant other independently predicted (a) gambling as an escape, and/or (b) gambling because it was accessible. Older people, males, those who had experienced a stressor, those who relied on maladaptive coping strategies, those who lived without a significant other and those with low friendship support had a greater tendency to gamble as an escape and/or because it was accessible. People who reported these motivations gambled more frequently and experienced more EGM gambling problems. It was concluded that people experiencing significant stressors may be vulnerable to EGM gambling problems because this gambling form provides an accessible means of cognitive and physical escape. People with limited coping resources may be particularly vulnerable.

**Thompson, William N.**, and **R. Keith Schwer**, University of Nevada, Las Vegas, and **Michel Grun-Rehomme**, Universite Paris 2

- **Title:** The Las Vegas Brand — A Case Study of Mismarketing
- **Presentation Date:** Tuesday, May 26, 10:45-12:15
- **Abstract:** 2008 saw Las Vegas visitor volumes fall 5%; gaming revenues 10% to 15%, and share prices of Las Vegas stocks tumble. A mis-marketing of the Las Vegas Brand contributes to the poor performances. A change from marketing Las Vegas to the budget-minded tourist to a strategy of offering Las Vegas as high priced entertainment began to evolve around 1990. The portion of property revenues began to shift away from gambling to rooms, restaurants,

and shows. In 1970 gambling brought in 59.5% of the revenue, in 1975, 58.3%; 57.4% in 1980, and 57.9% in 1985. 1990 saw gambling bringing 56.9% of the revenues, and then things began to change. In 1995, only 51.3% of revenues came from gaming, while the number slipped to 43.4% in 2000, and 40.5% in 2005. Room prices soared as resorts decided to sell a “room experience,” not just a place to sleep. Restaurant and show prices escalated. In the early years of the new century, the strategy of connecting high prices to people’s thoughts about Las Vegas succeeded. High spenders were throwing about money gained from corporate bonuses and expense accounts. This “funny money” has dried up, and “middle America” is witnessing declines in their retirement funds. The “expensive Las Vegas” image isn’t working. This paper examines how we came to the new marketing strategy, its consequences, and what can be done to return to the notion that Las Vegas can offer bargain tourism.

**Tindale, Joseph A. and Caitlin Lyon**, University of Guelph, Canada, **Joan E. Norris** and **Sean P. Mackinnon**, Wilfrid Laurier University, Canada

- **Title:** Gambling Boomers: A Unique Pattern of Activity, Risk and Co-morbidity
- **Presentation Date:** Tuesday, May 26, 2:15-3:45
- **Abstract:** Baby boomers in Ontario have grown into maturity with a wide range of gambling products. Thus, it is instructive to examine their gambling attitudes, behaviors and risk status as a way to understand gambling within a life-span framework. Canadian research has indicated that baby boomers may differ from the youngest and oldest generations. For example, MacDonald et al. (2004) found that those in mid-life gamble more than other generations, but gamble a smaller proportion of their income. In the current study, mid-life adults (N = 328) completed an online survey of gambling attitudes, behaviors and risk as well as family functioning, depression and alcohol use. Although most participated in gambling, respondents also engaged in many other recreational activities and experienced low risk for problem gambling. Abusing alcohol was no more likely for those at risk. Moderate depression was experienced almost twice as frequently for those at risk, while high levels of depression were experienced five times *less* frequently. Further, those at risk for problem gambling were more likely to have favorable attitudes toward gambling activities and more likely to have experienced a warm family environment growing up. This finding is in contrast to our earlier work with older adults (Norris & Tindale, 2006). Perhaps family relationships have a less significant buffering effect in those who have experienced a life-time of gambling possibilities. This study suggests that interventions in the gambling problems of mid-life adults need to recognize complex patterns of activity and risk which are different from other age cohorts.