



JULY 2024

Published research snapshots

The following is a list of research article summaries that Greo published in June 2024 in the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026.

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SNAPSHOTS OF NEWEST RESEARCH (APRIL–JUNE 2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

Exploring betting patterns among highly involved and less-involved people who bet on sports online over time



April 2024
United States

- **Purpose:** To explore the betting and self-exclusion patterns of people who engaged in online sports betting with a large European gambling platform over time: whether people who were highly involved were more likely to self-exclude; and, whether a high level of gambling or an increase in gambling were more predictive of future self-exclusion.
- **Methodology:** The researchers analysed betting behaviours and transactions over a two-year period. The sample consisted of 32,262 people who joined the European gambling platform bwin in February 2015.
- **What you need to know:** People who were highly involved in terms of number of bets and net loss were more likely to continue gambling over time, compared to people who were less involved. People who were highly financially involved, in terms of net loss and amount wagered, were more likely to self-exclude. Increases in betting frequency and bet size were found to predict self-exclusion, even when controlling for high involvement. This highlights the need to address escalation in betting in harm reduction strategies.
- **How you can use this research:** Policy makers can incorporate these insights into the design of safer gambling policies to mitigate the risks associated with online gambling. Regulators can develop more effective monitoring and intervention strategies.

Gambling among people with a migrant background: The role of culture and family



April 2024
Sweden

- **Purpose:** To explore the experiences of and thoughts about gambling and problem gambling among men with a migrant background in Sweden.
- **Methodology:** The researchers interviewed 12 men with a migrant background. Participants were required to have experiences of gambling, but not necessarily problem gambling. They were recruited through addiction clinics, peer support groups, and personal contacts. The participants had a migrant background from Afghanistan, Iran, Iraq, Tunisia, or Turkey.

- **What you need to know:** The acculturation process could be a factor influencing the development of problem gambling, along with cultural values. Problem gambling was described as more stigmatised in the origin country. Participants also described family as playing an important role in the recovery from problem gambling.
- **How you can use this research:** This research can be used to inform gambling preventive and clinical programs to better reach people with a migrant background.

A systematic review of the impact of COVID-19 restrictions on gambling frequency, spending, and types of gambling



August 2024
Italy

- **Purpose:** To examine and summarise the impact of COVID-19 on gambling frequency, spending, and transition among different types of gambling.
- **Methodology:** The authors conducted a systematic review of the research. Studies had to assess the impact of COVID-19-related restrictions on land-based and/or online gambling. Studies also had to be published between January 1, 2020, and October 9, 2023.
- **What you need to know:** There was a significant reduction in the frequency of and spending on land-based gambling. While sports betting decreased, there was an increase in online casino activities, especially among those who gambled before the pandemic. Overall, this review highlights the transition from land-based gambling (e.g., land-based casinos) to online platforms.
- **How you can use this research:** This article can guide researchers in the development of future research directions. It can also support the development of strategies for gambling intervention.

GAMBLING-RELATED HARMS AND VULNERABILITY

The role of socioeconomic status, perceived deprivation, and financial gambling motives in predicting problem gambling among U.S. adults



April 2024
United States

- **Purpose:** To examine the links between financial gambling motives, perceived deprivation, and socioeconomic status in predicting problem gambling.

- **Methodology:** A sample of 2,806 American adults was recruited using YouGov Opinion Polling in 2022. The sample was matched to the U.S. norms for age, gender, education, census region, and race/ethnicity based on the 2019 American Community Survey. The respondents completed a questionnaire asking about annual income, perceived deprivation, gambling problems, and gambling motives.
- **What you need to know:** Financial gambling motives were linked to more severe gambling problems. Respondents with higher levels of perceived deprivation were more likely to have financial gambling motives and lower income. Lower income and perceived deprivation were linked to more severe gambling problems. Income did not influence whether financial gambling motives increased the risk of problem gambling. But perceived deprivation influenced whether financial gambling motives increased the risk of problem gambling. Among respondents with high levels of perceived deprivation, gambling for financial reasons was more strongly associated with problem gambling.
- **How you can use this research:** Policy makers can use this research to inform responsible gambling initiatives that highlight how unlikely it is that gambling leads to positive financial outcomes. This research can also be used to inform problem gambling treatment and intervention approaches. For example, cognitive behavioural therapy can be used to address feelings of perceived deprivation and the importance of financial success in self-worth.

Negative and positive mental health characteristics of family members affected by problem gambling



August 2024
Australia

- **Purpose:** To examine the negative mental health and positive mental health characteristics experienced by affected family members; and, to explore whether positive mental health characteristics could buffer the negative mental health characteristics experienced by affected family members.
- **Methodology:** The researchers used data collected for the Third Social and Economic Impact Study (SEIS) of Gambling in Tasmania in 2013. The participants were 1,869 adults between the ages of 18 and 94 years living in Tasmania, Australia (average age 48.48; 48.3% identified as male). About 4.67% identified as affected family members.
- **What you need to know:** Affected family member status predicted various negative mental health and positive mental health characteristics. Affected family members were more likely to have symptoms of post-traumatic stress disorder, depression, anxiety, panic disorder, and tobacco use than non-affected family members. However, the relationships between being an affected family member and these negative mental health

characteristics became nonsignificant after taking into account sociodemographic characteristics, problem gambling severity, and other negative mental health characteristics. Affected family members were also less likely to use planning coping and had lower quality of life in the physical domain.

- **How you can use this research:** This study can be used to inform interventions for family members affected by problem gambling.

IMPACT OF OPERATOR PRACTICES

Are young people aware of sports betting ads? Evidence from the 2022 FIFA World Cup



April 2024
Australia

- **Purpose:** To examine how often young people recalled encountering sports betting advertisements during the 2022 FIFA World Cup.
- **Methodology:** The researchers recruited 190 young people, aged 18 to 24, from the United Kingdom. Participants completed a survey asking about their demographics, gambling behaviours, and recall of sports betting advertisements during the 2022 World Cup, as well as the types of bets, betting offers, and harm mitigation tools being advertised.
- **What you need to know:** Young people recalled seeing sports betting advertisements on social media the most. Those at a higher risk for developing gambling problems recalled seeing more advertisements overall, especially those promoting riskier bets. Few young people recalled seeing advertisements for harm mitigation tools. These findings underscore the need for stricter regulations to reduce young people's exposure to gambling advertisements.
- **How you can use this research:** This research can be used by gambling policy makers, regulators, and researchers. There is a need for regulatory changes restricting the number of sports betting advertisements that may contribute to gambling-related harm among young people.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (MARCH AND OLDER)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

Differences in emotions and motivations among people who gamble on scratch cards, slot machines, and casino games



March 2024
Italy

- **Purpose:** To examine gambling motivations and emotions felt when engaging in different types of games in the Italian context.
- **Methodology:** A total of 425 adults (45.7% female) were recruited from the general population in Valle d'Aosta, Italy. Participants completed three forms of a questionnaire, one for each type of gambling.
- **What you need to know:** Different types of games seem to be connected with different motivations and emotions. People who gamble on slot machines and casino games endorse more coping and social motives than people who gamble on scratch cards. People who gamble on slot machines and casino games also experience more negative emotions when gambling. Enhancement motives and positive emotions felt when gambling do not differ across the three subgroups.
- **How you can use this research:** These findings can inform gambling interventions and future research.

The characteristics of women who gamble: A qualitative study based on women's perspectives



December 2023
Spain

- **Purpose:** To explore the particular characteristics of women suffering from gambling disorder. These included their gambling motives, preferences, and/or associated pathologies.
- **Methodology:** The researchers conducted three focus groups with 18 women between the ages of 30 and 68. These women were in treatment for gambling disorder at centers belonging to the Spanish Federation of Rehabilitated Gamblers (FEJAR).
- **What you need to know:** The results show that women may start to gamble due to abuse in childhood. The onset of gambling may be the result of a maladaptive way to manage

negative emotions. Gender roles and social stigmatisation also influence the experiences of women who gamble.

- **How you can use this research:** This research can inform researchers and clinicians who provide support to women who gamble.

GAMBLING-RELATED HARMS AND VULNERABILITY

Examining the Gambling Disorder Identification Test (GDIT) as a self-report measure based on DSM-5 criteria



March 2024
Sweden

- **Purpose:** To build upon previous analyses of the Gambling Disorder Identification Test (GDIT) by examining its properties using Rasch analysis. Rasch analysis assesses specific items or response options along a continuum of difficulty or severity. It also determines how reliably a measure can be divided into different levels or strata. This is crucial for the GDIT's intended use as a screening tool with diagnostic cut-off scores. Rasch analysis can also help determine if the data collected are suitable for certain types of statistical analyses.
- **Methodology:** The researchers analysed data collected for a previous study with 603 people who gambled in Sweden. People who gambled but were not seeking treatment were recruited from social media. A help-seeking sample was recruited from self-help groups, within healthcare settings, and from the national gambling helpline. Participants completed an online survey that included the GDIT.
- **What you need to know:** The findings suggest that the GDIT can effectively identify gambling disorder across a continuum from lower to higher severity. Its multiple response options based on time and frequency can help assess how severe a person's gambling risk is.
- **How you can use this research:** Treatment providers can use the GDIT to assess and monitor gambling disorder. This can aid in the development of tailored treatment plans.

Enablers and barriers to the implementation of a co-designed gambling screening tool



February 2024
Australia

- **Purpose:** To examine factors that enabled or hindered the implementation of a gambling screening model from the perspectives of health care providers.
- **Methodology:** The researchers recruited 12 general practitioners and community workers who administered the screening model in 2020. Three people withdrew from the study. The researchers conducted eight interviews with the other nine participants, including two general practitioners and seven community workers from five local organisations.
- **What you need to know:** The researchers identified factors that acted as enablers and barriers to the implementation of the model. Enablers included structural factors (e.g., alignment of the screening model with current services), process (e.g., ease of use), and staffing (e.g., staff empowerment and improved knowledge). Barriers included process (e.g., unclear referral process), social (e.g., complexity of gambling harm), and structural (e.g., absence of long-term funding) factors.
- **How you can use this research:** This study underlines the importance of continued implementation of gambling-related screening. It can inform health care providers and community workers.

Characteristics and outcomes of patients participating in an online gambling therapy in Italy



December 2023
Italy, United Kingdom

- **Purpose:** To examine the characteristics and outcomes of patients who accessed the Italian Federation of Workers of the Departments and Services Addiction internet-delivered therapy; and, the narratives of people who successfully completed the therapy.
- **Methodology:** A total of 4,742 patients accessed gambling online therapy services between August 2013 and 2020 in Italy. This study focused on 784 patients who began online therapy and 177 patients who completed the entire treatment. Of the 177 patients who completed treatment, 160 were included in the final analysis. Patients completed a test on motivation and the Problem Gambling Severity Index. Further information was drawn from therapy sessions.
- **What you need to know:** Those who dropped out of treatment were more likely to prefer non-strategy-based games, gambled more frequently, and began gambling less than a

year before entering treatment. Patients described how it was difficult to seek help from a professional until they achieved a good level of motivation to change their gambling habits. Patients tended to seek treatment only when they experienced a crisis related to gambling problems. The researchers identified four different types of patients who completed treatment.

- **How you can use this research:** Therapists can use this research to support help-seeking behaviour and recovery from gambling harm.

IMPACT OF OPERATOR PRACTICES

A review of gambling advertising on social media and its effects



March 2024
Germany

- **Purpose:** To summarise recent studies on gambling marketing, with a focus on social media; and, to examine what safeguards are put in place to protect vulnerable groups and identified research gaps for future studies.
- **Methodology:** The researchers conducted a systematic review of studies published after January 2021.
- **What you need to know:** Gambling advertising is often linked to seemingly neutral information. This blurs the line between advertising and non-advertising content. Safer gambling messages are rarely present in social media advertisements in various countries (e.g., Australia, Germany, and Spain). Vulnerable groups, particularly children and adolescents, face heightened risks of being influenced by gambling advertisements on social media. Protective measures (e.g., age restrictions), however, are often absent.
- **How you can use this research:** This research is intended for gambling policy makers and regulators who are tasked with overseeing gambling advertising on social media. It provides new insights into gambling marketing strategies and their effects on social media users' attitudes and behaviour.

Stakeholders' perspectives on 'moderation' in gambling advertising after changes to Sweden's gambling legislation in 2019



March 2024
Sweden

- **Purpose:** To examine different stakeholders' views on the notion of 'moderation' in gambling advertising at a time when policy changes were introduced.
- **Methodology:** The researchers collected data from 2019 to 2022, including 12 interviews with participants from various stakeholder groups (government, media, industry, and mutual support associations), as well as 6 seminars and 3 press conferences.
- **What you need to know:** The researchers identified three main themes: (1) how moderation should be interpreted (i.e., content vs. volume); (2) the importance of guidance around moderation in gambling advertising; and (3) balancing advertising restrictions and freedom of trade/freedom of expression.
- **How you can use this research:** Policy makers can draw on this research as they consider current and future legislation concerning gambling advertising and public health.

PRODUCT CHARACTERISTICS AND RISK

Patterns of wins and losses in video poker games are influenced by level of volatility



September 2023
Finland

- **Purpose:** To demonstrate how changes in game volatility affect patterns of wins and losses, including winning streaks.
- **Methodology:** The researchers ran simulations of a simplified video poker game. The simulated game involved simulated people who were assumed to gamble 5 rounds per minute with a constant bet size of 1 euro. The RTP was set at about 90%. So, for every 1 euro bet made, each person was expected to lose 10 cents on average when they gambled with an optimal strategy.
- **What you need to know:** Winnings over the short term were relatively frequent. But the percentage of people still winning decreased over more sessions. The simulated people were on a winning streak about 26% of the time in the low and medium-volatility versions of the game. They were on a winning streak about 18% of the time in the high-volatility version. The average number of people who were winning after various lengths of time

gambling depended on the game's volatility level. In the game versions with low and medium levels of volatility, the proportion of winning people dropped to almost 0 by 30 hours of gambling. But in the high-volatility version, about 5% of people were still winning after 100 hours of gambling.

- **How you can use this research:** This study can inform gambling interventions and public health messages. For example, policy makers and practitioners can use the graphical output of this work to communicate information about the random chance of winning when gambling on EGMs.

ILLEGAL GAMBLING AND CRIME

A systematic review on the prevalence of gambling problems among prison populations



March 2024
Norway

- **Purpose:** To synthesise estimates of prevalence of gambling problems among prison populations.
- **Methodology:** The researchers conducted a systematic review. After screening studies published in peer-reviewed academic journals and the grey literature, the researchers identified 26 studies.
- **What you need to know:** Across the 26 studies, the overall prevalence rate of problem gambling was 31%. However, the prevalence rate varied greatly across the studies. The researchers found that estimates of problem gambling prevalence in prison populations were not affected by the cut-off criteria used, timeframe, or sample size. This study suggests that it is important to consider problem gambling prevention and treatment for prison populations.
- **How you can use this research:** The findings can also be used by correctional officials and policy makers to improve policies and procedures (e.g., informing people in prison about the risks of inmate gambling).

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- Associations between adverse childhood experiences and gambling severity in youth online gamblers: The mediating roles of internalising, attention and externalising problems (2024)
- Too young to gamble: Long-term risks from underage gambling (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- A double-edged-sword effect of overplacement: Social comparison bias predicts gambling motivations and behaviours in Chinese casino gamblers (2024)
- A longitudinal investigation of Lower-Risk Gambling Limits in the Canadian National Study (2024)
- Confidence biases in problem gambling (2024)
- Correlates of gambling behaviours among day traders: Evidence from a national study (2024)
- Does user activity promote gambling-related content on Twitter/X? (2024)
- Exploring the complex dynamics: Examining the influence of deviant personas in online gambling (2024)
- Exploring the differences in positive play among various sports wagering behaviours (2024)
- Gambling among employees in Swedish workplaces: A cross-sectional study (2023)
- Gambling participation and risk after COVID-19: Analysis of a population representative longitudinal panel of Australians (2024)
- 'Getting addicted to it and losing a lot of money... it's just like a hole.' A grounded theory model of how social determinants shape adolescents' choices to not gamble (2024)
- 'It's pretty sad if I'm just betting by myself ...': Navigating shame and stigma in everyday sports betting (2024)
- Moderating effect of alexithymia between problem gambling and psychotic experiences in university students (2024)

GAMBLING-RELATED HARMS AND VULNERABILITY

- Are health levies from unhealthy commodities a good way to fund harm-reduction initiatives? (2024)
- Colliding harms of gambling and gaming: A four-wave longitudinal population study of at-risk gambling and gaming in Finland (2024)
- Harms from other people's gambling: Associations with an individual's own gambling behaviours, health risk behaviours, financial problems, general health, and mental wellbeing (2024)
- "Help is the sunny side of control": The medical model of gambling and social context evidence in Canadian personal bankruptcy law (2020)
- Intersection of gambling with smoking and alcohol use in Great Britain: A cross-sectional survey in October 2022 (2024)
- Impulse and reason? Justifications in problem gambling (2024)
- Keeping you connected or keeping you addicted? Weekly use of social media platforms is associated with hazardous alcohol use and problem gambling (2024)
- Longitudinal gambling risk transitions: Evidence from a nationally representative Australian sample (2024)
- Online communities as a risk factor for gambling and gaming problems: A five-wave longitudinal study (2024)
- The relationship between gambling behaviour and gambling-related harm: A data fusion approach using open banking data (2024)
- Towards a conceptual framework for the prevention of gambling-related harms: Findings from a scoping review (2024)
- Towards an active role of financial institutions in preventing problem gambling: A proposed conceptual framework and taxonomy of financial wellbeing indicators (2024)
- Treatment of harmful gambling: A scoping review of United Kingdom-based intervention research (2024)
- Unmasking risky habits: Identifying and predicting problem gamblers through machine learning techniques (2024)
- Using artificial intelligence algorithms to predict self-reported problem gambling among online casino gamblers from different countries using account-based player data (2024)

THE IMPACT OF OPERATOR PRACTICES

- Are gambling company sports sponsorships a losing game? Investigating consumer responses on gambling, brand and team outcomes (2024)
- Facing up to problem gambling: Tracing the emergence of facial recognition technology as a means of enforcing voluntary self-exclusion (2024)
- How did the 'whistle-to-whistle' ban affect gambling advertising on TV? A live football matching study (2024)
- Perceptions of gambling marketing among young adults who gamble in Ireland (2024)

PRODUCT CHARACTERISTICS AND RISK

- Concentration of gambling spending by product type: Analysis of gambling accounts records in Norway (2024)
- Feature preferences of sports betting platforms: A discrete choice experiment shows why young bettors prefer smartphones (2024)
- Post-reinforcement pauses during slot machine gambling are moderated by immersion (2024)
- Skill-based electronic gaming machines: Features that mimic video gaming, features that could contribute to harm, and their potential attraction to different groups (2024)

ILLEGAL GAMBLING AND CRIME

- Using the synthetic control method to evaluate the impact of a land-based gambling ban on crime (2024)



AUGUST 2024

Published research snapshots

The following is a list of research article summaries that Greo published in July 2024 in the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026.

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SNAPSHOTS OF NEWEST RESEARCH (MAY–JULY 2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

Gendered understanding of sports betting: Perceptions of shame and stigma among men who bet on sports and their romantic partners



June 2024
Australia

- **Purpose:** To examine how men participate in social relationships through sport and gambling activities; and, the perspectives of women who share intimate relationships with men who bet on sports.
- **Methodology:** A total of 20 people living in Australia were interviewed. Participants included 10 men who used sports betting applications recreationally (i.e., bet at least once a month) and were involved in a romantic relationship within the past three years. The remaining 10 participants were women who were currently dating or had dated someone who bet on sports within the last three years.
- **What you need to know:** The findings highlight how men who bet on sports expressed shame and stigma towards particular forms of betting (i.e., betting alone and specific types of bets) and problem gambling. This helped legitimise their own betting practice and position themselves favourably in the masculine hierarchies of betting. By contrast, women viewed their partner's pursuit of sports betting with understanding and indifference, provided that it was at a recreational level.
- **How you can use this research:** Practitioners can use this research to inform how they discuss shame and sports betting with those who seek help.

GAMBLING-RELATED HARMS AND VULNERABILITY

The role of online identity bubbles in gambling and gaming problems



August 2024
Finland

- **Purpose:** To examine the impact of active participation in online communities on gambling and gaming problems; and, to explore the role of online identity bubbles.
- **Methodology:** The researchers used data collected as part of the Gambling in the Digital Age Project. The data were collected over five waves starting in spring 2021 through spring 2023 at six-month intervals. Respondents were Finnish-speaking adults living in

mainland Finland. The first survey wave included 1,530 participants (average age 46.67; 50.3% men). The sample matched the Finnish population aged 18 to 75 in terms of sociodemographic background.

- **What you need to know:** Engaging in online gambling and gaming communities is linked with gambling and gaming problems. This is true for people who increase their engagement in communities over time and those who are more active online community users, especially those who are also involved in online identity bubbles. Thus, online identity bubbles play a significant role in the process by which gambling and gaming become addictive behaviours.
- **How you can use this research:** This research can inform healthcare professionals, educators, regulators, and social media platforms.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (APRIL AND OLDER)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

An evaluation of lower-risk gambling limits that predict risk of future gambling-related harm



April 2024
Canada

- **Purpose:** To evaluate lower-risk gambling limits that predict an increased risk of future gambling-related harm.
- **Methodology:** The study used data from the Alberta Gambling Research Institute's National Project online panel survey. Data from Canadian adults were included in the analysis if the respondents (1) completed both the baseline and follow-up surveys and (2) reported gambling participation at both time points. A total of 4,562 people met the inclusion criteria.
- **What you need to know:** Overall, the researchers found lower-risk limits similar to the published Lower-Risk Gambling Guidelines (LRGGs). The lower-risk limits found in this study suggest that people should participate in no more than two gambling types and no more than once a week. But the researchers found higher limits for percent of household income spent on gambling between 3.5 and 6.4%, depending on the type of harm. The current LRGGs suggest no more than 1% of household income to be spent on gambling.
- **How you can use this research:** Policymakers and gambling operators can use this research to support safer gambling initiatives.

Does social comparison predict gambling motivations and behaviours?



April 2024
China

- **Purpose:** To examine whether overplacement (e.g., how people compare their earning abilities and well-being to others) affects gambling motives and behaviours in college students and people with casino gambling experience.
- **Methodology:** The researchers conducted an online pilot survey of 129 Chinese college students. The researchers then conducted a field survey at a large casino in Macau. Participants were 733 Chinese adults who had gambled in a casino in the past year.
- **What you need to know:** People who perceived themselves as having higher earning abilities than others had more gambling motivations and gambled more frequently. By

contrast, those who considered themselves to have better well-being had fewer gambling motivations and gambling issues. This study highlights the importance of understanding how social comparison affects gambling behaviours.

- **How you can use this research:** Treatment providers can use these insights to address clients' perceptions of their abilities and well-being during therapy sessions. Promoting a positive self-image may help with reducing problematic gambling behaviours. Public health can design public awareness campaigns that highlight the risks of overconfidence.

Positive play and sport gambling behaviours



April 2024
United States

- **Purpose:** To examine the relationship between sports wagering behaviours and positive play.
- **Methodology:** Participants were recruited via YouGov as part of a larger longitudinal study. The sample included survey responses from 561 adults (average age 49; 70% men) living in the United States who bet on sports over the past six months.
- **What you need to know:** Those who gambled online engaged in more problematic gambling behaviours than those who did not gamble online. Those who gambled online as well as in casino had the lowest positive play scores. The type of wager placed was related to positive play levels. Parlays and player prop bets were linked to lower gambling literacy. Betting on moneylines was linked to higher levels of gambling literacy. Those who scored higher on personal responsibility were more likely to bet on moneylines, point spreads, totals, player props, and prop bets. Those who placed in-game bets were more likely to have lower positive play scores. Certain betting platforms, particularly offshore sites, were associated with lower levels of positive play.
- **How you can use this research:** This study can inform policymakers with regard to gambling regulation efforts.

An exploration of gambling in Swedish workplaces



April 2023
Sweden

- **Purpose:** To use previously collected data to explore workplace gambling and factors relevant to at-risk and problem gambling (ARPG).
- **Methodology:** The researchers analysed self-report data collected for a cluster-randomised controlled trial in Sweden. In the trial, 10 organisations were randomly

assigned to either receive a workplace prevention program for problem gambling or be placed in the wait-list control group. A total of 3,629 employees completed the baseline survey.

- **What you need to know:** 4.7% reported knowing someone who gambled during work. Around 3.5% of the participants were classified as experiencing ARPG themselves. Knowing a colleague who gambled during work was more common among male employees. It was also more common among young employees aged 16–34 years, those who reported knowing about their workplace’s gambling policy, and those who experienced ARPG. Knowing someone who gambled during work hours, being male, being between the ages of 16 and 44, and being a subordinate rather than a manager were associated with a higher likelihood of experiencing ARPG.
- **How you can use this research:** This research can be used by workplaces that consider implementing gambling interventions and policies to prevent ARPG and help workers with gambling problems. Such interventions and policies will need to be tailored to specific workplace cultures.

The influence of deviant traits and other social and economic factors on online gambling intention and behaviour



April 2024
India

- **Purpose:** To examine how deviant traits, residential mobility, and other factors might affect the intention to gamble online and subsequent online gambling behaviour.
- **Methodology:** The researchers surveyed 325 adults aged 18 and older (40% women; 45.5% between 18 and 25 years old, and 26.8% were between 25 and 35) living in India.
- **What you need to know:** Psychological factors (impulsivity), alcohol use, social identity, and financial stress influenced the intention to gamble online. Social identity was assessed in terms of feeling a sense of belonging, finding enjoyment in sharing the same social identity with others, and peer influence to do certain things. Intention to gamble online then drove online gambling behaviour. Residential mobility and low self-esteem did not seem to have an influence on the participants’ intention to adopt online gambling.
- **How you can use this research:** This study can be used to guide decision-making and strategy formulation in the gambling industry. It can also inform healthcare providers and researchers in regard to online gambling and help design interventions to prevent problematic gambling behaviour.

GAMBLING-RELATED HARMS AND VULNERABILITY

Changes in gambling risk status over time among Australian adults



April 2024
Australia

- **Purpose:** To assess changes in gambling risk status over time among Australian adults; and, to identify sociodemographic and psychosocial factors that predict these changes.
- **Methodology:** This study used data from two waves of the Household, Income and Labour Dynamics in Australia (HILDA) Survey. The two waves of data were collected in 2015 and 2018. A total of 12,634 people (18+ years old) completed both waves, including the self-completed questionnaires. Gambling risk was assessed using the Problem Gambling Severity Index (PGSI).
- **What you need to know:** Most respondents did not present at-risk gambling in either wave. There was a high degree of stability in gambling risk. A larger change in PGSI score was more likely among those with moderate-risk or problem gambling. Among these respondents, a larger number transitioned toward lower gambling risk between 2015 and 2018 than toward higher risk. The following factors increased gambling risk for people with no problem gambling three years earlier: financial hardship, younger age, male gender, lower educational level, chronic health conditions, at-risk levels of alcohol use, living in a more socioeconomically disadvantaged area, and having a low sense of mastery over one's life. For people with problem gambling in 2015, higher life satisfaction predicted a decrease in gambling risk in 2018.
- **How you can use this research:** This study can inform gambling research and interventions. For example, practitioners can develop interventions related to locus of control, which may reduce problem gambling risk over time.

Predicting problem gambling with machine learning models: Insights from player tracking data across three countries



April 2024
Austria, United Kingdom

- **Purpose:** To test five machine learning models' ability to predict self-reported problem gambling; and, to evaluate whether the models developed in specific countries could predict problem gambling among people in another country.
- **Methodology:** Data were from 1,743 people (average age 42.4; 39% female) from the UK, Canada, and Spain who gambled online on casino games. Participants completed the Problem Gambling Severity Index (PGSI) between January 2022 and November 2023.

- **What you need to know:** Behavioural indicators (e.g., frequent deposits within a session) were more important than monetary indicators (e.g., total amount of money gambled) in predicting problem gambling. The five machine learning models employed in this study showed promising results in predicting problem gambling. Including country-specific data improved their accuracy. Nevertheless, the models performed well even without training using country-specific data. The findings suggest that there are behavioural indicators that can be used across diverse contexts to identify problem gambling.
- **How you can use this research:** This study received no direct funding.

Intersection of gambling with smoking and alcohol use in Great Britain



March 2024
United Kingdom

- **Purpose:** To examine the intersection of gambling (across all risk levels) with smoking and alcohol use.
- **Methodology:** The researchers used data from the Smoking and Alcohol Toolkit Study (STS/ATS). Only data from 2,398 adults (18+ years) who were living in Great Britain and completed the survey in October 2022 were included in the analysis.
- **What you need to know:** No statistically significant link was found between any risk of harm from gambling and current cigarette smoking or drinking at increasing and higher-risk levels. But compared to those who did not gamble, those who gambled were more likely to smoke (16% vs. 13%) and drink at increasing and higher-risk levels (41% vs. 28%). Weekly gambling spending was higher among those who smoked (£8.09) or drank at increasing and higher-risk levels (£10.74), compared to those who did not smoke (£7.61) or drink at increasing and high-risk levels (£5.26).
- **How you can use this research:** Practitioners can use this research to inform how they treat people experiencing gambling-related harms and other addictive behaviours (e.g., smoking and drinking). Further long-term data collection will help to better understand the intersection of gambling, smoking, and alcohol use.

The development of a conceptual framework to prevent gambling-related harms



March 2024
United Kingdom

- **Purpose:** To outline a conceptual framework, designed to foster collaboration and develop strategies that can prevent or reduce gambling harms; and, to explore what such an approach can learn from other sectors, including tobacco, alcohol, and products high in fat, salt, and sugar (HFSS).

- **Methodology:** The authors reviewed existing public health approaches to harms. They sought review papers that focused on gambling, tobacco, alcohol, and HFSS products, as well as individual studies on gambling. Eligible studies were required to adopt a public health focus around harms. Eligible studies also had to focus on highly developed economies and be in English. After screening, a total of 43 review papers were analysed and synthesised with 20 individual gambling studies.
- **What you need to know:** The review highlights three broad public health goals across these sectors: (1) prevention of harms; (2) regulation of industry; and (3) support for those experiencing harms. The authors also identified three public health strategies to achieve these goals: (1) education and awareness; (2) screening, measurement, and intervention; and (3) understanding environment and product. The authors developed a conceptual framework based on these goals and strategies, that considers how harm can be experienced at the individual, family or social network, community, and societal levels.
- **How you can use this research:** The framework is designed to help stakeholders map the breadth and depth of initiatives to address gambling-related harms. By doing so, it can help identify gaps in research or support services. Furthermore, the framework can be used in evaluation. It can also be used to outline relationships between different areas of work and facilitate collaboration between stakeholders.

Gambling behaviour, financial problems, health, and mental wellbeing of people affected by others' gambling



March 2024
United Kingdom

- **Purpose:** To explore how being an affected other of someone who gambles regularly might affect the affected other's own gambling behaviour, health risk behaviours, financial problems, general health, and mental wellbeing.
- **Methodology:** Participants were residents of a British Island who were at least 16 years old. A total of 1,234 residents completed a survey on problem gambling, other health risk behaviours, financial problems, general health, and mental wellbeing.
- **What you need to know:** Compared to people who were not affected others, affected others were more likely to report financial problems and at-risk/problem gambling themselves. Sociodemographic characteristics, affected others' own gambling, and financial problems could explain the relationships between being an affected other and low mental wellbeing, poor general health, and engaging in health risk behaviours.
- **How you can use this research:** This study can be useful to better understand the impact of gambling on affected others.

PRODUCT CHARACTERISTICS AND RISK

A review of skill-based electronic gaming machines (SGMs): Design features, potential harms, and attraction for different groups



April 2024
United Kingdom, Australia

- **Purpose:** To explore the design features of skill-based electronic gambling machines (SGMs), their potential contribution to harmful engagement, and their attractiveness to different demographic groups.
- **Methodology:** The researchers carried out a narrative review to explore SGMs and the implications of their rising popularity. SGMs are currently available in only a few jurisdictions, including certain U.S. and Australian states. Existing studies, reports, and regulatory documents related to SGMs and traditional EGMs were reviewed.
- **What you need to know:** The researchers found that the skill-based elements of SGMs may lead people to believe they have more influence over the outcomes. This could increase their risk of experiencing gambling-related harms. SGMs may also have some positive aspects, however. Bonus rounds provide people with a break in gambling, allowing them to rethink their gambling behaviours and potentially stop. SGMs are currently understudied. As such, the novelty and varied content of SGMs presents both opportunities and risks. It is crucial that gambling operators and regulators closely monitor their development and implementation.
- **How you can use this research:** Gambling regulators can work towards developing guidelines that address the potential harms of SGMs, to ensure that they are designed and marketed responsibly.

Immersion in slot machine gambling influences how long people pause before starting the next spin



March 2024
Canada

- **Purpose:** To examine whether immersion in slot machine gambling influenced post-reinforcement pauses (PRPs); and, whether this effect varied due to the nature of reinforcement (wins, losses, free spins, and losses disguised as wins).
- **Methodology:** A total of 53 Canadian adults (19+ years old) were recruited (average age 34; 32 men). Participants were given \$40 CAD to gamble on a popular slot machine. Eighteen

participants were asked to bet until all funds were used, while the other participants bet until 20 minutes had passed.

- **What you need to know:** The time to initiate the next spin duration was longer for trials that involved forms of positive reinforcement; that is, participants paused for longer before starting the next spin after wins, free-spin bonus features, and losses disguised as wins (LDWs) than after losses. Free-spin bonus features resulted in the largest PRP. Wins had the next highest effect on PRP, followed by LDWs. The researchers also found support for the influences of immersion in gambling. Specifically, longer pauses following wins and LDWs occurred among participants who were more immersed in gambling.
- **How you can use this research:** This research can inform policymakers regarding policies around permitted audiovisual feedback of wins, losses, and LDWs on slot machines.

Features of betting platforms preferred by young people who bet on sports



March 2024
Australia

- **Purpose:** To examine which platforms young adults preferred to bet on, their preferred betting platform features; and, whether feature preferences depended on problem gambling severity and gender.
- **Methodology:** The researchers recruited 616 young adults aged 18–29 (33% men) who resided in Australia who had bet monthly on sports, esports, or daily fantasy sports (DFS) in the past year. Participants completed a survey and an experiment in which they chose between different groups of betting features.
- **What you need to know:** Young adults preferred to bet on smartphones. The most important betting platform features were the ability to place bets instantly from any location and the ability to make electronic financial transactions. Features that were least important included the ability to bet with cash, avoid others while betting, and bet anonymously. Participants with moderate-risk or problem gambling placed more importance on several features related to privacy, betting with multiple operators, making in-play bets, seeing frequent promotions, and betting with cash/credit card.
- **How you can use this research:** This research can be used by policymakers and gambling regulators. The findings suggest that implementing restrictions on betting promotions, in-play betting, and betting with electronic funds may be warranted to support people at risk of gambling problems. There is a need to reinforce consumer protection tools (e.g., mandatory pre-commitment) to address the risks associated with smartphone betting.

ILLEGAL GAMBLING AND CRIME

Land-based gambling bans do not impact crime rates: A study using the synthetic control method in the Czech Republic



March 2024
Czech Republic

- **Purpose:** To examine whether a land-based gambling ban has an impact on crime rate in the Czech Republic. The researchers used the synthetic control method, a new method for evaluating the effect of an intervention (e.g., a gambling ban). The researchers argued that this method would help to address some of the limitations commonly seen in previous research.
- **Methodology:** The treated group for this study included four district cities in the Czech Republic that banned land-based gambling during or after 2017 through the generally binding regulation. The control group was created by combining 11 Czech district cities that do not currently have a ban in place and had land-based games in operation from 2013 to 2021. The researchers measured crime using the crime index developed by Otevřená společnost, o.p.s. initiative.
- **What you need to know:** By using the synthetic control method, a close match could be established between the three treated cities and the control cities in the pretreatment period. The researchers found that all treated cities had about the same crime rate as they would have without the ban. These cities had roughly the same crime rate after they introduced a land-based gambling ban as the control cities without a ban. Thus, a land-based gambling ban appeared to have no effect on crime rate.
- **How you can use this research:** Researchers can use this study as a guide for undertaking further studies related to gambling using the synthetic control method.

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- Associations between adverse childhood experiences and gambling severity in youth online gamblers: The mediating roles of internalising, attention and externalising problems (2024)
- Too young to gamble: Long-term risks from underage gambling (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- A systematic review of stress physiology in gambling disorder and problem gambling (2024)
- Confidence biases in problem gambling (2024)
- Correlates of gambling behaviours among day traders: Evidence from a national study (2024)
- Differences in cold and hot decision-making between gambling and other addictions (2024)
- Differences in the maximum proportion of spent income devoted to online gambling among adolescents due to conflictual relationships (2024)
- Digital geographies of home: Parenting practices in the space between gaming and gambling (2024)
- Does user activity promote gambling-related content on Twitter/X? (2024)
- Examining the strength of the association between problem gambling and gambling to escape (2024)
- Gambling participation and risk after COVID-19: Analysis of a population representative longitudinal panel of Australians (2024)
- 'Getting addicted to it and losing a lot of money... it's just like a hole.' A grounded theory model of how social determinants shape adolescents' choices to not gamble (2024)
- Moderating effect of alexithymia between problem gambling and psychotic experiences in university students (2024)
- Religiosity, financial risk taking, and reward processing: An experimental study (2024)
- Self-regulatory strategies reduce gambling spend and harm in a randomised controlled trial of electronic gaming (2024)
- Social media news as a predictor of sports gambling salience, attitudes, and behaviours in the United States (2024)

- Sports betting and hazardous alcohol use among young adults: added risks of betting and drinking on the same day (2024)
- The house always wins: Gambling as a Veblenian social practice (2024)

GAMBLING-RELATED HARMS AND VULNERABILITY

- Are health levies from unhealthy commodities a good way to fund harm-reduction initiatives? (2024)
- Colliding harms of gambling and gaming: A four-wave longitudinal population study of at-risk gambling and gaming in Finland (2024)
- Establishing the temporal stability of machine learning models that detect online gambling-related harms (2024)
- Development and validation of the IDENT-Pro: A brief tool for the early identification of gambling risk factors indicative of harm (2024)
- Does the lived experience of gambling accord with quantitative self-report scores of gambling-related harm? (2024)
- Gambling control in a cost-of-living crisis: An analysis of the white paper High Stakes: Gambling Reform for the Digital Age (2024)
- "Help is the sunny side of control": The medical model of gambling and social context evidence in Canadian personal bankruptcy law (2020)
- Impulse and reason? Justifications in problem gambling (2024)
- Keeping you connected or keeping you addicted? Weekly use of social media platforms is associated with hazardous alcohol use and problem gambling (2024)
- The relationship between gambling behaviour and gambling-related harm: A data fusion approach using open banking data (2024)
- Towards an active role of financial institutions in preventing problem gambling: A proposed conceptual framework and taxonomy of financial wellbeing indicators (2024)
- Treatment of harmful gambling: A scoping review of United Kingdom-based intervention research (2024)
- Unmasking risky habits: Identifying and predicting problem gamblers through machine learning techniques (2024)
- What is known about population level programs designed to address gambling-related harm: Rapid review of the evidence (2024)

THE IMPACT OF OPERATOR PRACTICES

- Are gambling company sports sponsorships a losing game? Investigating consumer responses on gambling, brand and team outcomes (2024)
- Awareness and impact of casino responsible gambling/harm minimisation measures among Canadian electronic gaming machine players (2024)
- Facing up to problem gambling: Tracing the emergence of facial recognition technology as a means of enforcing voluntary self-exclusion (2024)
- How did the 'whistle-to-whistle' ban affect gambling advertising on TV? A live football matching study (2024)
- Perceptions of gambling marketing among young adults who gamble in Ireland (2024)
- The dependence of online gambling businesses on high-spending customers: Quantification and implications (2024)

PRODUCT CHARACTERISTICS AND RISK

- Concentration of gambling spending by product type: Analysis of gambling accounts records in Norway (2024)
- Nudge theory and gambling: A scoping review (2024)
- The near-miss effect in online slot machine gambling: A series of conceptual replications (2024)



OCTOBER 2024

Published research snapshots

The following is a list of research article summaries that Greo published in September 2024 in the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026.

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SNAPSHOTS OF NEWEST RESEARCH (JUNE–SEPTEMBER 2024)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

Family geographies and parenting practices in relation to loot boxes and gambling-style systems in video games



July 2024
United Kingdom

- **Purpose:** To explore the socio-spatial interactions between children and parents at home; how parents regulate their children's relationship with digital media; and how parents incorporate digital media in their daily activities and parenting practices.
- **Methodology:** The researchers drew on data collected for a three year project based in England. The dataset included video recordings of children and youth playing games at home, as well as interviews with parents and game designers. The researchers explored how parents navigated children's requests for purchases, rules, rewards, and pocket money.
- **What you need to know:** The researchers found that children's gaming was a conflicted reality for parents. Parents wanted to safeguard their children from harm. Yet, they allowed access to loot boxes as their children enjoyed these games. Most parents considered loot boxes as gambling products and felt like they were stuck in a vulnerable position. They had concerns about loot boxes and in-game currency, but they also understood digital games' popularity in their children's life.
- **How you can use this research:** This study can be used to better understand the impacts of gaming and gambling within family geographies.

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

The effect of near-misses on slot machine gambling behaviours and subjective experiences



September 2024
Canada

- **Purpose:** To examine how near-misses affected people's gambling behaviour and ratings of how they felt about the outcome and desire to keep gambling.
- **Methodology:** The researchers conducted three studies to examine different aspects of gambling behaviour and subjective experience of near-misses. Only people who lived in Canada, Great Britain, United States, Ireland, Australia, or New Zealand; were at least 21

years old; scored 7 or less on the PGSI; and had no history of problem gambling could participate.

- **What you need to know:** Near-misses increased motivation to continue gambling and were rated more positively than full losses. Near-misses also led people to start their next spin faster and to bet a greater amount of money. The findings indicate that near-misses significantly impact gambling behaviours and subjective experiences.
- **How you can use this research:** Treatment providers can use these findings to better understand the factors that increase gambling motivation and risky gambling behaviours, which can help them to develop more effective interventions.

Examining the impacts of stress and loneliness on problem gambling and digital gaming



July 2024
Finland

- **Purpose:** To examine the impacts of stress and loneliness on problem gambling and gaming disorder over time.
- **Methodology:** The researchers surveyed 1,530 Finnish adults between Spring 2021 and Autumn 2023 (average age 46.67; about half male). A total of 753 participants completed all six survey waves.
- **What you need to know:** The results showed that stress and loneliness increased problems with digital gaming over time, while only stress increased problems with gambling over time. The combination of stress and loneliness had a weaker effect than each separately on both types of problems.
- **How you can use this research:** The findings suggest that these factors should be integrated in prevention and intervention efforts for problem gambling and gaming disorder.

How nudges can help (or hurt) gambling habits: A review of nudge theory and gambling



June 2024
Canada

- **Purpose:** To explore and summarise existing research on how nudge theory is applied to gambling.

- **Methodology:** The researchers searched for relevant articles across various databases. To be included in the review, articles had to focus directly on nudge theory and gambling, be published in peer-reviewed journals, and be written in English. Six articles were included in the final review.
- **What you need to know:** The findings emphasise that nudges may be able to promote healthier gambling behaviors, such as by taking breaks and setting spending limits, without restricting individual freedom. The review also brings attention to "dark nudges" that exploit the decision making processes of people who gamble, leading to more harmful behaviors.
- **How you can use this research:** Understanding the impact of nudges and dark nudges is crucial for developing effective strategies to support responsible gambling. This review highlights the need for collaboration between various stakeholder groups to develop best practices for minimising gambling-related harms.

The added risks of sports betting and alcohol use on the same day



June 2024
United States

- **Purpose:** To estimate the association between risky alcohol use and problem sports betting among young adults; and, to see if the association is stronger for young adults who frequently drink and bet on sports on the same day.
- **Methodology:** A total of 221 people (average age 24.4; 77.7% men) completed a survey. They had to have engaged in sports betting at least twice in the past month and not be in treatment for gambling disorder.
- **What you need to know:** The researchers found that problem sports betting was significantly linked with hazardous alcohol use and negative alcohol-related consequences. The association was stronger among young adults who more frequently drank alcohol and bet on sports on the same day. Participants reported an average of 1.54 days of drinking and sports betting on the same day in the past two weeks. The average score for problem sports betting was low. About 8.1% fell into the highest-risk category, indicating alcohol use disorder.
- **How you can use this research:** This study can be used to better understand the link between alcohol use and sports betting. The findings can inform researchers, clinicians, and public health.

The influence of financial risk-taking and religiosity on financial decision-making tasks



June 2024
United Kingdom

- **Purpose:** To examine the extent to which financial risk-taking and religiosity influence how people perform on financial decision making tasks when they experience risk and/or uncertainty.
- **Methodology:** The researchers recruited 37 adults from the general population. Participants included 14 males and 23 females to complete a survey. Participants completed four decision making tasks while their physiology was measured by electroencephalogram (EEG).
- **What you need to know:** Financial risk-taking and religiosity did not significantly influence performance in three of the decision making tasks. The findings of the fourth decision making task showed that performance was influenced by financial risk taking and religiosity. In particular, very religious, risk-neutral participants tended to engage in more extreme behaviours during the task in situations with high uncertainty. Physiological reaction towards feedback could also be distinguished between religious and nonreligious participants using EEG data.
- **How you can use this research:** This study can inform researchers and practitioners on how financial risk taking and religiosity may drive risk-taking behaviours.

GAMBLING-RELATED HARMS AND VULNERABILITY

A critical analysis of affordability checks proposed in Great Britain: Digital surveillance and effects on vulnerable groups



July 2024
United Kingdom

- **Purpose:** To outline the context of the White Paper and its key proposals. The author offers a critical analysis of a particularly contentious measure: affordability checks for online gambling.
- **Methodology:** The author provides an overview of contemporary British gambling reform debates through an analysis of the 2023 White Paper and its key proposals. The author critically analyses one contentious part of the proposed reform: mandated affordability checks for online gambling.

- **What you need to know:** The article calls for deeper and more critical discussion around digital surveillance and how affordability checks may disproportionately affect groups who may already be hyper-surveilled. The author argues that affordability checks may be used to benefit other for-profit entities (beyond gambling companies). The White Paper positions 'safer gambling' software companies and credit reference agencies as neutral experts in harm reduction, rather than businesses that can benefit from consumer surveillance.
- **How you can use this research:** This article calls for deeper conversations about what an equitable and just public health law approach to gambling reform should be like.

Does the lived experience of gambling accord with quantitative self-report scores of gambling-related harm?



June 2024
Australia

- **Purpose:** To explore whether the lived experiences of people who gamble align with the harm categories based on scores on the 10-item Gambling Harms Scale.
- **Methodology:** Thirty adults living in Australia completed the 10-item Gambling Harms Scale and were interviewed about the role that gambling played in their lives and its potential harms and positive impacts.
- **What you need to know:** Only participants in the no-harm group reported no regrets about their level of gambling spending. Their financial cost of gambling was consistent with the opportunity cost explanation. These participants viewed gambling as just another leisure activity, which relieved stress and strengthened relationships. Those who experienced low harm also viewed gambling as a leisure activity. But they sometimes experienced regrets about their gambling spending. About half of the participants who reported moderate harm experienced occasional severe financial impacts and emotional stress due to gambling. All participants who experienced high harm reported chronic financial impacts and emotional stress. They also experienced negative impacts on their relationships, health, and work/study.
- **How you can use this research:** The findings illustrate how the use of mixed methods can improve our understanding of gambling-related harms. This study can inform researchers and clinicians.

Physiological stress response among people with gambling disorder and problem gambling: A systematic review



June 2024
Canada

- **Purpose:** To examine the existing evidence related to the physiological activity and reactivity of people with gambling disorder and problem gambling in response to stress.
- **Methodology:** The authors conducted a systematic review of the research. A total of 18 studies were deemed eligible and included in the review.
- **What you need to know:** This review highlights the need for additional research on stress physiology among people who gamble. The authors caution that because of the limitations of the studies, such as small samples with mostly male participants, it is difficult to draw firm conclusions about their findings. However, the authors highlight that risky decision making and gambling may alter the stress response, and physiological response to acute stress is blunted among people with problem gambling and gambling disorder.
- **How you can use this research:** This review can inform research on stress physiology among people with gambling disorder and problem gambling.

IMPACT OF OPERATOR PRACTICES

The revenue of the online gambling industry depends on high spending by a small number of people



June 2024
United Kingdom

- **Purpose:** To examine how dependent the online gambling industry is on people who gamble heavily.
- **Methodology:** Seven leading gambling operators in Great Britain provided the researchers with data for 139,152 people who gambled at least once between June 2018 and June 2019.
- **What you need to know:** People who were in the top 20% in terms of amount of loss, generated 89.2% of the net revenue for the gambling operators. The top 10% of people generated 79% of operator revenue, and the top 1% of people generated 37%. But the bottom 50% of people generated only 0.5% of the net revenue. The revenues generated by sports betting and bingo were not as dependent on a small number of people with

high spending. Even then, a few people accounted for a significant proportion of the net revenue. The researchers discussed how restrictions of account deposits or losses might pose a risk to gambling operators because a minority of people contribute significantly to their net revenue.

- **How you can use this research:** Regulators and policy makers can use this research to inform policies and procedures around restrictions on gambling spending.

Are people who gamble on electronic gaming machines aware of responsible gambling/harm minimisation measures?



June 2024
Canada

- **Purpose:** To explore awareness and perceived impact of safer gambling/harm minimisation measures among people who gambled on electronic gaming machines in casinos. They also examined whether these effects varied depending on demographic factors like age and gender. This research provides new insight into how safer gambling/harm minimisation measures interact with individual characteristics, gambling habits, and motivations.
- **Methodology:** The researchers used data from 2,808 Canadian adults who gambled on electronic gambling machines in casinos within the past 12 months. The data were collected as part of the Alberta Gambling Research Institute's National Study on Gambling and Problem Gambling in Canada.
- **What you need to know:** The researchers found that while most participants were aware of safer gambling/harm minimisation measures, awareness was higher among people experiencing problem gambling and those at risk for problem gambling. Men, younger people, and those who viewed gambling as an important leisure activity were more likely to be aware of these measures. The findings suggest a need for more effective implementation and communication of safer gambling/harm minimisation measures.
- **How you can use this research:** Policy makers can use this research to design more effective public health campaigns to enhance the impact of safer gambling/harm minimisation measures. Gambling regulators can refine and introduce regulations to enforce multiple safer gambling/harm minimisation strategies more effectively.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (MAY AND OLDER)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

Impacts of underage gambling on adult problem gambling



May 2024
Spain

- **Purpose:** To examine if starting to gamble at an early age increased the chance of harms from gambling later in life.
- **Methodology:** The researcher used data from a Spanish gambling prevalence survey. Participants were 4,833 adults aged 18 and above who reported gambling.
- **What you need to know:** The average age of the participants was 48 years old. The average age when starting to gamble was about 23 years old. About 14% of the participants started gambling before the legal age of gambling in Spain (18 years old). The researcher found that starting to gamble while under the legal age was linked with a higher chance of problem gambling.
- **How you can use this research:** The findings can inform gambling regulations and policies to prevent and reduce potential harms associated with underage gambling. Targeted interventions and support should also be developed for youth who gamble.

Adolescents' reasons for not engaging in gambling



May 2024
Australia

- **Purpose:** To draw on the lived experiences of youth who do not gamble to explore the social determinants that shape their reasons for not gambling.
- **Methodology:** A total of 14 Australian adolescents aged 12 to 17 years old engaged in one-on-one interviews or an online community. The interviews and online community explored gambling-related experiences when growing up.
- **What you need to know:** The researchers identify many reasons for not gambling. These reasons included a lack of interest, being below the legal gambling age, having other hobbies, and discouragement from family and peers. This study shows how parental, peer, environmental, and individual factors work together to deter young people from gambling.
- **How you can use this research:** This research can inform interventions that support parents in providing appropriate role modelling and guidance. It can also inform youth educational programmes on how to resist gambling and the influences of marketing.

GAMBLING-RELATED HARMS AND VULNERABILITY

Risk factors for problem gambling: A comparison of day traders and non-day traders in Canada



May 2024
Canada

- **Purpose:** To compare day traders and non-day traders to identify risk factors for problem gambling.
- **Methodology:** The researchers used data from 2018 obtained from the Alberta Gambling Research Institute National Project: Online Panel Study. The final sample was of 10,025 participants (467 day traders and 9,558 non-day traders). On average, participants were 52 years old.
- **What you need to know:** Compared to non-day traders, day traders were more likely to be male, of non-European descent, more highly educated, not working or studying full- or part-time, and have higher incomes. They were more likely to participate in a wider range of gambling activities but less likely to endorse coping as the primary motive for gambling. The severity of problem gambling did not predict engaging in day trading. However, day traders were more likely to experience moderate-risk and problem gambling if they had a lower income, participated in a larger number of gambling activities, endorsed more erroneous gambling-related beliefs, and showed no preference for either skill- or chance-based games.
- **How you can use this research:** This study can inform interventions and future research. For example, practitioners can identify people who engage in day trading and may be at higher risk of problem gambling, and develop strategies for harm reduction and prevention.

An examination of gambling behaviour and gambling-related harm using self-report and open banking data



May 2024
United Kingdom

- **Purpose:** To explore the harm profiles of people who gamble at different levels of gambling behaviour. It combined open banking data with self-report of gambling risk using the Problem Gambling Severity Index (PGSI).

- **Methodology:** A final sample of 424 people (average age 36; 58% male), were recruited from the crowd-sourcing platform Prolific. Participants had to be a UK resident, have engaged with at least one of 12 online gambling games, and have a bank account. Participants completed a self-report questionnaire and consented to provide the researchers with their bank transactions over the previous year.
- **What you need to know:** About 54% of the participants scored 0 on the PGSI (i.e., 'unharmful'). About 19% were categorised as 'highest-risk' (PGSI = 5+). Participants with higher PGSI scores made a greater number and a larger average size of gambling transactions. Overall, the researchers found that at-risk gambling (PGSI = 1+) could be predicted by net-spend (spending – withdrawals), withdrawals only, or outgoing spending only. At-risk gambling was also predicted by greater depressive symptoms, younger age, and male gender. Higher-risk gambling was predicted by gambling spending and withdrawal, as well as depressive symptoms. But it was not predicted by income, age, or male gender.
- **How you can use this research:** Policy makers can use this research to support the development of affordability checks.

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- Associations between marketing exposure, in-game purchases, problem gaming, simulated gambling, and psychological distress among adolescents (2024)
- Differences in the maximum proportion of spent income devoted to online gambling among adolescents due to conflictual relationships (2024)
- Examining the role of sports betting marketing in youth problem gambling (2024)
- Influences on gambling during youth: Comparisons between at-risk/problem, non-problem and non-gambling adolescents in Australia (2024)
- More than loot boxes: The role of video game streams and gambling-like elements in the gaming-gambling connection among adolescents (2024)
- Pervasiveness and associated factors of video slot machine use in a large sample of Italian adolescents (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- A clean slate: Adapting the realisation effect to online gambling and its effectiveness in people with gambling problems (2024)
- A familial subtype of gambling disorder (2024)
- Applying General Strain Theory to the relationship between strain from another person's gambling behavior and gambling disorder (2024)
- Between-session chasing of losses and wins in an online eCasino (2024)
- Cryptocurrency trading, day trading, and gambling behavior: Examining the moderating effects of financially focused self-concept and gambling motives (2024)
- Does user activity promote gambling-related content on Twitter/X? (2024)
- Excite, or take flight? Exploring the relationship between difficulties with emotion regulation, outcome expectancies, and problem gambling (2024)
- Getting even: Chasing behavior, decision-making, and craving in habitual gamblers (2024)
- "It would never have happened without the pandemic": Understanding the lived experience of individuals who increased their online gambling participation (2024)
- People place larger bets when risky choices provide a postbet option to cash out (2024)
- Sleep problems and gambling disorder: Cross-sectional relationships in a young cohort (2024)

- Social media news as a predictor of sports gambling salience, attitudes, and behaviours in the United States (2024)
- Statistical predictors of the co-occurrence between gambling disorder and problematic pornography use (2024)
- The house always wins: Gambling as a Veblenian social practice (2024)

GAMBLING-RELATED HARMS AND VULNERABILITY

- Accessibility, neighborhood socioeconomic disadvantage and expenditures on electronic gambling machines: A spatial analysis based on player account data (2024)
- Are health levies from unhealthy commodities a good way to fund harm-reduction initiatives? (2024)
- Can positive play deficits explain the associations between posttraumatic stress symptoms, gambling motives, and problem gambling? Results of a national U.S. sample (2024)
- Correlates of problematic gambling in emerging adult university students in Ireland (2024)
- Demographic characteristics, gambling engagement, mental health, and associations with harmful gambling risk among UK Armed Forces serving personnel (2024)
- Development and validation of the IDENT-Pro: A brief tool for the early identification of gambling risk factors indicative of harm (2024)
- Family history of pathological gambling, related factors effects, and suicidality in rural Greece (2024)
- Gambling as a precipitating factor in deaths by suicide in the National Violent Death Reporting System (2024)
- Harm-to-self from gambling: A national study of Australian adults (2024)
- The prevalence of gambling and problematic gambling: A systematic review and meta-analysis (2024)
- Using geospatial mapping to predict and compare gambling harm hotspots in urban, rural and coastal areas of a large county in England (2023)

THE IMPACT OF OPERATOR PRACTICES

- Gambling harm-minimisation tools and their impact on gambling behaviour: A review of the empirical evidence (2024)

- How did the 'whistle-to-whistle' ban affect gambling advertising on TV? A live football matching study (2024)
- Perceived impact of gambling advertising can predict gambling severity among patients with gambling disorder (2024)
- The expansion of gambling across the Americas poses risks to mental health and wellbeing (2024)
- The feasibility and acceptability of an inoculative intervention video for gambling advertising: A focus group study of academics and experts-by-experience (2024)
- The impact of gambling advertising and marketing on online gambling behaviour: An analysis based on Spanish data (2024)
- Voluntary self-exclusion from gambling: Expert opinions on gaps and needs for improvement (2024)

PRODUCT CHARACTERISTICS AND RISK

- How platformisation shapes sports betting consumption practices and implications for harm (2024)
- Impact of sports gambling on mental health (2024)
- Probing the role of digital payment solutions in gambling behaviour: Preliminary results from an exploratory focus group session with problem gamblers (2024)

ILLEGAL GAMBLING AND CRIME

- Does gambling expenditure have any effect on crime? (2024)
- Illegal video game loot boxes with transferable content on steam: A longitudinal study on their presence and non-compliance with and non-enforcement of gambling law (2024)



NOVEMBER 2024

Published research snapshots

The following is a list of research article summaries that Greo published in October 2024 in the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026.

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SNAPSHOTS OF NEWEST RESEARCH (JULY–OCTOBER 2024)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

[Adolescents who experience bullying and poor parental relationships spent more money on online gambling](#)



July 2024
Spain

- **Purpose:** To examine the association between online gambling and spent income among Spanish adolescents. The researchers examined whether the association was moderated by having conflictual relationships with peers and parents.
- **Methodology:** The researchers used data from the 2018/2019 Survey on Drug Use in Secondary Education in Spain. A total of 38,010 high school students aged 14 to 18 were surveyed.
- **What you need to know:** The results showed that higher spent income, being a victim of bullying, and having a poor relationship with one's mother were associated with online gambling. In particular, adolescents who experienced bullying and those who had a conflictual relationship with their mother spent more of their income on online gambling.
- **How you can use this research:** The findings highlight the importance of school-based interventions to address bullying and support parents in having a healthy relationship with their children.

[The evolution of gambling participation and problem gambling in youth](#)



July 2024
Australia

- **Purpose:** To explore gambling trajectories and related sources of influence during childhood and adolescence.
- **Methodology:** The researchers recruited 89 adolescents between the ages of 12 and 17. Participants could choose to participate in an individual interview or online community.
- **What you need to know:** This study revealed the influences of parents and peers on adolescent gambling. Gambling was also reinforced through social rewards and normalised by advertising. There were differences in gambling trajectories across groups of adolescents with different levels of risk.
- **How you can use this research:** This research can be used to better understand the experiences of young people who gamble. The findings can inform research, educational programmes on gambling for young people, and public health.

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

[The role of digital payment solutions in online gambling: Results from a focus group with people experiencing problem gambling](#)



November 2023
Sweden

- **Purpose:** To explore whether digital payment solutions can influence gambling behaviour and patterns of harmful gambling among people who gamble online.
- **Methodology:** The researchers recruited six people with online gambling experience using one or more digital payment solutions for a focus group. The focus group explored ways that digital payment solutions can influence gambling.
- **What you need to know:** The researchers identified three key themes: (1) existing addictive needs dictate how a digital payment solutions is used when gambling (e.g., being able to get around safer gambling measures); (2) Digital payment solutions can alter the experience of gambling (e.g., nudge people towards harmful gambling); and (3) the perspectives and concerns of people with problem gambling on digital payment solutions being used by gambling operators (e.g., digital payment solutions negatively influence gambling behaviour, interfere with responsible gambling tools, and should be banned for unlicensed operators). The researchers presented an initial framework to examine the influence of digital payment solutions on gambling behaviour, considering both social and technical aspects
- **How you can use this research:** These results can inform policy on the use of digital payment solutions for online gambling. Knowing that digital payment solutions can impact gambling behaviour, it is important to consider how to better integrate safer gambling measures for online gambling

[Factors that predict the co-occurrence of gambling disorder and problematic pornography use](#)



August 2024
Spain

- **Purpose:** To investigate the cooccurrence of gambling disorder and problematic pornography use; and, factors that might predict co-occurring gambling disorder and problematic pornography use, including personality, emotion regulation, and impulsivity.
- **Methodology:** A total of 359 adults seeking treatment for gambling disorder at a university hospital in Spain between 2021 and 2022 completed a survey. These participants were diagnosed with gambling disorder using the DSM-5 criteria.

- **What you need to know:** Participants who were more impulsive had a higher chance of having both gambling disorder and problematic pornography use. Impulsivity also acted as a mediator that linked various factors to the co-occurrence of gambling disorder and pornography use. More specifically, people with a younger age, a maladaptive personality profile (e.g., like to seek novel and exciting experiences, less self-directed and cooperative), and difficulties with emotion regulation had higher levels of impulsivity. This, in turn, increased the risk of having both gambling disorder and problematic pornography use.
- **How you can use this research:** This research can be used to better understand the co-occurrence of problematic pornography use and gambling disorder. It can inform treatment providers and researchers working in the gambling field.

[Does realising losses reduce loss-chasing in online gambling among people with gambling problems?](#)



August 2024
Canada

- **Purpose:** To test an online behavioural intervention intended to produce the realisation effect and reduce loss-chasing among people who gamble regularly; and, whether the realisation effect works differently depending on the level of gambling problems.
- **Methodology:** The researchers collected data from 689 adults (average age from 30.03 to 33.33; more men than women) to complete an online experimental gambling task. Participants were given \$10 and had the opportunity to place nine bets. They were randomly assigned to a feedback or cash-out condition (to trigger loss realisation).
- **What you need to know:** The results showed that realising losses reduced loss-chasing among people without gambling problems. However, the intervention did not have this effect on people with at-risk gambling or gambling problems.
- **How you can use this research:** This study provides important knowledge about how realising a loss can help to reduce loss-chasing behaviour among people who regularly gamble. People with problem gambling might need stronger interventions to produce this realisation effect.

Understanding the lived experiences of adults who increased online gambling participation during the COVID-19 pandemic



August 2024
Canada

- **Purpose:** To understand the lived experiences of adults who reported an increase in online gambling participation because of the pandemic.
- **Methodology:** The researchers interviewed 58 adults (average age 47) living in Québec, Canada, who reported an increase in online gambling participation due to the pandemic.
- **What you need to know:** For many participants, their online gambling increased in frequency, as well as time and money spent, during the pandemic. Some participants noted that the increase in their online gambling only happened for a short duration, while others noted a more sustained increase. Several structural elements supported the increase in online gambling, including the online gambling environment (e.g., ease of access, ease of making payments online, diverse forms of gambling available) as well as online gambling operators' practices (e.g., loyalty practices, advertisements, promotional offers). Participants also discussed the role of online gambling during the pandemic in their daily lives.
- **How you can use this research:** Policy makers and practitioners can use this research to tailor prevention initiatives to the unique environment of online gambling and marketing strategies that may contribute to an increase in gambling behaviour.

The relationship between difficulties with emotion regulation and problem gambling



July 2024
Australia

- **Purpose:** To explore the relationship between difficulties with emotion regulation and problem gambling. Specifically, if expectations that gambling can relieve negative emotions or increase positive emotions may explain this relationship.
- **Methodology:** The researchers surveyed 187 adults (50.3% men) who gambled at least once a month.
- **What you need to know:** Expectation that gambling could help escape from negative emotions partially explained the relationship between difficulties with emotion regulation and problem gambling. The indirect effect of excitement expectation was not significant. These results suggest that people with difficulties with emotion regulation may gamble as a way to escape negative emotions. This raises the risk of problem gambling.

- **How you can use this research:** This research can be used to better understand the link between emotion regulation and problem gambling. The findings can inform research and intervention.

GAMBLING-RELATED HARMS AND VULNERABILITY

[Global prevalence of gambling and problem gambling among adults and adolescents](#)

August 2024
International

- **Purpose:** To examine the prevalence of gambling, any risk gambling, and problem gambling, including across different gambling activities, in both adults and adolescents.
- **Methodology:** The researchers conducted a systematic review. After screening, 342 articles were included in the analyses.
- **What you need to know:** Globally, 46.2% of adults had gambled in the past 12 months. Men had higher rates of gambling than women (49.1% vs. 37.4%). Australasia (70%) and North America (61.3%) had the highest prevalence of gambling among adults. Among adolescents, 17.9% had gambled in the previous year. Girls had lower rates of gambling (21%) than boys (40.8%). North America had the highest prevalence of gambling among adolescents (33.7%). Among adults who gambled in the past 12 months, 10.9% of women and 17.9% of men engaged in any risk gambling. Among them, 1.2% of women and 2.8% of men experienced problem gambling. There were limited data on any risk and problem gambling among adolescents. Boys had higher rates of any risk gambling (27.2-43.3% across regions) than girls (6.6-19.4%). Boys also had higher rates of problem gambling (11-16.4%) than girls (1.9-6.6%).
- **How you can use this research:** Policy makers can use this study to inform strategies to protect adults and adolescents from gambling-related harms. The findings can also inform practitioners and researchers.

[Strain and problem gambling: The influence of gender and another person's gambling](#)



August 2024
United States

- **Purpose:** To examine the relationship between strain experienced due to another person's gambling and one's own problem gambling; and, whether gender has an impact on this relationship.
- **Methodology:** Data were from the Baseline General Population Survey and the Baseline Online Panel Survey of the Social and Economic Impacts of Gambling in Massachusetts study. This study focused on 5,852 participants who gambled regularly (i.e., monthly) in the past year.
- **What you need to know:** Participants with problem gambling reported greater strain caused by someone else's problem gambling. Having a spouse or partner whom they perceived to gamble too much was strongly linked to the participants' own problem gambling. Male gender was the strongest predictor of problem gambling. Having a spouse or partner with problem gambling was also a significant predictor. Compared to women, the strain of having a spouse or partner whom they perceived to gamble too much was more strongly associated with men's own problem gambling
- **How you can use this research:** Prevention programmes can be tailored to address the impact of relational strain on gambling behaviours. Future research should include people with diverse identities when examining strain caused by spousal/partner's problem gambling.

[Gambling disorder and sleep problems among young adults](#)



July 2024
United States, United Kingdom

- **Purpose:** To examine the link between gambling disorder and symptoms of sleep problems.
- **Methodology:** The researchers used a subset of data collected for a previously published study. The sample was 152 young adults from Chicago, USA, who were between the ages of 18 and 29 years, and gambled at least 5 times in the past year.
- **What you need to know:** Overall, participants with gambling disorder had more sleep disruptions and worse sleep quality. They also tended to have higher anxiety and depressive symptoms. Participants with at-risk gambling did not differ much from those without problem gambling, except for early insomnia (i.e., difficulty falling asleep).

- **How you can use this research:** This study can inform gambling research and treatment. Practitioners can consider asking patients with gambling disorder about their day- and nighttime routine as well as their sleep quality.

IMPACT OF OPERATOR PRACTICES

[Gambling expansion and mental health in the Americas: A call for regulatory and policy reform](#)



September 2024
United Kingdom, Finland, United States

- **Purpose:** To highlight the significant risks that the expansion of gambling may pose to public health in the Americas. The authors focus on the relationship between gambling and mental health outcomes.
- **Methodology:** The authors review existing research that links gambling and related harms to mental health conditions. The authors then discuss the expansion of commercial gambling across the Americas. They highlight regional evidence of the negative mental health impacts of gambling
- **What you need to know:** There is a need for comprehensive public health strategies that focus on preventing and treating gambling-related harms. The authors argue that there is a critical gap in existing regulatory approaches, which tend to focus on individual responsibility instead of systemic population-based solutions. The authors offer several suggestions. These include the introduction of relevant regional initiatives; raising awareness of the public health impacts of gambling; and support for a regional-level surveillance and monitoring mechanism.
- **How you can use this research:** This article is intended for government agencies, policy makers, and public health organisations in the Americas.

[The impact of investment in gambling marketing and regulatory changes on online gambling behaviour in Spain](#)



September 2024
Spain

- **Purpose:** To examine the link between how much the gambling industry spends on marketing each month and the amount of money bet online, as well as the number of online accounts in Spain; and, to examine the impact of marketing restrictions (set by the

new Spanish gambling law, the Royal Decree 958/2020) on the link between marketing and online gambling behaviour.

- **Methodology:** Publicly available data from the Directorate General for Regulation of Gambling between 2013 and 2023 were used in this study.
- **What you need to know:** Between 2013 and 2023, the industry's spending on advertising, sponsorship, and bonus promotion increased. But the greatest increases happened before the approval of the Royal Decree 958/2020. In general, greater spending on marketing (advertising, bonus promotion, and sponsorship) was linked to more active and new accounts, greater deposits, and a greater total amount bet. The RD958/2020 reduced the impact of most marketing strategies on gambling behaviours (including the number of active and new accounts as well as total amount bet). However, spending on bonuses became more strongly linked with active accounts, deposits, and total amount bet.
- **How you can use this research:** This study can inform policy makers and regulators on the effectiveness of current regulations. It can also help them make more informed policy decisions to better control gambling practices.

[A video intervention for countering gambling advertising tactics: Feedback from academics and experts-by-experience](#)



August 2024
United Kingdom

- **Purpose:** To explore the acceptability and feasibility of an intervention video that provide people with information that can help them make informed and self-directed choices in response to gambling advertising.
- **Methodology:** Suggestions from academics and experts-by-experience for improving the intervention video were sought. A sample of 12 academics in the field of gambling and 10 experts-by-experience participated in one of three focus groups.
- **What you need to know:** Participants discussed the video's (1) structure and length; (2) aesthetics and delivery; and (3) language and narrative. Overall, participants believed that a shorter video with a simplified structure and more conversational style would be beneficial. Real examples of gambling advertising strategies could be compared to those in the tobacco or alcohol industry. Participants also suggested that it was important to continue using elements of 'psychology' in the video narrative.
- **How you can use this research:** The findings can be useful for the development of similar interventions.

[A review of the effectiveness of consumer protection tools for minimising gambling harm](#)



July 2024
Australia

- **Purpose:** To evaluate the current evidence on the effectiveness of harm-minimisation tools for people who gamble; and, to identify gaps in current knowledge and areas for future research.
- **Methodology:** The authors conducted a systematic review. Studies were included if they used an empirical approach to evaluate the impact of the tool on gambling behaviour and took place in a real or simulated/laboratory-based gambling environment with people who gambled or who were affected by gambling harm.
- **What you need to know:** The review emphasises the importance of understanding how consumer protection tools work to develop more effective strategies to prevent and minimise gambling harm. The low uptake of these tools highlights a need to rethink how they should be communicated and marketed. It is important to ensure that these tools are seen as beneficial to everyone who gambles, and not just for those who are already experiencing harm.
- **How you can use this research:** Researchers can use this review to guide future studies around consumer protection tools. This review can also inform public health, gambling regulators, and policy makers.

[Sport betting advertising and its association with problem gambling among young adults](#)



July 2024
Australia

- **Purpose:** To examine the potential for sports betting advertising to predict problem gambling among young adults, while taking into account demographic, psychological, and behavioural risk factors.
- **Methodology:** A total of 567 young adults between the ages of 18 and 24 living in the UK completed a survey. All had engaged in sports betting in the past 12 months and had an active betting account. The final sample was 567 participants.
- **What you need to know:** Sports betting marketing was positively associated with problem gambling. Significant risk factors related to marketing included making betting decisions driven by advertising and being susceptible to the influence of betting inducements. Other risk factors of problem gambling included non-sports betting

gambling activities; higher spend per session; involvement in in-play betting; and the personality trait of negative urgency.

- **How you can use this research:** This research can inform treatment providers, public health, and researchers on the role of sports betting advertising in problem gambling among young people.

[The perceived impact of gambling advertising on gambling severity among patients with gambling disorder](#)



July 2024
Spain

- **Purpose:** To investigate how gambling advertising is perceived by people experiencing gambling disorder.
- **Methodology:** A total of 210 participants (average age 39.4; 92.9% men) were recruited from the behavioural addictions unit of a hospital in Barcelona. Each participant completed a questionnaire package that included demographic questions and a series of questionnaires.
- **What you need to know:** People who perceived they were more involved in gambling because of advertising had more severe gambling problems. In addition, people who reported experiencing gambling problems with poker were more likely to report that gambling advertising affected them.
- **How you can use this research:** The results could help to inform policy surrounding the ethical use of advertising, especially among specific groups of people such as those who are living with gambling disorder.

ILLEGAL GAMBLING AND CRIME

[Lack of regulation and enforcement of gambling law in relation to illegal loot boxes in video games offered by Steam](#)



August 2024
Denmark

- **Purpose:** To look at whether paid loot boxes in video games offered on Steam (an online platform owned by the company Valve) contravene the gambling regulations of many countries.

- **Methodology:** The researchers reviewed the Steam Community Market webpage. They identified 165 video games on the platform that offered buying/selling of in-game items as of February 19th, 2023. They then analysed the descriptions of the in-game items available for purchase/sale to collect data.
- **What you need to know:** As of February 2023, there were 165 video games on the platform that offered buying/selling of in-game items. Among those games, 36 had loot boxes with content that could be bought and sold between players, which violate the gambling laws of many countries. None of these video games featured a warning label about the presence of loot boxes, which violate consumer protection law in certain countries. A year after the study results were provided to the gambling regulators of several countries, all 36 video games were still offering loot boxes with content that could be bought and sold, and 35 still had no warning label. These findings suggest that illegal loot boxes are currently available on one of the most popular video game platforms, and gambling regulators have not enforced the law regarding such loot boxes.
- **How you can use this research:** The findings can be directly used by both video game platforms and gambling regulators to enforce gambling law, and ensure that people are protected against the risks of loot boxes. The findings can also be used to increase awareness of specific video game titles that offer illegal loot boxes.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (JUNE AND OLDER)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

[Chasing of losses and wins between gambling sessions in an online eCasino](#)



June 2024
Canada

- **Purpose:** To explore between-session chasing in online gambling. Between-session chasing happens when a person returns to a gambling venue or website on a different occasion after a previous gambling session.
- **Methodology:** The researchers obtained a dataset of online gambling outcomes from the PlayNow.com eCasino, the provincial gambling website in British Columbia, Canada. The researchers were able to examine 527,015,222 separate bets, which were placed by 29,964 people, between October 1, 2014, and August 31, 2015.
- **What you need to know:** The outcome variable of interest was time to return, defined as the number of hours that passed between the end of a prior gambling session and the start of the next. It was found that people returned more slowly on average if they lost money in the previous session, with the exception being roulette. Contrary to predictions, online roulette, and not slot machines, was linked with faster return to gamble after both prior losses and wins.
- **How you can use this research:** This study can inform policy related to online gambling in Canada. This study offers further support that win chasing is more common than loss chasing. Furthermore, these findings highlight roulette as a gambling product that warrants further investigation.

[The belief in luck and the myth of meritocracy: A Veblenian perspective on gambling](#)



June 2024
United States

- **Purpose:** To argue that gambling is a Veblenian social practice that instills the belief of luck, thereby aiding in justifying negative economic outcomes. Veblenian social practices are habits, activities, or ways of thinking that help bridge the link between people and institutions.
- **Methodology:** The authors first discuss Veblen's views on gambling and the belief in luck. They then discuss how gambling is a Veblenian social practice and how the belief in luck as promoted through gambling helps support the myth of meritocracy.

- **What you need to know:** Gambling and sports gambling rationalise meritocracy for both those who lose and those who win. The belief in luck allows people to justify negative economic outcomes as bad luck instead of being the result of individual failures or the irrationality of the economic system. Those who win often believe that their winnings are the result of their skill, similar to how success is attributed to individual merit in a capitalist society. In this way, the myth of meritocracy is supported through the notion that the production of wealth relies on individual skill and cunning.
- **How you can use this research:** This article is intended for scholars interested in exploring the links between economic ideologies, social practices, and gambling. Policy makers can also use this article to better understand how economic inequalities are justified and maintained.

Does exposure to social media news affect sports gambling attitudes and behaviours?



May 2024
United States

- **Purpose:** To examine how exposure to social media news and satisfaction with such news content predict awareness, attitudes, and behaviours related to sports gambling.
- **Methodology:** This study used data from the PEW Research Center's American Trends Panel (ATP). The sample consisted of 3,900 adults from various demographic backgrounds across the United States.
- **What you need to know:** While exposure to social media news did not significantly increase awareness of the legalisation of sports gambling, it did foster more positive attitudes towards sports gambling and increased participation in gambling activities. Satisfaction with social media news content reinforced these positive attitudes but did not further influence gambling behaviours. This study highlights the powerful role of social media in shaping attitudes and behaviours towards sports gambling.

How you can use this research: Knowing that social media significantly influences public perception and gambling behaviours, policy makers can advocate for stricter advertising regulations on these platforms. Policies could be introduced to limit the promotion of gambling on social media or to ensure that advertisements include clear warnings about the risks of gambling addiction.

GAMBLING-RELATED HARMS AND VULNERABILITY

[The development and validation of a screening tool \(IDENT-Pro\) for early detection of gambling risk](#)



June 2024
United Kingdom

- **Purpose:** To develop and validate a gambling screening tool that identifies people who experience low levels of harm or show risk factors that predict future harm.
- **Methodology:** The researchers developed a new scale as an identifier of potential risk factors of gambling harm (IDENT-Pro). The IDENT-Pro consists of 14 items associated with three sources of gambling risk: frequency of gambling, gambling motivations, and risky behaviours. A total of 225 participants (79% men) were recruited through social media (Reddit and Twitter) and email. Participants completed a survey that included the IDENT-Pro and the Problem Gambling Severity Index (PGSI).
- **What you need to know:** The researchers found that the IDENT-Pro has good validity compared to the PGSI. Additionally, the IDENT-Pro accurately predicts the participants' classification using a PGSI cut-off of 3+. This means that the IDENT-Pro is good at identifying those with low levels of problem gambling.
- **How you can use this research:** The IDENT-Pro can be used by practitioners to identify people who experience low levels of gambling-related harm or show risk factors of experiencing harm in the future. Further research is needed to fully test its use as a screening tool, including from the perspective of service providers and people who gamble.

[Distribution and risk factors of gambling harm: Insights from a national Australian study](#)



June 2024
Australia

- **Purpose:** This study examined how gambling harm was distributed across levels of problem gambling and forms of gambling in Australia; and, identified risk factors for gambling harm and assessed the impacts on health-related quality of life.
- **Methodology:** The researchers conducted a survey in Australia through random digit dialing of mobile phone numbers. A representative sample of 15,000 Australian adults completed the survey in 2019.
- **What you need to know:** About 14.7% of those who gambled in the past year experienced at least one harm. This represented about 8.4% of the Australian adult population. People

with problem gambling were most likely to report three or more harms (92%). However, there were more people with low- and moderate-risk gambling. Therefore, they accounted for most of the low- and moderate-level harms. At the population level, the greatest aggregate impacts on health-related quality of life were accounted for by people with lower risk.

- **How you can use this research:** Policy makers and public health can use this research to identify preventive measures to reduce the risk of gambling-related harm.

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- Associations between marketing exposure, in-game purchases, problem gaming, simulated gambling, and psychological distress among adolescents (2024)
- More than loot boxes: The role of video game streams and gambling-like elements in the gaming-gambling connection among adolescents (2024)
- Pervasiveness and associated factors of video slot machine use in a large sample of Italian adolescents (2024)
- Video slot machine use in adolescence: The role of self-efficacy beliefs, current and expected personal fulfillment at the social and educational level (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- A familial subtype of gambling disorder (2024)
- Cryptocurrency trading, day trading, and gambling behaviour: Examining the moderating effects of financially focused self-concept and gambling motives (2024)
- Getting even: Chasing behaviour, decision-making, and craving in habitual gamblers (2024)
- Mediating effect of perceived personal luck in the relationship between narcissism and problem gambling in strategic gamblers: An exploratory study (2024)
- People place larger bets when risky choices provide a postbet option to cash out (2024)

GAMBLING-RELATED HARMS AND VULNERABILITY

- Accessibility, neighborhood socioeconomic disadvantage and expenditures on electronic gambling machines: A spatial analysis based on player account data (2024)
- Automatic detection of problem-gambling signs from online texts using large language models (2024)
- Can positive play deficits explain the associations between posttraumatic stress symptoms, gambling motives, and problem gambling? Results of a national U.S. sample (2024)
- Correlates of problematic gambling in emerging adult university students in Ireland (2024)
- Current approaches to the identification and management of gambling disorder: A narrative review to inform clinical practice in Australia and New Zealand (2024)

- Demographic characteristics, gambling engagement, mental health, and associations with harmful gambling risk among UK Armed Forces serving personnel (2024)
- Digitalisation of gambling harm? Gambling consumption, negative consequences, and clinical characteristics among Swedish help-seekers (2024)
- Family history of pathological gambling, related factors effects, and suicidality in rural Greece (2024)
- Gambling as a precipitating factor in deaths by suicide in the National Violent Death Reporting System (2024)
- Gender and trait rumination moderates the link between trait impulsivity and gambling problems severity in young adults (2024)
- Impact of gambling on the internet on middle-term and long-term recovery from gambling disorder: A 2-year longitudinal study (2024)
- The influence of age on gambling problems worldwide: A systematic review and meta-analysis of risk among younger, middle-aged, and older adults (2024)
- The lived experience of gambling-related harm in natural language (2024)
- Understanding mediated sports consumption by Irish children: A qualitative study exploring their exposure and understanding of gambling marketing, risks, and harms (2024)
- Unemployment as a risk factor for gambling disorder: A longitudinal study based on national registry data (2024)
- Using geospatial mapping to predict and compare gambling harm hotspots in urban, rural and coastal areas of a large county in England (2023)

THE IMPACT OF OPERATOR PRACTICES

- Examining the impact of mobile gambling harm minimisation features: A dualistic model of passion perspective (2024)
- Gambling advertisements in Ontario: Exploring the prevalence and regulatory compliance of televised and social media marketing during sports matches (2024)
- Not always as advertised: Different effects from viewing safer gambling (harm prevention) adverts on gambling urges (2024)
- Player-facing casino employees: Engagement with responsible gambling programming and its association with referring players (2024)
- 'Unsponsoring football': Sign value, symbolic exchange, and simulacra in a gambling-related marketing campaign (2024)

- Voluntary self-exclusion from gambling: Expert opinions on gaps and needs for improvement (2024)

PRODUCT CHARACTERISTICS AND RISK

- How platformisation shapes sports betting consumption practices and implications for harm (2024)
- Impact of sports gambling on mental health (2024)

ILLEGAL GAMBLING AND CRIME

- Does gambling expenditure have any effect on crime? (2024)
- Gender differences in gambling-related harms and gambling-motivated crime (2024)

DECEMBER 2024

Published research snapshots

The following is a list of research article summaries that Greo published in November 2024 as part of the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026, and the potential interests of the Network to Reduce Gambling Harms.

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SNAPSHOTS OF NEWEST RESEARCH (AUGUST–NOVEMBER 2024)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

Factors related to risky online gaming behaviours in Taiwanese adolescents



August 2024

Taiwan

- **Purpose:** To look at the relationships between exposure to advertising, in-game purchases, engagement in online simulated gambling games, problem gaming, parental mediation, and psychological distress among adolescents. The researchers also looked at gender differences. Parental mediation includes parents talking to their children about internet use and monitoring their online activities.
- **Methodology:** The researchers conducted a survey in 2020 from students across 30 middle schools in Taiwan. Participants were 2,595 students (47.2% boys) in the seventh grade who were between 12 and 13 years old.
- **What you need to know:** Risky online gaming behaviours were related to several factors, such as greater exposure to online game advertising, in-game purchases, and lower parental mediation. Boys played online games and simulated gambling games, as well as made in-game purchases, more often than girls. Boys also saw online gaming advertising more often and were more impacted by it than girls. Boys had higher levels of problem gaming than girls. Girls reported higher levels of psychological distress than boys.
- **How you can use this research:** Government, parental, and school interventions can be designed to protect against the risk of problem gaming.

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

The role of rumination, impulsivity, and gender in problem gambling



November 2024

Hungary

- **Purpose:** To look at the relationship between rumination, impulsivity, and problem gambling; and, whether this relationship differs depending on gender.
- **Methodology:** The researchers analysed data from 1,202 young adults living in Budapest, Hungary, who had gambled in the past 12 months, from the first wave of the Budapest Longitudinal Study, for which data were collected from March to July 2019.

- **What you need to know:** Among participants with low levels of trait rumination, higher trait impulsivity was not related to problem gambling. However, among participants with high levels of trait rumination, higher trait impulsivity was related to more severe problem gambling. This effect was observed among men but not women.
- **How you can use this research:** Interventions that target rumination and impulsivity might be beneficial for preventing problem gambling, especially among men.

The influence of age and gender on the prevalence of gambling problems worldwide



October 2024
Australia

- **Purpose:** To summarise existing large-scale population surveys and explore the prevalence rates of problem gambling by age group and gender across countries.
- **Methodology:** The researchers conducted a systematic review and meta-analysis of gambling population surveys worldwide. A total of 21 studies from 18 different countries were included in the review.
- **What you need to know:** The global prevalence of problem gambling was 1.9%. Consistent with previous research, men were found to be over 3 times more likely to develop problem gambling than women. The results also indicated that younger adults were more likely to experience problem gambling than middle-aged or older adults. Furthermore, some regional differences were found, suggesting that culture and environmental factors play a role in influencing age and gender patterns in problem gambling.
- **How you can use this research:** Interventions that target these groups are important; however, the findings also highlight the need to consider cultural and environmental factors in intervention efforts.

The effects of craving and decision making styles on chasing behaviour among Italians who regularly gamble



August 2024
Italy

- **Purpose:** To examine how craving, affective decision making, decision making styles, and gambling severity might contribute to chasing behaviour.

- **Methodology:** Participants were 166 Italian adults who gambled at least once a week. They completed a chasing task and the Iowa Gambling Task (IGT), along with other self-report measures.
- **What you need to know:** This study examined how craving, affective decision making, decision making styles, and gambling severity might contribute to chasing behaviour. Participants were 166 Italian adults who gambled at least once a week. They completed a chasing task and the Iowa Gambling Task (IGT), along with other self-report measures. Participants with higher levels of craving were more likely to engage in chasing behaviour. Those with a dependent decision making style were less likely to engage in chasing behaviour. Affective decision making, as measured by the IGT, predicted higher chasing frequency (i.e., gambling for more rounds after deciding to chase) but did not impact the decision to chase or not. Gambling severity did not play a role in chasing behaviour.
- **How you can use this research:** Practitioners can use this research to tailor intervention strategies based on whether a client exhibits chasing behaviour.

GAMBLING-RELATED HARMS AND VULNERABILITY

Gambling-related cases of death by suicide recorded in the National Violent Death Reporting System



October 2024
United States

- **Purpose:** To examine the usefulness of using data from the National Violent Death Reporting System (NVDRS) to better understand the relationship between death by suicide and gambling in the United States.
- **Methodology:** The data for this study were obtained from the Restricted Access Datafile of the NVDRS. The NVDRS collects information on all violent deaths that are officially recorded in the US. The researchers collected data on all cases of death by suicide involving adults aged 18 and older from 2003 to 2020. The dataset included 296,317 cases.
- **What you need to know:** Gambling-related death by suicide was more likely to involve men than women, and middle-aged people than older or younger people. It was also over-represented in people identified as Asian/Pacific Islander or American Indian/Alaska Native. It was under-represented in people identified as Black or African American. Gambling-related death by suicide was over-represented in cases where alcohol use was suspected; cases with significant financial problems; and cases where intimate partner problems were involved. It was under-represented in cases involving people with a

mental health diagnosis. The rate of gambling-related death by suicide in Nevada was around nine times higher than the rate in the overall sample.

- **How you can use this research:** This study can inform research on the relationship between people who lost their life to suicide and gambling in the US. The findings may also be of interest to prevention and treatment providers.

Gambling spending is associated with accessibility of electronic gaming machines and neighbourhood socioeconomic status in Helsinki, Finland



August 2024
Finland

- **Purpose:** To examine the link between electronic gambling machine (EGM) accessibility and the socioeconomic status of different neighbourhoods in Helsinki, Finland; and, whether the spending of people living in a neighbourhood with EGMs is linked with accessibility and the socioeconomic status of the neighbourhood
- **Methodology:** This study used two databases: (1) socioeconomic status of the adult population, obtained from Statistics Finland; and (2) account-based gambling data, provided by Veikkaus. The analysis included data on 71,669 adults who gambled on EGMs, 745 EGM venues, and 2,397.1 EGMs.
- **What you need to know:** The findings suggest that EGMs are more accessible in neighbourhoods with lower socio-economic status. The annual losses per adult are also higher in those neighbourhoods. In other words, people living in the most disadvantaged neighbourhoods live closer and lose more money to EGMs, especially to machines close to their homes.
- **How you can use this research:** This research can inform the development of EGM regulations. Policy makers may want to consider restricting EGM gambling in areas with vulnerable populations.

Impact of sports gambling on mental health



August 2024
United States

- **Purpose:** To explore further the causal role of sports gambling on mental health issues.
- **Methodology:** The researchers examined datasets collected through the Behavioral Risk Factor Surveillance System (BRFSS), which is conducted by the U.S. Centers for Disease

Control. This study focused on waves of data that were collected just prior to the COVID-19 pandemic.

- **What you need to know:** Men between the ages of 18 and 24 experienced a reduction in poor mental health days following legalised sports gambling. In contrast, there was a 10% increase, on average, in poor mental health days for men aged 30 to 34. The data indicated no effects of sports gambling legalisation on women from any age group. These findings suggest that sports gambling may be harmful to mental health for some people but not others.
- **How you can use this research:** Understanding these nuanced findings could have important implications for creating new sports gambling legislation and policy.

IMPACT OF OPERATOR PRACTICES

Testing the effects of viewing safer and traditional gambling advertisements on gambling urges



January 2025
United Kingdom

- **Purpose:** To look at whether levels of gambling craving change after seeing a traditional gambling advertisement or a safer gambling advertisement promoted by either a gambling operator or a charity (GambleAware); and, whether problem gambling plays a role in the effect of safer gambling advertisements.
- **Methodology:** The researchers analysed data from 2,741 adults living in the UK who had previously gambled online. Participants first filled out the Gambling Urge Scale (GUS) to assess gambling urges. They then completed an online experiment where they were randomly assigned to see one of five 30-second advertisements.
- **What you need to know:** Participants who saw a safer gambling advertisement promoted by an operator reported increased gambling urges. Those who saw a safer gambling advertisement promoted by GambleAware reported lower gambling urges, but only when the content focused on reducing gambling-related stigma and had input from people with lived experience. Participants with more severe problem gambling reported lower gambling urges after watching either of the safer gambling advertisements promoted by GambleAware.
- **How you can use this research:** The findings of this study can inform and improve the design of safer gambling advertisements. Involving people with lived experience in their design could increase their effectiveness.

Experts' opinions on gaps and needs regarding voluntary self-exclusion in seven jurisdictions



August 2024

Finland, Germany, Italy, United States, Norway, Sweden, Australia

- **Purpose:** To assess gaps and needs around the current self-exclusion regulations and programmes in seven jurisdictions.
- **Methodology:** The researchers surveyed experts from different sectors: (1) the research community; (2) addiction help and care services; (3) prevention; (4) the regulatory body, and (5) the gambling industry. In total, 102 experts participated in the study.
- **What you need to know:** The experts agreed on the need for and importance of voluntary self-exclusion programmes. But they stated that current self-exclusion regulations are not sufficient and suggested improvements. In addition, representatives from the gambling industry emphasised individual responsibility.
- **How you can use this research:** Gambling regulators can use this research to make changes to self-exclusion regulations and programmes. Nationwide self-exclusion programmes that cover all forms of gambling, both online and offline, are recommended.

PRODUCT CHARACTERISTICS AND RISK

People place larger bets when a post-bet option to cash out is available



August 2024

Australia, Canada, New Zealand, United Kingdom, United States

- **Purpose:** To examine both parts of the cash-out decision making (the initial bet and whether to leave the bet early) across two experiments with a card-betting task.
- **Methodology:** The researchers conducted two experiments that used a card-betting task. Each participant also completed a demographic questionnaire and the Problem Gambling Severity Index. The final sample for Experiment 1 was 52 adults (57.7% women), and the sample for Experiment 2 was 167 adults (49.7% women).
- **What you need to know:** With access to a cash-out feature, people placed initial bets that were larger by up to 35% on average. However, the results with respect to problem

gambling severity are quite mixed. These results indicate that cash-out features may have an impact on how people engage with sports gambling apps.

- **How you can use this research:** The results provide important information on the role of cash-out features in gambling. This study can help to inform new policies surrounding what features should be permitted for online sports gambling.

The role of platformisation in shaping harmful sports betting consumption practices



August 2024
Australia

- **Purpose:** To look at how platformisation shapes sports betting consumption practices and the implications for harm.
- **Methodology:** The researchers collected data from 856 posts and 6,034 comments made in sports betting-related forums on Reddit between November 2021 and May 2022.
- **What you need to know:** Platformisation shapes harmful sports betting consumption practices in multiple ways through intrusion and competitive intensification. These implications for harmful consumption practices include encouraging betting during work hours and late night; normalising betting by linking it with the culture of sports; and increasing the intensity of competition between consumers, between consumers and the gambling industry, and within the consumers themselves.
- **How you can use this research:** The findings suggests that governments, marketers, and digital platform operators must take steps to more tightly regulate online gambling to reduce the risk of harm.

ILLEGAL GAMBLING AND CRIME

The relationship between gambling spending on electronic gaming machines and crime rate in Australia



August 2024
Australia

- **Purpose:** To look at the relationship between spending on electronic gaming machines (EGMs) and crime in New South Wales (NSW), Australia. EGMs account for about 86% of all gaming spending in Australia.

- **Methodology:** The researchers analysed the effect of gambling spending on crime over the period from December 2015, to January 2020. Gambling spending was measured as monthly gross EGM profit for each local government area.
- **What you need to know:** The researchers found that increases in gambling spending were associated with higher crime rates in the long run. Each 10% increase in gambling spending was associated with an annual increase of 7.4% in assaults; 10.5% increase in break and enter (dwelling) offences; and 10.3% increase in break and enter (non-dwelling) offences. It was also associated with an annual increase of 11% in motor vehicle theft offences; 8.2% increase in offences related to stealing from a motor vehicle; and 7.4% increase in fraud offences.
- **How you can use this research:** This study can be used to better understand the relationship between gambling spending on EGMs and crime rates. The findings can inform policy decision making, regulations, and harm-reduction measures for problem gambling.

PREVENTION AND RECOVERY

The impact of family history of gambling disorder on clinical presentation and response to treatment



October 2024
United States, United Kingdom

- **Purpose:** To look at whether having a family history of gambling disorder affects its clinical presentation and response to treatment.
- **Methodology:** The researchers used data from 10 clinical trials in the United States. Participants in these trials were all seeking treatment for gambling disorder. They completed a psychiatric evaluation and were asked about first-degree relatives with gambling disorder.
- **What you need to know:** The researchers found that women were more likely to report a family history of gambling disorder than men. Having a family history of gambling disorder was associated with an earlier age of first gambling, a longer duration of the disorder going untreated, and a higher chance of having legal problems due to gambling. People with a family history of gambling disorder were more likely to also have a family history of alcohol use disorders. Having a family history of gambling disorder could be linked with better treatment outcomes. People with a family history of gambling disorder showed greater improvement after receiving treatment compared to those with no family history.

- **How you can use this research:** This study can be used to better understand how family history of gambling disorder impacts its clinical presentation and response to treatment. The findings can inform clinicians and researchers in the field of gambling.

Factors influencing middle- and long-term recovery outcomes after outpatient treatment for gambling disorder



September 2024
France

- **Purpose:** To examine whether recovery rates differed between people who gambled online and those who gambled offline at one and two years after beginning treatment. The researchers compared the sociodemographic, gambling, and clinical characteristics of the two groups, and whether the gambling medium (online vs. offline) predicted recovery.
- **Methodology:** Data from 237 adults who began outpatient treatment for gambling disorder completed a standardised clinical evaluation at the start of care and at 12 and 24 months after.
- **What you need to know:** Among people who did not drop out, the majority achieved middle-term (i.e., at 1 year, 74%) and long-term (i.e., at 2 years, 79%) recovery. There were no differences in recovery rates between those who gambled online and those who gambled offline at these two-time points. Participants with higher perceived self-efficacy (i.e., believed that they could control their gambling) and those who did not have a history of mood disorders were more likely to achieve middle-term recovery. Participants with lower level of sensation seeking were more likely to achieve long-term recovery.
- **How you can use this research:** This study can inform gambling treatment and research. Practitioners may want to enhance self-efficacy, address sensation seeking, and provide treatment for mood disorders to support recovery.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (JULY AND OLDER)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

Patterns and factors associated with the use of video slot machines by underage students in Northern Italy



July 2024
Italy

- **Purpose:** To examine the usage patterns of video slot machines, and associated factors, among underage Italian students.
- **Methodology:** This study combined data from two online surveys conducted by the Semi di Melo Research Centre as part of the “Selfie project”. The final sample included 7,959 students aged 15 to 17 years.
- **What you need to know:** Across both surveys, 13% of participants gambled on video slot machines in their lifetime. About 1.4% of participants reported current regular video slot machine use. Lifetime experience and current regular use of video slot machines were associated with being male; failing a school year; having parents/siblings who gambled daily or nearly daily; sexting; voluntary self-injury; and lifetime alcohol, tobacco, or illicit substance use. Current regular video slot machine use was also linked to current monthly alcohol, tobacco, or illicit substance use.
- **How you can use this research:** This study can inform and prompt Italian policy makers and regulators to consider the efficacy of current interventions at reducing underage access to video slot machines.

Understanding biopsychosocial factors associated with problem gambling in emerging adults in Ireland



June 2024
Ireland

- **Purpose:** To examine the link between various biopsychosocial factors and problem gambling among emerging adults attending Irish universities.
- **Methodology:** The researchers recruited university students aged 18 to 25 years in Ireland. Participants were recruited through the email lists and social media platforms of students’ unions and representative bodies of 11 universities. The survey was hosted on Qualtrics from January to April 2022.
- **What you need to know:** Being male, having an online gambling account, having a gambling app on one’s phone, and being impulsive are linked with problem gambling.

Drinking a high volume of alcohol in a typical drinking session was also linked to problem gambling.

- **How you can use this research:** Universities could evaluate the extent of problem gambling among their students and introduce policies to address this issue.

Beyond loot boxes: Pathway from simulated gambling activities to monetary gambling among Flemish adolescents



March 2024
Belgium

- **Purpose:** To examine how various gambling-like activities influence adolescents' attitudes and perceived norms regarding monetary gambling, intention to gamble in the future, and gambling behaviour.
- **Methodology:** A total of 1,472 Flemish adolescents (average age 14 years old; 48% female) from 13 high schools completed a survey between 2021 and 2022.
- **What you need to know:** About 75% of participants engaged with at least one simulated gambling activity in the past year. Boys were more likely to participate in simulated gambling activities and at a higher frequency than girls. Boys felt more normative pressure to engage in monetary gambling than girls. Almost all the simulated gambling activities were associated with monetary gambling. Participation in certain simulated gambling activities was linked to having a more positive attitude and feeling greater normative pressure to gamble. Participants with a more positive attitude and perceived greater normative pressure had higher intention to gamble for money. In turn, higher intention led to more frequent gambling.
- **How you can use this research:** Policy makers and intervention providers can design measures and prevention tools to protect adolescents from harmful gambling and gaming behaviours.

GAMBLING-RELATED HARMS AND VULNERABILITY

Reasons for pathological gambling, its effects, and suicidal behaviours among people attending treatment in rural Greece



July 2024
Greece

- **Purpose:** To examine the link between pathological gambling and family history of excessive gambling, alcohol, or drug misuse; and, how people in treatment for pathological gambling understand and experience their condition, including the impact that it has on their lives and the extent to which they have suicidal thoughts and/or attempt suicide.
- **Methodology:** The researchers interviewed 32 adults who were attending group treatment for pathological gambling or who had already successfully completed the treatment. The study took place at a treatment center for pathological gambling in a rural region in Greece (Heraklion, Crete) between 2021 and 2022.
- **What you need to know:** Some participants had a family history of alcohol misuse. Participants discussed various reasons for their excessive gambling, such as personal reasons, loss/traumatic experiences, family factors, as well as job-, peer-, and cultural-related factors. They discussed the effects of pathological gambling on psychological, behavioural, intra-personal, and inter-personal aspects. Finally, most participants reported having suicidal thoughts and/or attempts.
- **How you can use this research:** Practitioners can use this research to inform the design of preventive and therapeutic interventions.

ILLEGAL GAMBLING AND CRIME

Comparison of gambling-related harms and gambling-motivated crime between women and men



May 2024
United States

- **Purpose:** To examine whether gambling-related harms and gambling-motivated crime vary by gender.
- **Methodology:** The researchers surveyed 195 active members of Gamblers Anonymous. The survey was distributed to all attendees at a large GA conference in Midwestern United States.
- **What you need to know:** Over 56% of respondents committed a gambling-motivated crime. Crimes motivated by gambling were mostly related to acquiring money or items. Most respondents were never convicted of any crimes. Only 15% reported that they had been arrested, and 6% were facing current charges. Respondents who committed a crime experienced an average of five types of social and economic gambling-related harms. In comparison, those who did not commit a crime experienced an average of three types of

gambling-related harms. There were no differences in the number of gambling-related harms reported by men and women. Respondents who borrowed money to gamble or to pay off gambling debts were two times more likely to commit a crime than those who did not borrow money

- **How you can use this research:** Policy makers can use this research to create and refine regulations and policies that address gambling-related harms and gambling-motivated crime.

PREVENTION AND RECOVERY

The role of responsible gambling practices in the relationships between PTSD, gambling motives, and problem gambling



July 2024
United States

- **Purpose:** To look at the complex relationships between posttraumatic stress disorder (PTSD) symptoms, gambling motives, positive play practices, and problem gambling.
- **Methodology:** The researchers used data that were collected through YouGov, an international polling firm, between March 17th and April 6th, 2022. Participants were adults who were 18 years of age or older, living in the United States, and had gambled in the past 12 months. Of the original 2,806 participants, a final sample size of 982 (average age 53.47; 48.1% women) met these criteria.
- **What you need to know:** Each of the four gambling motives influenced the relationship between PTSD symptoms and problem gambling severity, with coping motives playing the strongest role. Lower use of three positive play practices—personal responsibility, honesty and control, and gambling literacy—also influenced the relationship between PTSD symptoms and problem gambling severity.
- **How you can use this research:** The findings suggest that the risk of problem gambling could be reduced by finding healthier ways of coping.

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- A qualitative evaluation of a video gambling campaign among young Australians (2023)
- Illegal loot box advertising on social media? An empirical study using the Meta and TikTok ad transparency repositories (2024)
- Let's be honest: Adolescents speak up on how to better protect young people from gambling harm (2024)
- Reducing problematic loot-box use with self-control intervention: A randomised controlled trial (2024)
- The cards they're dealt: Types of gambling activity, online gambling, and risk of problem gambling in European adolescents (2024)
- The role of videogame micro-transactions in the relationship between motivations, problem gaming, and problem gambling (2024)
- Video slot machine use in adolescence: The role of self-efficacy beliefs, current and expected personal fulfillment at the social and educational level (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- Characteristics and experiences of employees who gamble at work: A mixed-methods study (2024)
- Cryptocurrency trading, day trading, and gambling behaviour: Examining the moderating effects of financially focused self-concept and gambling motives (2024)
- Evidence-based gambling interventions for people experiencing homelessness: A call to action (2024)
- Expectations of the effects of nicotine on gambling behavior (2024)
- Factor analysis of impulsivity in gaming disorder and internet gaming disorder (2024)
- Illusion of control or passive superstition? A comparison of two explanations for irrational gambling beliefs (2024)
- Mediating effect of perceived personal luck in the relationship between narcissism and problem gambling in strategic gamblers: An exploratory study (2024)
- Personality traits and physical activity in patients with gambling disorder attending a rehabilitation center. An observational study (2024)
- Statistical predictors of the co-occurrence between gambling disorder and problematic pornography use (2024)

- The stability of gambling expenditure distributions over time and associations with the use of gambling self-regulatory tools (2024)
- Why you gamble matters: A systematic review and meta-analysis of the association between gambling motivation and problem gambling (2024)

GAMBLING-RELATED HARMS AND VULNERABILITY

- “All you’ve got to do is stop”: A qualitative examination of gambling stigma and discrimination from the perspective of lived experience (2024)
- Association between gambling disorder and suicide mortality: a comparative cohort study using Norwegian health registry data (2025)
- Automatic detection of problem-gambling signs from online texts using large language models (2024)
- Can payment behavior be used to signal harmful gambling? A Delphi study among different stakeholders on key indicators (2024)
- Current approaches to the identification and management of gambling disorder: A narrative review to inform clinical practice in Australia and New Zealand (2024)
- Demographic characteristics, gambling engagement, mental health, and associations with harmful gambling risk among UK Armed Forces serving personnel (2024)
- Determinants of problematic online gaming in younger and older adults: Emotional dysregulation, trait impulsivity and risk taking (2024)
- Digitalisation of gambling harm? Gambling consumption, negative consequences, and clinical characteristics among Swedish help-seekers (2024)
- Gambling and substance use disorders in U.S. military veterans: Prevalence, clinical characteristics, and suicide risk (2024)
- Gambling-related harm to affected others: Lived experience differs by relationship type, gambling severity, life circumstances, and relationship factors (2024)
- Methodological and conceptualisation issues in the measurement of gambling harm (2024)
- Prediction of suicidal thoughts and suicide attempts in people who gamble based on biological-psychological-social variables: A machine learning study (2024)
- Problematic gambling and psychotic-like experiences: Findings from Japan (2024)
- Rethinking cutoff values for the South Oaks Gambling Screen: Sex-specific insights and DSM-5 severity adjustments in gambling disorder assessment (2024)

- The harmful consequences of cryptocurrency speculation and associated risk factors (2024)
- The lived experience of gambling-related harm in natural language (2024)
- The total consumption model applied to gambling: An analysis of gambling accounts records in Norway (2024)
- Understanding mediated sports consumption by Irish children: A qualitative study exploring their exposure and understanding of gambling marketing, risks, and harms (2024)
- Unemployment as a risk factor for gambling disorder: A longitudinal study based on national registry data (2024)
- Using geospatial mapping to predict and compare gambling harm hotspots in urban, rural and coastal areas of a large county in England (2023)

THE IMPACT OF OPERATOR PRACTICES

- Clearly (not) identifiable – The recognisability of gambling content marketing (2024)
- Examining factors that hinder the efficacy of responsible gambling messages: Modeling predictors and effects of responsible gambling message fatigue (2024)
- Examining the impact of mobile gambling harm minimisation features: A dualistic model of passion perspective (2024)
- Gambling advertisements in Ontario: Exploring the prevalence and regulatory compliance of televised and social media marketing during sports matches (2024)
- Player-facing casino employees: Engagement with responsible gambling programming and its association with referring players (2024)
- Players' perceptions of, and engagement with, the GameSense responsible gambling programme in Massachusetts casinos (2024)
- Comparing 'fair' machine learning models for detecting at-risk online gamblers (2024)
- 'Unsponsoring football': Sign value, symbolic exchange, and simulacra in a gambling-related marketing campaign (2024)
- Using theory and practice to develop lottery ticket warning messages as a means of promoting more responsible gambling (2024)

PRODUCT CHARACTERISTICS AND RISK

- Illusions of control: A quasi-experiment comparing skill-based and traditional slot machines (2024)
- Assessing the risk of online gambling products: A replication and validation of behavioural markers of harm using the Problem Gambling Severity Index (2024)

ILLEGAL GAMBLING AND CRIME

- Examining problem gambling, substance use disorders and cluster B personality traits among incarcerated individuals (2024)

PREVENTION AND RECOVERY

- Effectiveness of public messaging within the gambling domain: A systematic review (2024)
- Gambling-related attitudes and dimensional structure of the GABS-15 in outpatient addiction care patients: Associations with gambling disorder (2024)
- Defining treatment response in gambling disorder (2024)
- Galvanising social innovation in gambling harms reduction: A process evaluation of a multi-component Community of Practice (2024)
- "I don't have any limits": A qualitative analysis of individual gambling self-control strategies (2024)
- Promoting safer gambling through social norms and goal setting: A qualitative process analysis of participants' experiences in the EROGamb 2.0 feasibility trial (2024)



JANUARY 2025

Published research snapshots

The following is a list of research article summaries that Greo published in December 2024 as part of the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026, and the potential interests of the Network to Reduce Gambling Harms.

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SNAPSHOTS OF NEWEST RESEARCH (OCTOBER–DECEMBER 2024)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

The role of self-efficacy and personal fulfillment in social and educational domains in video slot machine gambling among adolescents



December 2024
Italy

- **Purpose:** To investigate how self-rated problem-solving ability in everyday life was related to regular gambling with video slot machines among adolescents; and, the role of current and expected personal fulfillment in social and school/work domains.
- **Methodology:** The researchers surveyed a total of 7,959 Italian adolescents aged 15 to 17 in 2018 and 2022.
- **What you need to know:** Regular video slot machine use of at least once a month was reported by 108 participants (1.4%). Regular video slot machine use was more frequently reported by those who rated their problem-solving ability as high or low. It was also more frequently reported by those with high or low levels of current and expected social fulfillment, as well as those with low self-ratings in current and expected educational/work fulfillment.
- **How you can use this research:** The findings suggest that adolescents who gamble present diverse psychological profiles. Social interactions can have either positive or negative influences on gambling behaviour among adolescents. A comprehensive approach that includes educational support may help curb gambling among adolescents.

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

Strength of the association between various gambling motives and problem gambling



October 2024
Canada

- **Purpose:** To examine different gambling motives and their relationship to problem gambling.
- **Methodology:** The researchers conducted a meta-analysis to rank the motives based on their relative strength in predicting problem gambling. A total of 26 studies were included

in the review. Most of the studies were conducted either in specific provinces of Canada (17 studies) or states in the United States (7 studies).

- **What you need to know:** The results show a large variation in the likelihood of problem gambling based on different gambling motives. Fourteen motives were identified. The three top motives were gambling to be alone, gambling to decrease boredom, and gambling to distract from problems. The authors suggested that gambling to be alone is an important factor to consider when screening for problem gambling.
- **How you can use this research:** This article is meant for researchers, health professionals, and policy makers who are working to understand and reduce problem gambling.

Narcissism, perceived personal luck, and problem gambling among people involved in strategic gambling activities



October 2024
France

- **Purpose:** To look at the relationships between problem gambling, narcissism, and perceived personal luck among people involved in strategic gambling activities.
- **Methodology:** Participants were 88 adults living in France who had gambled at least once a week or spent at least 500 euros on gambling in the past 12 months. Participants completed an online survey between January 2023 and April 2024.
- **What you need to know:** The study found that participants with problem gambling had higher levels of narcissism than those without problem gambling. No difference in perceived personal luck was found between participants with and without problem gambling. Perceived personal luck did not explain the relationship between narcissism and problem gambling.
- **How you can use this research:** The findings suggest that personality traits are important for healthcare providers to assess in gambling treatment.

GAMBLING-RELATED HARMS AND VULNERABILITY

Harms and risk factors associated with cryptocurrency speculation



October 2024
Australia

- **Purpose:** To explore harms from cryptocurrency speculation in more detail. Studies suggest that cryptocurrency speculation is similar to gambling. However, possible harms from trading cryptocurrencies have not been explored.
- **Methodology:** A total of 487 adults were recruited online to complete a survey on cryptocurrency trading, associated harms, and factors that predict harms. Survey respondents were 81% men, between the ages of 18 and 65, and over half were from Europe.
- **What you need to know:** The results further support the notion that cryptocurrency trading is often linked with gambling. Fear of Missing Out (FOMO), but not impulsivity, was associated with greater cryptocurrency involvement. However, in terms of predictors of harms associated with cryptocurrency trading, it was found that problem gambling, being more impulsive, and higher levels of FOMO all predicted harms.
- **How you can use this research:** The findings of this study may have important implications for researchers, policy makers, and clinicians.

Challenges in the understanding and measurement of gambling harm in current research



October 2024
Australia

- **Purpose:** To review current developments in understanding and measuring gambling harm.
- **Methodology:** The authors review progress and challenges in terms of how gambling harm is currently understood and measured in research. They also suggest future research directions aimed at strengthening measures of gambling harm.
- **What you need to know:** One of the most well-known measures of gambling harm is a 72-item list that captures multiple dimensions of harm. The authors of the original 72-item gambling harm list concluded that the burden of harm at the population level is higher among people with lower-risk gambling than those with higher-risk gambling because there is simply a greater number of people with lower-risk gambling. They also concluded that the burden of lower-risk gambling is higher than many major health

disorders. However, the authors of this review suggest that these conclusions might be strongly influenced by— and differ depending on—the methodology used. Previous studies that have compared the burden-of-impact of gambling harm to other major health disorders were likely influenced by subjective biases.

- **How you can use this research:** This article could help researchers to develop and refine gambling harm measures that capture both the type and severity of gambling harm.

A narrative review on the identification and management of gambling disorder in Australia and New Zealand



October 2024
Australia, New Zealand

- **Purpose:** To present a narrative review on the identification and management of gambling disorder; and to highlight evidence that is relevant to Australia and New Zealand.
- **Methodology:** The authors conducted a narrative review. The authors mostly used umbrella reviews of psychological interventions and high-quality systematic reviews and meta-analyses. Research related to Australia and New Zealand was highlighted through the selection of examples of recent research.
- **What you need to know:** Few people with gambling disorder seek treatment. This is in part because people want to self-manage the problem, or they feel embarrassed or too overwhelmed. In Australia and New Zealand, people who gamble and their affected others can seek out free therapeutic counselling. The Problem Gambling Severity Index is currently the most common tool to screen for problem gambling. There are also brief screening tools (e.g., PGSI-short form, Lie/Bet Questionnaire). Psychological therapies, mainly cognitive behavioural therapy and motivational interviewing, show the strongest evidence for treating gambling disorder among adults. A challenge is how to encourage people to stay in treatment, as more treatment is linked to better long-term outcomes. There is a need for high-quality evaluations that assess treatment effectiveness over the longer term.
- **How you can use this research:** Clinicians can use this research to guide their practice in treating gambling disorder. This review can also guide future research to address the identified gaps.

IMPACT OF OPERATOR PRACTICES

'Fair' machine learning models for detecting at-risk online gambling



October 2024
Canada

- **Purpose:** To explore fair models for gambling. The researchers developed three machine learning models and compared their performance and degree of fairness.
- **Methodology:** The data came from surveys of people gambling online as well as account data from a provincial-owned gambling website in Canada. The researchers collected data from 9,145 adults in 2019 (wave 1) and 10,716 adults in 2022 (wave 2). They completed an online survey and also permitted the researchers to obtain some of their online gambling account data from the previous 12 months.
- **What you need to know:** If the goal was to identify as many people with high-risk gambling as possible, then the 'classification parity model' performed the best. Yet, none of the models could be considered truly fair across all the performance metrics that were measured. The researchers suggest that models tested on-site with large samples could reach a higher degree of fairness.
- **How you can use this research:** Machine learning models are being integrated into online gambling research at a rapid pace. This study suggests that the performance and fairness of models can vary. That said, researchers interested in using machine learning models could consider testing models on-site and using sufficiently large samples.

ILLEGAL GAMBLING AND CRIME

Personality traits as risk factors for problem gambling and substance use disorders among people in prison



December 2024
Finland

- **Purpose:** To look at risk factors associated with problem gambling and lifetime substance use disorders among people in prison in Finland. Specifically, they explored factors such as past experiences of trauma, personality disorders, and mental health problems.
- **Methodology:** The researchers used data collected by the Finnish Institute for Health and Welfare as part of a larger study on health and wellbeing among people in prison.

Participants filled out a survey asking about their demographic characteristics, problem gambling, depression symptoms, and traumatic experiences. Some participants also completed a clinical interview that assessed personality disorders, lifetime drug use, and lifetime alcohol use problems.

- **What you need to know:** Problem gambling was associated with a higher likelihood of committing theft or property crimes than other crimes. Having a higher number of borderline personality traits was related to both problem gambling and alcohol use problems. Having a higher number of antisocial personality traits was related to both drug use and alcohol use problems.
- **How you can use this research:** The findings can inform prevention strategies, rehabilitation efforts, and treatment for people who are in prison and experiencing problems with addictive behaviours. Screening for personality disorders could be an important consideration to reduce the risk of addictive behaviours like problem gambling in this population.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (SEPTEMBER AND OLDER)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

Expectations of the effects of nicotine on gambling behaviour among people who regularly gamble



September 2024
United States

- **Purpose:** To examine the potential role of expected nicotine effects on gambling behaviours.
- **Methodology:** The researchers recruited 472 adults (58% men) to complete a survey through Amazon's Mechanical Turk. Participants had to reside in the United States, be 18 years of age or older, have gambled at least once weekly, and have achieved a Human Intelligence Task approval rate of 80% or better.
- **What you need to know:** Participants expected nicotine to help them focus, enhance their skills, help them win, and bring them luck while gambling, among other expectations. In addition, greater nicotine expectancies were linked to more severe gambling problems.
- **How you can use this research:** It is important for clinicians and policy makers to understand the interactions between these two addictive behaviours. Among people who use nicotine, expectations of how nicotine affects their gambling may be associated with more severe gambling problems.

GAMBLING-RELATED HARMS AND VULNERABILITY

Irish children's exposure to and perceptions of gambling marketing in sports



September 2024
Ireland

- **Purpose:** To explore Irish children's exposure to and perceptions of gambling marketing in sports.
- **Methodology:** Six focus groups were carried out with children aged 14–17 years who regularly watched sports.

- **What you need to know:** The researchers identified four main themes. First, sports consumption was mostly through mobile social media. Second, exposure to gambling marketing was high. Advertising for gambling was frequently seen on social media platforms as well as in everyday spaces and conversations with peers. Third, there were mixed responses about perceptions regarding gambling marketing through sports. Fourth, participants were skeptical about the claims made in gambling marketing.
- **How you can use this research:** This study can be used to better understand the perceptions of Irish children regarding gambling marketing through sports.

IMPACT OF OPERATOR PRACTICES

Baudrillard's theory in the context of gambling-related sponsorship of football shirts: An analysis of the 'Save Our Shirt' campaign



September 2024
United Kingdom

- **Purpose:** To discuss how the 2023 White Paper is similar to the parodic position of the 'Save our Shirt Campaign'. Paddy Power paid for the right to sponsor matchday shirts of five football clubs and for the right for its name and logo to appear on replica shirts sold by the clubs. But Paddy Power did not use this right. The clubs' shirts did not feature Paddy Power's name or logo.
- **Methodology:** The author outlines the nature of the campaign and discusses the link between football and gambling because of the 'unsponsoring' notion.
- **What you need to know:** Gambification of sports employs cultural values/signifiers of gambling. The football shirt carries signifiers of gambling (e.g., sponsors' logos). Even when the football shirt does not include a sponsor's logo, fans know that a logo 'should' be there. Fans are also aware of the commercial link to gambling. This article argues that policy makers need to consider substantial changes (beyond removing logos from shirts) to alter the relationship between sports and gambling.
- **How you can use this research:** This article calls for policy makers to make more substantial changes beyond shirt sponsorship.

How did the 'whistle-to-whistle' ban in the UK affect gambling advertisements on TV?



May 2024
United Kingdom

- **Purpose:** To examine the impact of the whistle-to-whistle ban on the frequency and placement of gambling advertisements during live football games.
- **Methodology:** The researchers compared data covering three months from September to December in 2018 before the ban and in 2019 after the ban. They analysed different sections of live football game broadcasts (pre-game, five minutes before, half-time, and postgame).
- **What you need to know:** In 2018, there were 5.8 gambling advertisements per game, which dropped to 2.9 in 2019 after the ban. The decrease was most notable during halftime and during five minutes before a game. There was a slight increase in gambling advertisements in the pre-game section. While the ban reduced the number of gambling advertisements during the restricted sections, partial bans may be less effective in reducing overall exposure to gambling advertising.
- **How you can use this research:** Policy makers can use these findings to develop comprehensive advertising restrictions to better protect vulnerable people from gambling-related harms. Gambling regulators can use insights from this work to improve regulatory frameworks, ensuring that advertising restrictions are robust and effectively enforced across all forms of media.

Engagement of casino employees with safer gambling initiatives



August 2024
Canada

- **Purpose:** To examine the reasons why customer-facing casino employees do or do not engage with GameSense; and, the extent that employees who have engaged with GameSense refer people to it.
- **Methodology:** A total of 280 employees from the three casinos in Massachusetts, USA, completed an online survey.
- **What you need to know:** While most employees (96%) reported that they are aware of GameSense, just over half (59%) had visited a GameSense Information Center. Respondents who had visited a center were identified as having comprehensive interests, safer gambling interests, or focused interests. Two groups of respondents were identified

based on their reasons for not visiting a center: those with safer gambling proficiency beliefs, and those with tempered safer gambling beliefs. Respondents who had visited a center and interacted with an Advisor were 1.62 times more likely to refer a customer to GameSense.

- **How you can use this research:** The results suggest that enhancing the engagement of casino employees in safer gambling programmes can strengthen the reach of these programmes.

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- A qualitative evaluation of a video gambling campaign among young Australians (2023)
- Are today's gamers tomorrow's gamblers? The relationship between problem gaming and online problem gambling, and the indirect effect of purchasing loot boxes' risk (2024)
- Do problematic gamblers and loot boxers share similar fallacies of thought? A comparative analysis of cognitive biases (2024)
- Illegal loot box advertising on social media? An empirical study using the Meta and TikTok ad transparency repositories (2024)
- Let's be honest: Adolescents speak up on how to better protect young people from gambling harm (2024)
- Reducing problematic loot-box use with self-control intervention: A randomised controlled trial (2024)
- The cards they're dealt: Types of gambling activity, online gambling, and risk of problem gambling in European adolescents (2024)
- The influence of technology: Internet gambling among college students (2024)
- The role of videogame micro-transactions in the relationship between motivations, problem gaming, and problem gambling (2024)
- The thrill of chance: Psychophysiological responses in loot boxes and simulated slot machines (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- Characteristics and experiences of employees who gamble at work: A mixed-methods study (2024)
- Cryptocurrency trading, day trading, and gambling behaviour: Examining the moderating effects of financially focused self-concept and gambling motives (2024)
- Evidence-based gambling interventions for people experiencing homelessness: A call to action (2024)
- Dimensionality and validity of the Gambling Motives Questionnaire – Financial among lottery loyalty programme participants (2024)
- Factor analysis of impulsivity in gaming disorder and internet gaming disorder (2024)
- Gambling in older adulthood: Longitudinal associations between stressful life events, individual, and social factors (2024)

- Gambling motives and problem gambling: Exploring psychological moderators in the pathways model (2025)
- “I don’t have any limits”: A qualitative analysis of individual gambling self-control strategies (2024)
- Illusion of control or passive superstition? A comparison of two explanations for irrational gambling beliefs (2024)
- Personality traits and physical activity in patients with gambling disorder attending a rehabilitation center. An observational study (2024)
- Statistical predictors of the co-occurrence between gambling disorder and problematic pornography use (2024)
- Testing the acceptability and feasibility of the lower-risk gambling guidelines in Finland (2024)
- The influence of winning and losing gambling experience on mood state and alcohol cravings (2024)
- The stability of gambling expenditure distributions over time and associations with the use of gambling self-regulatory tools (2024)
- Watch and yearn? Effects of watching gambling livestreams on cravings (2024)

GAMBLING-RELATED HARMS AND VULNERABILITY

- “All you’ve got to do is stop”: A qualitative examination of gambling stigma and discrimination from the perspective of lived experience (2024)
- Association between gambling disorder and suicide mortality: a comparative cohort study using Norwegian health registry data (2025)
- Automatic detection of problem-gambling signs from online texts using large language models (2024)
- Can payment behaviour be used to signal harmful gambling? A Delphi study among different stakeholders on key indicators (2024)
- Demographic characteristics, gambling engagement, mental health, and associations with harmful gambling risk among UK Armed Forces serving personnel (2024)
- Determinants of problematic online gaming in younger and older adults: Emotional dysregulation, trait impulsivity and risk taking (2024)
- Digitalisation of gambling harm? Gambling consumption, negative consequences, and clinical characteristics among Swedish help-seekers (2024)

- Gambling and substance use disorders in U.S. military veterans: Prevalence, clinical characteristics, and suicide risk (2024)
- Gambling harms, stigmatisation and discrimination: A qualitative naturalistic forum analysis (2024)
- Gambling-related harm to affected others: Lived experience differs by relationship type, gambling severity, life circumstances, and relationship factors (2024)
- Prediction of suicidal thoughts and suicide attempts in people who gamble based on biological-psychological-social variables: A machine learning study (2024)
- Problematic gambling and psychotic-like experiences: Findings from Japan (2024)
- Rethinking cutoff values for the South Oaks Gambling Screen: Sex-specific insights and DSM-5 severity adjustments in gambling disorder assessment (2024)
- The lived experience of gambling-related harm in natural language (2024)
- The roles of coping style and social support in the experience of harm and distress among people affected by another person's gambling (2025)
- The total consumption model applied to gambling: An analysis of gambling accounts records in Norway (2024)
- Unemployment as a risk factor for gambling disorder: A longitudinal study based on national registry data (2024)
- Using geospatial mapping to predict and compare gambling harm hotspots in urban, rural and coastal areas of a large county in England (2023)

THE IMPACT OF OPERATOR PRACTICES

- Clearly (not) identifiable – The recognisability of gambling content marketing (2024)
- Effects of personalised and normative feedback via the Positive Play Quiz on responsible gambling intention, self-efficacy and behaviour: A randomised controlled trial (2024)
- Examining factors that hinder the efficacy of responsible gambling messages: Modeling predictors and effects of responsible gambling message fatigue (2024)
- Examining the impact of mobile gambling harm minimisation features: A dualistic model of passion perspective (2024)
- Gambling advertisements in Ontario: Exploring the prevalence and regulatory compliance of televised and social media marketing during sports matches (2024)
- Hard vs. soft commitments: Experimental evidence from a sample of French gamblers (2024)

- Players' perceptions of, and engagement with, the GameSense responsible gambling programme in Massachusetts casinos (2024)
- Responsible gambling disclosure strategies of four Nordic state-owned gambling companies (2024)
- The association between the 'whistle-to-whistle' ban and the presence of gambling advertising on UK television (2024)
- The 'Wild West' of wagering affiliate marketing and implications for gambling harm (2024)
- Using theory and practice to develop lottery ticket warning messages as a means of promoting more responsible gambling (2024)

PRODUCT CHARACTERISTICS AND RISK

- Assessing the risk of online gambling products: A replication and validation of behavioural markers of harm using the Problem Gambling Severity Index (2024)
- Illusions of control: A quasi-experiment comparing skill-based and traditional slot machines (2024)
- Perceived riskiness and problem gambling across different forms of gambling: A focus on 'soft' gambling (2024)

PREVENTION AND RECOVERY

- Effectiveness of public messaging within the gambling domain: A systematic review (2024)
- Gambling-related attitudes and dimensional structure of the GABS-15 in outpatient addiction care patients: Associations with gambling disorder (2024)
- Defining treatment response in gambling disorder (2024)
- Galvanising social innovation in gambling harms reduction: A process evaluation of a multi-component Community of Practice (2024)
- "I don't have any limits": A qualitative analysis of individual gambling self-control strategies (2024)
- Pharmacological management of gambling disorder: A systematic review and network meta-analysis (2025)
- Promoting safer gambling through social norms and goal setting: A qualitative process analysis of participants' experiences in the EROGamb 2.0 feasibility trial (2024)



FEBRUARY 2025

Published research snapshots

The following is a list of research article summaries that Greo published in January 2025 as part of the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026, and the potential interests of the Network to Reduce Gambling Harms.

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SNAPSHOTS OF NEWEST RESEARCH (NOV 2024 – JAN 2025)

GAMBLING-RELATED HARMS AND VULNERABILITY

[Risk of death by suicide among people with gambling disorder compared to the general population and other patient groups](#)



January 2025
Norway

- **Purpose:** To examine the association between gambling disorder and suicide mortality using population-level data. The study first identified the risk of suicide mortality among people with gambling disorder in Norway and then compared it to the risk experienced by people with other mental health or behavioural disorders.
- **Methodology:** The researchers examined data that were collected from two Norwegian nationwide data sources: The Norwegian Patient Registry (NPR) and the Norwegian Cause of Death Registry (CDR). The data included were collected between 2008 and 2021.
- **What you need to know:** Overall, there was a higher risk of suicide mortality among patients with gambling disorder compared to the general population. However, the risk was comparable to some other conditions, and lower than that of substance use disorders, alcohol dependence, psychotic disorders, and mood disorders.
- **How you can use this research:** This study provides the first population-level comparison of suicide mortality risk in gambling disorder and other mental health and behavioural disorders. Overall, the results suggest that suicide mortality risk is higher among people with gambling disorder, but is similar to that seen in some patient groups known to have an increased risk (e.g., patients with depression).

[Online gambling and its consequences: A comparison across two cohorts in Sweden](#)



January 2025
Sweden

- **Purpose:** To assess possible changes during a time when online gambling offerings increased in Sweden.
- **Methodology:** This study recruited two cohorts of adults who sought help from the Swedish National Gambling Helpline to complete a survey. The first cohort was recruited in 2019 and included 185 adults. The second cohort was recruited in 2013 and included 122 adults.

- **What you need to know:** Participants in the 2023 cohort reported more intense gambling than those in the 2019 cohort. Online electronic gambling machines (EGMs) were the most common form of gambling. Many participants in both cohorts experienced gambling-related harms and co-occurring mental health issues, such as depression, with increases in the 2023 cohort. People who gambled on online EGMs were more likely to experience harms.
- **How you can use this research:** This study can inform the development of policies and interventions to address a changing gambling environment.

Exploring gambling-related harms experienced by partners, family members, and friends or colleagues of people who gamble



November 2024
Australia

- **Purpose:** To look at the lived experience of gambling-related harm among affected others of people who gamble and how the harm experienced might vary depending on whether the affected other is a current partner, a family member, or a friend/colleague.
- **Methodology:** The researchers recruited thirty adults living in Australia who had a close relationship with a person who gambled in the past 12 months. They completed a self-report measure of harm and a telephone interview.
- **What you need to know:** Patterns of harm experienced by affected others depended on the nature of their relationship to the person who gambled, as well as their socioeconomic position. Affected others used a variety of strategies (e.g., looking after the finances of the person who gambled, distancing themselves) to reduce harm to themselves and the person who gambled.
- **How you can use this research:** These results show that affected others experience relationship-dependent patterns of harm. There is also a need to refine measures of harm to affected others, such as the Short Gambling Harm Screen for Concerned Significant Others.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (OCT AND OLDER)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

[The role of different factors of impulsivity in gaming disorder and internet gaming disorder](#)



October 2024
United Kingdom

- **Purpose:** To determine whether gaming disorder shares similar features to other formally recognized addictions (e.g., gambling disorder). The results can inform whether gaming disorder should be included in the next edition of the American Psychiatric Association's Diagnostic and Statistical Manual of Mental Disorders (DSM).
- **Methodology:** This study considered 372 responses (out of 397) from participants who completed an online survey. Among them, 328 participants also completed a computer-based Go/No-Go task. This task measures inhibitory control, a facet of impulsivity that describes the ability to control and suppress one's impulses.
- **What you need to know:** The researchers found that urgency and impaired inhibitory control were related to meeting the clinical cut-off score for gaming disorder. Urgency included the tendency to act rashly when feeling strong negative or positive emotions, and the tendency to select choices that provide smaller, immediate rewards over larger, delayed rewards. Impaired inhibitory control described the lack of ability to control one's impulses. Urgency appeared to be more strongly related to meeting the clinical cut-off.
- **How you can use this research:** The findings inform our understanding of gaming disorder as an addiction. They suggest that internet gaming disorder should be listed as an addiction in future editions of the DSM, because it shares similarities with other addictions in its two-factor model of impulsivity.

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

[Evidence-based interventions to address problem/disordered gambling among people experiencing homelessness](#)



October 2024
Canada

- **Purpose:** To look at the current status of evidence-based screening and interventions for problem/disordered gambling among homeless populations.

- **Methodology:** The article identifies current gaps in knowledge and practice, and presents a call to action. The authors searched 10 academic and 8 grey literature databases. The search spanned from January 1993 to December 2023.
- **What you need to know:** The nature of the relationship between homelessness and problem/disordered gambling is still being explored. The authors found an almost complete absence of such evidence-based interventions, with only two studies being identified. This article presents a call to action to address problem/disordered gambling in the context of homelessness.
- **How you can use this research:** This commentary is for policy makers, service providers, and other stakeholders interested in addressing problem/disordered gambling among people experiencing homelessness.

[Structural factors driving gambling stigma and discrimination from the perspective of people with lived experience](#)



October 2024
United Kingdom

- **Purpose:** To examine the structural drivers of gambling-related stigma and discrimination from the perspectives of people with lived experience of gambling harms.
- **Methodology:** The researchers interviewed 40 adults (90% male, 65% between 35 and 60 years, and 98% of white ethnicity) from Great Britain who experienced harm related to their own gambling.
- **What you need to know:** The researchers identified five themes based on the interviews: (1) harmless fun and individual responsibility; (2) comparison with substance use; (3) the role of money; (4) lack of parity in government and policy; and (5) stereotypes of a “typical” person who gambles. These themes were interrelated and reinforce the stigma around gambling. These findings highlight how the way in which commercial gambling functions maintains the conditions that produce stigma in the first place. They draw attention to how government policy enables commercial gambling to function in this way.
- **How you can use this research:** Policy makers can use this research to address the unique features of gambling harm, stigma, and discrimination.

[Evaluation of an Australian responsible gambling campaign targeted at young people](#)



August 2023
Australia

- **Purpose:** To evaluate young people's feedback on a campaign that aimed to promote responsible gambling messages and increase young people's understanding of gambling-related risks. The study also aimed to figure out how to better target preventive campaigns and communicate responsible gambling messages to young people.
- **Methodology:** This study evaluated the focus group responses of eight young adults aged 18 to 24 years to the video campaign 'C'Mon Australia Don't Let the Game Play Ya!'.
- **What you need to know:** The results revealed mainly positive feedback. Participants commented on the design and messaging of the campaign. All participants commented on the lack of strategies or solutions presented in the campaign. Participants also commented on ways for the campaign to reach young people. Participants recommended where the campaign could be shown to reach young people, including mobile phone apps, social media, television, and venues with gambling machines. Some also suggested school settings.
- **How you can use this research:** This research can be used to better understand the design and development of campaigns to prevent gambling-related harms.

GAMBLING-RELATED HARMS AND VULNERABILITY

[Can payment behaviour be used to signal harmful gambling? The role of financial institutions in promoting safer gambling](#)



October 2024
Sweden

- **Purpose:** To identify possible financial markers of how people are gambling, including possible harmful gambling; and, to create a framework for financial institutions to better promote safer gambling through their digital payment systems.
- **Methodology:** The participants were 16 experts in financial technologies (Fintech), gambling operators, academics, and professional counsellors. Using a Delphi study design, participants completed three online surveys. In each round, the panel experts rated the extent to which each financial indicator could predict harmful gambling.

- **What you need to know:** The experts agreed that 31 of the 39 financial indicators may be able to identify harmful gambling behaviour. These indicators are grouped as background, payment, and financial literacy indicators. Three of the possible indicators were rated quite low in all three survey rounds. They were 'area of residence', 'similar wager ceiling in a given period', and 'making a consecutive wager of equal amount to the same gambling operator during observation'.
- **How you can use this research:** Financial institutions, in addition to gambling operators, may have a role in enhancing safer gambling. The framework provided by the researchers introduces an opportunity for regulators, operators, and financial institutions to develop coordinated efforts to increase safety for people who gamble online.

[Revised cutoff scores for the South Oaks Gambling Screen based on sex and gambling severity](#)



October 2024
Spain

- **Purpose:** To establish and validate cutoff scores for the South Oaks Gambling Screen (SOGS) considering sex. This study also established cutoff scores for different severity levels of gambling disorder for both men and women.
- **Methodology:** The researchers analyzed data from 4,516 patients (92% men) who sought treatment for gambling disorder at a public hospital in Spain between 2005 and 2023. Participants were assessed by clinical psychologists over two sessions before their treatment. The first session involved a clinical interview. In the second session, participants completed a series of measures, including the SOGS.
- **What you need to know:** Based on the findings, the researchers suggest that the cutoff should be 8 (instead of 5) to determine the probable presence of gambling disorder in men. The suggested cutoff is 7 for women. The findings also suggest that the SOGS can be used to assess levels of severity of gambling disorder. The suggested cutoff value for moderate severity is 9 for men and 8 for women. A score of 10 or greater suggests a high risk of severe gambling disorder for both sexes. These cutoff scores were validated using external measures related to gambling disorder, such as worse psychopathological symptoms and more dysfunctional personality traits.
- **How you can use this research:** This study indicates that researchers and clinicians could consider raising the SOGS cutoff to match the diagnostic criteria and severity levels of gambling disorder as described in the DSM-5, while taking into account sex-specific cut-off points. This allows a more precise assessment of gambling disorder diagnosis and severity.

[Examining unemployment as a risk factor for gambling disorder using national registry data](#)



October 2024
Norway

- **Purpose:** To examine unemployment as a risk factor for gambling disorder using national registry data in Norway that spanned 11 years from January 2008 to December 2018.
- **Methodology:** This study used health and social information from two Norwegian registries: the Norwegian Patient Registry (NPR) and the Social and Welfare Registry (FD-Trygd). Information on first gambling disorder diagnosis was obtained from the NPR for all adults seeking treatment with specialist health services in Norway between January 2008 and December 2018. This resulted in 5,131 adults with gambling disorder.
- **What you need to know:** More days of unpaid unemployment increased the chance of developing gambling disorder. Having more days of paid unemployment was also found to increase the odds of developing gambling disorder, with the effect much stronger among men than women.
- **How you can use this research:** This research can be used to inform gambling research and interventions.

[Understanding gambling-related harms using a UK-based online self-help gambling forum](#)



September 2024
United Kingdom

- **Purpose:** To demonstrate how large volumes of text-based data collected from a UK-based online self-help forum can inform our understanding of gambling harms.
- **Methodology:** The researchers collected data from the "Overcoming Problem Gambling" subsection of the UK-based GamCare forum on April 18, 2021. In total, 2,316 unique threads and 32,352 posts were collected.
- **What you need to know:** The results showed the co-occurrence of different harms in the posts. Emotional/psychological and health harms were the most salient harms that appeared in the posts. Ten topics were identified based on the most common words used. Examples of topics include self-blame and frustrations with online gambling websites, the impact gambling has on close others, and experiences of people blocking themselves from specific forms of gambling.

- **How you can use this research:** This study found that analysis of gambling harms in natural language can be a useful tool for research.

[Natural language processing models can identify problem gambling content in online forum posts](#)



September 2024
Germany

- **Purpose:** To use a natural language processing machine learning model to automatically identify problem gambling content in online forum posts. Previous research has found that people who have more severe gambling problems engage more in these communities.
- **Methodology:** This study used a pre-trained machine learning model to automatically identify problem gambling content in online forum posts. The researchers used data scraped from a German-speaking online casino and gambling website to fine-tune the Bidirectional Encoder Representations from Transformers (BERT) model for predicting problem gambling from forum posts.
- **What you need to know:** The model was found to be reliable when used on small data sets. It could detect signs of problem gambling in online communication data. There were fewer target posts with problem gambling content than posts with other gambling content. Target posts mostly included descriptions of problems linked to gambling and symptoms of problem gambling.
- **How you can use this research:** This research confirms the use of machine learning in the gambling field, such as to detect changes in problem gambling prevalence among online users.

[Risk and protective factors of harmful gambling among currently serving personnel in the United Kingdom Armed Forces](#)



May 2024
United Kingdom

- **Purpose:** To examine the links between mental health, demographics, and harmful gambling among currently serving Armed Forces serving personnel (AFSP) members in the United Kingdom.
- **Methodology:** The researchers invited currently serving AFSP members to complete an online survey in 2023. The sample included AFSP from all three branches and services: the

Royal Navy (including Royal Marines), the Army, and the Royal Air Force. The responses from 608 currently serving AFSP members were used in this study.

- **What you need to know:** Most (72%) respondents gambled in the past year. About 23% experienced any level of harmful gambling (PGSI score of 1+). Respondents who were male, aged 20–29 years, and living in service single-living accommodation were more likely to experience any level of harmful gambling. Being a junior non-commissioned officer was the strongest risk factor for problem gambling. Other risk factors included likely experiencing anxiety, engaging in strategic gambling activities, being male, and having suicidal ideas/attempts in the past year. Protective factors included being in a relationship and being a commissioned officer.
- **How you can use this research:** This research can be used by military administrators to better target support and early identification of AFSP members who may experience gambling harm.

[Using geospatial mapping to predict gambling harm hotspots in urban, rural, and coastal areas in England](#)



June 2024
United Kingdom

- **Purpose:** To use geospatial mapping to identify possible hotspots where gambling harms are most prevalent in the county of Lincolnshire. In particular, the researchers were interested in comparing urban, rural, and coastal areas of the county.
- **Methodology:** The data for this study were provided by the Gambling Commission and Public Health England. The researchers also used postcode data to identify the types of licensed gambling venues in each area. The researchers created three heatmaps of Lincolnshire County.
- **What you need to know:** In Lincolnshire County, most of the population lived in urban areas, followed by rural and, finally, coastal areas. However, the highest density of gambling venues was found in the coastal areas at 1.7 venues per 1000 people. This was followed by urban (0.14 venues per 1000 people) and rural areas (0.03 venues). This was the case despite the fact that coastal areas were home to only 5.2% of the overall population of the county. In other words, there was no clear link between the density of gambling venues and the size of the local population. As predicted, a relationship was found between a higher risk of disordered gambling and more gambling venues being located in a particular area.

- **How you can use this research:** These findings would be of interest to many stakeholder groups. In particular, they demonstrate the benefits of geospatial mapping for identifying problem gambling patterns in communities.

IMPACT OF OPERATOR PRACTICES

[Is gambling content marketing recognizable to children, young adults, and older adults?](#)



October 2024
United Kingdom

- **Purpose:** To look at whether children, young adults, and older adults differ in their ability to recognize gambling content marketing on social media; and, whether content marketing is less recognizable than conventional social media advertising in these groups. Content marketing involves creating long-term positive perceptions of a brand by featuring emotional content.
- **Methodology:** Children were recruited from six secondary schools in and around Bristol. Young and older adults living in South West England were recruited through the online platform Prolific. After excluding invalid responses, the final sample sizes were 210 children, 222 young adults, and 221 older adults. Participants completed an online experiment that involved deciding whether social media posts were advertising or not.
- **What you need to know:** The findings suggest that gambling content marketing is challenging to recognize as advertising for all three age groups. In particular, the recognition levels of children and young adults are around chance only.
- **How you can use this research:** Information from this study can inform the development of gambling advertisement regulations and school-based advertising literacy education. The researchers suggested a ban on gambling content marketing or requirement that gambling operators clearly label all of their content marketing as advertising.

Features and regulatory compliance of televised and social media gambling advertisements in Ontario



September 2024
United Kingdom

- **Purpose:** To look at the features and regulatory compliance of gambling advertisements during live broadcasts of five NHL and two NBA matches in Ontario at the start of the 2023/2024 season, as well as advertisements on social media.
- **Methodology:** The researchers conducted two studies looking at gambling advertisements during the broadcasts of two NBA and five NHL matches in Ontario between October 25th and October 29th, 2023. In the first study, they looked at the amount and types of advertisements broadcast on television. They collected details about each advertisement, such as the format and gambling brand. In the second study, the researchers analyzed gambling advertisements that were posted on X/Twitter by 10 operators licensed in Ontario during the same period.
- **What you need to know:** Viewers were exposed to a substantial number of gambling advertisements on both television and X/Twitter. While no advertisements targeted vulnerable groups (e.g., youth) or promoted incentives for gambling, the amount of gambling advertisements shown could be enough to influence gambling and increase its related harms. Almost half of the gambling advertisements posted on X/Twitter were content marketing. This could be seen as breaching advertising standards as content marketing was not clearly shown as advertising. The findings can inform current gambling advertisement regulations in Ontario.
- **How you can use this research:** The findings of this study can inform the improvement of gambling advertisement standards in Ontario.

Does what you do on Twitter/X affect how much gambling content you see?



September 2024
United States

- **Purpose:** To examine whether there were differences in the promotion of gambling advertisements and gambling-related content based on users' activity.
- **Methodology:** The researchers created four Twitter accounts. The accounts either tweeted pro- or safe-gambling messages and interacted with gambling operator or responsible gambling profiles. The first phase occurred before and during the Super Bowl in 2022. In Phase 3, the privacy settings were changed to allow personalized ads. The accounts that interacted with gambling operators saw pro-gambling content, while those engaging with responsible gambling profiles saw content promoting safe gambling.

- **What you need to know:** Accounts that interacted with gambling operators were exposed to pro-gambling content. In contrast, accounts that engaged with responsible gambling profiles were exposed to content promoting safe gambling. No promoted gambling advertisements were recorded for any of the four accounts. There was an increase in non-gambling advertisements across all accounts.
- **How you can use this research:** This study suggests that Twitter is sensitive to user activity. Nevertheless, it underscores the need for gambling operators to adopt cautious social media practices. Gambling regulators can use this research to develop stricter guidelines on how gambling should be promoted on social media. While users influence the content that they see by their activity, gambling operators should also be cautious in their social media practices to protect consumers.

Challenges and downsides to health levies from unhealthy commodity industries to fund harm-reduction initiatives



March 2024
New Zealand

- **Purpose:** To discuss the possibility of imposing levies on the profits of unhealthy commodity industries. The money collected from these levies could then be used for harm-reduction purposes. The author refers to these levies as “health levies.”
- **Methodology:** The author draws on past experiences with two health levies: the Aotearoa New Zealand (ANZ) Alcohol Levy introduced in 1976 and the ANZ Gambling Levy under the Gambling Act 2003.
- **What you need to know:** Levies aim to fund initiatives that reduce related harm. But these levies, in fact, maintain ties between industry and public health efforts. They can create misleading appearances of progress and limit effective health advocacy. This article is important because it argues that governments should focus on broader health strategies to address harm and improve public health outcomes.
- **How you can use this research:** This article is intended for public health professionals, policy makers, researchers, and advocates concerned with the impact of unhealthy commodities on public health.

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- Are today's gamers tomorrow's gamblers? The relationship between problem gaming and online problem gambling, and the indirect effect of purchasing loot boxes' risk (2024)
- Do problematic gamblers and loot boxers share similar fallacies of thought? A comparative analysis of cognitive biases (2024)
- Illegal loot box advertising on social media? An empirical study using the Meta and TikTok ad transparency repositories (2024)
- Let's be honest: Adolescents speak up on how to better protect young people from gambling harm (2024)
- Reducing problematic loot-box use with self-control intervention: A randomised controlled trial (2024)
- The cards they're dealt: Types of gambling activity, online gambling, and risk of problem gambling in European adolescents (2024)
- The influence of technology: Internet gambling among college students (2024)
- The role of videogame micro-transactions in the relationship between motivations, problem gaming, and problem gambling (2024)
- The thrill of chance: Psychophysiological responses in loot boxes and simulated slot machines (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- Characteristics and experiences of employees who gamble at work: A mixed-methods study (2024)
- Cryptocurrency trading, day trading, and gambling behaviour: Examining the moderating effects of financially focused self-concept and gambling motives (2024)
- Dimensionality and validity of the Gambling Motives Questionnaire – Financial among lottery loyalty programme participants (2024)
- Gambling in older adulthood: Longitudinal associations between stressful life events, individual, and social factors (2024)
- Gambling motives and problem gambling: Exploring psychological moderators in the pathways model (2025)
- "I don't have any limits": A qualitative analysis of individual gambling self-control strategies (2024)

- Illusion of control or passive superstition? A comparison of two explanations for irrational gambling beliefs (2024)
- Personality traits and physical activity in patients with gambling disorder attending a rehabilitation center. An observational study (2024)
- Testing the acceptability and feasibility of the lower-risk gambling guidelines in Finland (2024)
- The influence of winning and losing gambling experience on mood state and alcohol cravings (2024)
- The stability of gambling expenditure distributions over time and associations with the use of gambling self-regulatory tools (2024)
- Watch and yearn? Effects of watching gambling livestreams on cravings (2024)

GAMBLING-RELATED HARMS AND VULNERABILITY

- Determinants of problematic online gaming in younger and older adults: Emotional dysregulation, trait impulsivity and risk taking (2024)
- Gambling and substance use disorders in U.S. military veterans: Prevalence, clinical characteristics, and suicide risk (2024)
- Gambling harms, stigmatisation and discrimination: A qualitative naturalistic forum analysis (2024)
- Prediction of suicidal thoughts and suicide attempts in people who gamble based on biological-psychological-social variables: A machine learning study (2024)
- Problematic gambling and psychotic-like experiences: Findings from Japan (2024)
- The roles of coping style and social support in the experience of harm and distress among people affected by another person's gambling (2025)
- The total consumption model applied to gambling: An analysis of gambling accounts records in Norway (2024)

THE IMPACT OF OPERATOR PRACTICES

- Effects of personalised and normative feedback via the Positive Play Quiz on responsible gambling intention, self-efficacy and behaviour: A randomised controlled trial (2024)
- Examining factors that hinder the efficacy of responsible gambling messages: Modeling predictors and effects of responsible gambling message fatigue (2024)

- Examining the impact of mobile gambling harm minimisation features: A dualistic model of passion perspective (2024)
- Hard vs. soft commitments: Experimental evidence from a sample of French gamblers (2024)
- Players' perceptions of, and engagement with, the GameSense responsible gambling programme in Massachusetts casinos (2024)
- Responsible gambling disclosure strategies of four Nordic state-owned gambling companies (2024)
- The association between the 'whistle-to-whistle' ban and the presence of gambling advertising on UK television (2024)
- The 'Wild West' of wagering affiliate marketing and implications for gambling harm (2024)
- Using theory and practice to develop lottery ticket warning messages as a means of promoting more responsible gambling (2024)

PRODUCT CHARACTERISTICS AND RISK

- Assessing the risk of online gambling products: A replication and validation of behavioural markers of harm using the Problem Gambling Severity Index (2024)
- Illusions of control: A quasi-experiment comparing skill-based and traditional slot machines (2024)
- Perceived riskiness and problem gambling across different forms of gambling: A focus on 'soft' gambling (2024)

PREVENTION AND RECOVERY

- Effectiveness of public messaging within the gambling domain: A systematic review (2024)
- Gambling-related attitudes and dimensional structure of the GABS-15 in outpatient addiction care patients: Associations with gambling disorder (2024)
- Defining treatment response in gambling disorder (2024)
- Galvanising social innovation in gambling harms reduction: A process evaluation of a multi-component Community of Practice (2024)
- "I don't have any limits": A qualitative analysis of individual gambling self-control strategies (2024)

- Pharmacological management of gambling disorder: A systematic review and network meta-analysis (2025)
- Promoting safer gambling through social norms and goal setting: A qualitative process analysis of participants' experiences in the EROGamb 2.0 feasibility trial (2024)



MARCH 2025

Published research snapshots

The following is a list of research article summaries that Greo published in February 2025 as part of the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026, and the potential interests of the Network to Reduce Gambling Harms.

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SNAPSHOTS OF NEWEST RESEARCH (DEC 2024 – FEB 2025)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

[The transparency of loot box advertising on Meta and TikTok](#)



April 2025
United Kingdom

- **Purpose:** To search the ad libraries of Meta (i.e., Facebook, Instagram, and Messenger) and TikTok for advertising by video game companies to see if they disclosed the presence of in-game purchases and loot boxes.
- **Methodology:** In the Meta library, the researcher searched for ads for 187 video games known to have loot boxes. The researcher then looked for disclosures of the presence of in-game purchases in general and of loot boxes specifically in these ads. Only ads that were run after 20 September 2021 were examined. In the TikTok library, the researcher searched for ads with the highest number of unique impressions (i.e., number of unique users that had seen an ad). The researcher focused on ads that were shown in the UK.
- **What you need to know:** Of the 185 Meta ads for 63 games known to contain loot boxes, only 10.8% disclosed the presence of in-game purchases and 7% disclosed the presence of loot boxes. TikTok ads also often did not disclose. Thus, 93% of social media ads for video games were non-compliant with UK advertising laws.
- **How you can use this research:** The findings of this study can inform regulations around advertising for games with in-game purchases and loot boxes, especially on social media platforms.

GAMBLING-RELATED HARMS AND VULNERABILITY

[Exploring psychological factors in the pathways model that influence the relationship between gambling motives and problem gambling](#)



March 2025
Australia

- **Purpose:** To examine the relationships between gambling motives and problem gambling; and, to explore potential factors in the pathways model that might influence these relationships. The pathways model suggests three distinct pathways in the development of problem gambling. However, the role of gambling motives within the pathways model remains poorly understood.

- **Methodology:** The researchers surveyed 342 adults who lived in Australia and had gambled in the past month.
- **What you need to know:** It was found that all gambling motives (coping, enhancement, financial and social) were associated with problem gambling. Coping motives and lack of clarity of one's emotions interacted to increase the likelihood of problem gambling. All gambling motives interacted with distress tolerance to influence the likelihood of problem gambling. In general, people with lower levels of distress tolerance were more likely to experience problem gambling. Lastly, enhancement motives interacted with positive urgency (a tendency to act rashly when feeling strong positive emotions). Specifically, people who had higher levels of positive urgency and gambled to enhance positive feelings were more likely to experience problem gambling.
- **How you can use this research:** Understanding these relationships can help clinicians who are treating people living with gambling disorder by informing the potential targets of treatment.

Gambling risk among adolescents: The roles of gambling type and online gambling



December 2024
Italy

- **Purpose:** To look at risk factors related to gambling and problem gambling among adolescents, depending on the type of gambling they engage in; and, the potential role of online gambling.
- **Methodology:** The researchers used data collected for the 2019 European School Survey Project on Alcohol and Other Drugs. This study surveyed 85,420 students who were turning 16 years old about their engagement in risk behaviours, including gambling. Participants were from 33 European countries.
- **What you need to know:** Adolescents who engaged in betting, card games, and slot machines were more likely to be male, frequently miss school days, and be less monitored by their parents. Those who engaged in lotteries were more likely to be female, miss fewer school days, and be more monitored by their parents. Slot machines were the most strongly related to a higher risk of problem gambling when combined with online gambling.
- **How you can use this research:** The findings can inform targeted interventions for adolescents based on gambling type, as well as online gambling regulations.

[The link between problem gambling and psychotic-like experiences: Findings from a survey in Japan](#)



December 2024
Japan

- **Purpose:** To examine the association between problem gambling and psychotic-like experiences (PLEs) among adults in Japan.
- **Methodology:** The researchers collected survey data through an online web panel managed by a market research firm in Japan. Data were collected in 2023, and 23,000 people were initially contacted.
- **What you need to know:** Approximately 5% of the participants experienced PLEs, and 10% experienced problem gambling. People experiencing problem gambling were more likely to have PLEs. However, for men, the relationship between problem gambling and PLEs no longer existed after self-rated health and mental health conditions were considered. In contrast, a follow-up analysis showed that sex did not affect the relationship between problem gambling and PLEs. These results indicate a need for further research on sex differences in the link between PLEs and problem gambling.
- **How you can use this research:** These findings can provide guidance to clinicians who treat people living with gambling disorder or psychosis.

[Prevalence and impact of gambling and substance use disorders among U.S. military veterans](#)



September 2024
United States

- **Purpose:** To examine the co-occurrence of gambling and substance use disorders among U.S. military veterans, as well as the sociodemographic, clinical, and behavioural characteristics associated with substance use disorders and gambling.
- **Methodology:** The researchers used data from the 2019–2020 National Health and Resilience in Veterans Study (NHRVS). The NHRVS surveyed a nationally representative sample of 4,069 U.S. military veterans. The sample was drawn from the KnowledgePanel®, an online panel of more than 50,000 U.S. households.
- **What you need to know:** The findings showed that 32% of veterans gambled in the past year, and 43% had an substance use disorder. About 16% both gambled and had an substance use disorder. Veterans with both substance use disorders and gambling problems were more likely to have suicidal behaviours, non-suicidal self-injury, nicotine dependence, and mental health treatment than those with substance use disorders only.

They also had higher rates of homelessness and arrests. Compared to veterans who gambled but did not have a substance use disorder, veterans with both substance use disorders and gambling problems were more likely to report all types of clinical issues and a history of arrests.

- **How you can use this research:** Support organisations for veterans can use this research to develop targeted interventions that address both gambling and substance use problems.

PRODUCT CHARACTERISTICS AND RISK

[Illusions of control and betting behaviour in skill-based versus traditional gambling machines](#)



December 2024
Australia

- **Purpose:** To compare the appeal and behavioural consequences of gambling on skill-based gambling machines and a simulated electronic gambling machine. (The outcomes of skill-based gambling machines are still determined by chance.)
- **Methodology:** A total of 1,260 adults completed an online task that simulated either a skill-based gambling machine or a traditional electronic gambling machine.
- **What you need to know:** Overall, younger adults, those who regularly gambled on electronic gambling machines, and those with more gambling problems were more likely to find the skill-based gambling machines appealing. Those who gambled on the skill-based gambling machines showed greater illusions of control. The visual appeal of the skill-based gambling machines had some influence on betting speed. There was no difference in overall betting intensity between the skill-based gambling machines and the electronic gambling machines.
- **How you can use this research:** Policy makers and gambling operators can use this research to inform regulations with respect to features of skill-based gambling machines.

PREVENTION AND RECOVERY

[Defining the thresholds for determining treatment response on two outcome measures for gambling disorder](#)



December 2024

United States

- **Purpose:** To identify treatment response thresholds on two common measures of outcomes after undergoing treatment for gambling disorder: 1) the Gambling Symptom Assessment Scale (GSAS) and 2) the Yale-Brown Obsessive-Compulsive Scale Modified for Pathological Gambling (PG-YBOCS).
- **Methodology:** The researchers combined the data from people who took part in 10 clinical trials at the University of Chicago and the University of Minnesota. Seven trials involved medications alone, two used cognitive behavioural therapy paired with a nutraceutical, and one used only cognitive behavioural therapy. Participants all met the diagnosis for gambling disorder and all diagnoses were made by licensed psychiatrists.
- **What you need to know:** A 50% reduction in PG-YBOCS scores after treatment was the best threshold for identifying treatment response. This number was 35% for the GSAS.
- **How you can use this research:** By identifying these thresholds, this study provides needed guidance to clinicians who are treating people living with gambling disorder. The researchers anticipate that these findings will also help to inform the best treatment options.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (NOV AND OLDER)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

Testing a self-control intervention for risky loot box use



November 2024
China

- **Purpose:** To test the effectiveness of a new self-control intervention for reducing risky loot box use.
- **Methodology:** A total of 341 people completed a survey. Participants were then randomly assigned to be in either a 14-day self-guided self-control intervention (e.g., mindfulness, self-monitoring) or did not receive any intervention. Participants then completed the survey again one month later.
- **What you need to know:** The intervention led to improved self-control and decreased problem gaming, impulse buying tendency, and problem loot box use. These positive effects lasted up to one month later. The intervention specifically worked by improving self-control, leading to decreased problem gaming. This, in turn, led to decreased risky loot box use. The findings can inform interventions for risky loot box use that target self-control and problem gaming.
- **How you can use this research:** The findings of this study can inform interventions for risky loot box use that incorporate self-control strategies and target problem gaming.

Adolescents' viewpoints on strategies to protect young people from gambling harm



October 2024
Australia

- **Purpose:** To explore young people's viewpoints on strategies that could protect from gambling harm.
- **Methodology:** The researchers recruited 89 adolescents aged 12 to 17 from New South Wales, Australia, in 2022. Participants completed a screening questionnaire that asked about gambling activity in the past 12 months. The DSM-IV-MR-J was used to assess gambling risk.
- **What you need to know:** The themes that emerged from the data included open and honest advice from parents; school-based education that is meaningful, authentic, and based on lived experiences; truth and transparency in advertising; social marketing that

reaches and informs youth; and governments to regulate the gambling and gaming industries into acting ethically. Adolescents with at-risk/problem gambling were able to offer more detailed suggestions on helpful strategies.

- **How you can use this research:** This research can inform the gambling industry, regulators, parents, and other stakeholders.

The effects of financially focused self-concept and gambling motives on the relationships between cryptocurrency trading, day trading, and gambling



August 2024
United States

- **Purpose:** To explore the relationships between cryptocurrency trading, day trading, and gambling; and, to identify psychological factors that may affect these associations.
- **Methodology:** A total of 822 people (52% women; average age 41) were surveyed online. Participants completed the Problem Gambling Severity Index, the Gambling Motives Questionnaire— Financial, and the Financially Focused Scale.
- **What you need to know:** The majority reported no cryptocurrency or day trading in the past year. The results indicated that gambling frequency and higher-risk gambling were associated with cryptocurrency trading and day trading. Furthermore, these relationships were intensified in people with a financially focused self-concept, as well as coping, enhancement, and social motives for gambling.
- **How you can use this research:** This study provides insight into the relationships between gambling, cryptocurrency, and day trading. Given increased access to day trading and cryptocurrency, these findings could help inform policy on financial products and prevention efforts.

GAMBLING-RELATED HARMS AND VULNERABILITY

Applying the total consumption model to gambling: An analysis of gambling account data



November 2024
Norway

- **Purpose:** To test whether the Total Consumption Model could be applied to gambling. The Total Consumption Model proposes that the total amount of a product consumed in a population is closely related to the level of excessive use.

- **Methodology:** The researchers examined data from 39,475 customers of Norsk Tipping, who were 18 years or older and had gambled at least once during the year 2019. Only data from people with net losses were analysed.
- **What you need to know:** There was a positive relationship between the amount of gambling losses in the population and the extent of excessive gambling. This pattern was consistent across gender, age, and county of residence. This study found support for collective displacement, whereby gambling losses increased at all levels of gambling with increasing total amount of losses.
- **How you can use this research:** These results highlight the need for prevention strategies that reduce gambling at the population level.

Evaluating a Community of Practice for addressing gambling harms



October 2024
United Kingdom

- **Purpose:** To examine the use of a community of practice to support community-centered interventions in partnership with diverse voluntary, community, faith, and social enterprise (VCFSE) organisations to address gambling harms. Specifically, this study evaluated a community of practice that was implemented by a city-region government's public health team as part of an initiative called Communities Addressing Gambling Harms (CAGH).
- **Methodology:** The researchers started collecting data about six months into CAGH's 18-month delivery period. The researchers recruited three groups of participants: (1) six senior CAGH advisors; (2) seven community members with lived experience of gambling harms, who were part of the lived experience panel; and (3) sixteen VCFSE project staff. The 29 participants were interviewed at the mid- and end-points of the community of practice.
- **What you need to know:** The researchers found that the community of practice helped develop community-centered interventions to address gambling harms through two ways. First, it helped establish a community of informed and enabled VCFSE staff. Second, it supported project development through collaboration, knowledge sharing, and the creation of a referral pathway. However, the staff of two projects questioned the usefulness and benefits of being part of the community of practice.
- **How you can use this research:** This research can inform policy makers on how to incorporate communities of practice to complement current community-centered health promotion approaches.

The role of emotional dysregulation, risk taking, and impulsive trait in problematic online gaming among younger and older adults



October 2024
United Kingdom

- **Purpose:** To examine the links between problem online gaming, emotional dysregulation, trait impulsivity, and risk-taking behaviours; and, the differences between younger and older adults. Moreover, this study looked at whether emotional dysregulation could explain the effects of urgency on problem online gaming.
- **Methodology:** Survey responses from 156 adults (average age 27; 55% men) who played online video games were analysed.
- **What you need to know:** Younger adults (18 to 24 years) had higher levels of problem online gaming, emotional dysregulation, and risk taking than older adults (25 to 49 years). Problem online gambling was linked to certain facets of trait impulsivity, namely positive urgency (i.e., acting rashly when feeling strong positive emotions), negative urgency (i.e., acting rashly when feeling strong negative emotions), and sensation seeking (e.g., seeking out novel, exciting experiences). Problem online gaming was also linked to higher levels of emotional dysregulation. Emotional dysregulation partially explained the link between urgency facets of trait impulsivity and problem online gaming. People with high levels of trait urgency (both negative and positive urgency) had more difficulties with emotion regulation. This, in turn, led to problem online gaming.
- **How you can use this research:** This research can inform policy makers and clinicians. It can help develop age-specific resources for gaming-related issues and promote healthier digital habits.

Using machine learning to identify predictors of suicidal thoughts and suicide attempts among people who gamble



October 2024
Iran

- **Purpose:** To identify the most critical predictors of suicidal thoughts and suicide attempts among people who gamble using a machine learning approach.
- **Methodology:** The researchers distributed an English online survey worldwide through the Google Form platform. The researchers compared four machine learning models in their ability to identify predictors of suicidal thoughts and suicide attempts.
- **What you need to know:** Random forest was found to be the best model in predicting suicidal thoughts, while XGBoost showed the best performance in predicting suicide

attempts. Across the models, dissociation, depression, and anxiety were identified as the most important predictors of suicidal thoughts. Depression and rumination were the most important predictors of suicide attempts.

- **How you can use this research:** This research can inform interventions targeting problem gambling and suicide prevention.

IMPACT OF OPERATOR PRACTICES

[Perceptions of and engagement with the GameSense responsible gambling programme](#)



November 2024
Canada

- **Purpose:** To examine the thoughts of people who regularly gamble at casinos about GameSense and their engagement with it. GameSense is a programme that aims to empower people with the knowledge and tools to make informed decisions about gambling. It offers educational materials and interactive displays. In addition, trained staff known as Advisors are present at GameSense Information Centers to provide safer gambling information, strategies, and resources.
- **Methodology:** To recruit participants, an email was sent to people who regularly gambled and were enrolled in the rewards programme at one of the three casinos in Massachusetts, USA. Participants must have visited one of the casinos at least three times in the last three months and spent at least \$100. A total of 1,109 people responded to the survey and were included in this study.
- **What you need to know:** The researchers identified two classes of people who visited a GameSense Information Center: 'information seekers' and 'curiosity and swag inspired'. They identified three classes among those who had not visited a Center: 'invitation-responsive', 'self-assured nonbelievers', and 'self-assured'. People who engaged in more safer gambling behaviours were less likely to engage with GameSense, possibly because they saw it as less relevant to themselves.
- **How you can use this research:** This research can be used to better understand the impact of GameSense and how to improve it.

Developing warning messages for lottery gambling based on theory and practice



October 2024
Canada

- **Purpose:** To review theoretical models and existing practice to guide the development of warning messages for lottery gambling.
- **Methodology:** The researchers identified nine social marketing campaign initiatives. All are targeted at people who gamble to promote safer gambling.
- **What you need to know:** Out of the nine initiatives identified from the search, four are from Canada, two from Australia, two from the UK, and one from the USA. Only three initiatives have evaluation reports available online. Most initiatives seem to be somewhat consistent with certain aspects of theoretical models. The researchers provide several examples of warning messages for specific audiences (based on their stage of change) that reflect promising practices.
- **How you can use this research:** This study can inform public health staff, policy makers, and researchers about the use of warning labels on lottery tickets.

Predictors of fatigue to responsible gambling messages and effects on gambling-related outcomes



October 2024
United States

- **Purpose:** To examine predictors of fatigue towards safer gambling messages; and, how fatigue may impact gambling outcomes, such as intention to gamble, and who may be most likely to feel fatigued.
- **Methodology:** Users of Amazon Mechanical Turk who were at least 21 years old and from the United States were recruited to complete an online survey. The final sample consisted of 822 participants (average age 41.5; 52% women).
- **What you need to know:** Respondents who had more severe gambling problems or gambled more often were more likely to feel fatigued by safer gambling messages. Respondents who worked in the gambling industry were less likely to report feeling fatigued by safer gambling messages. Feeling fatigued by safer gambling messages was linked to higher levels of reactance and inattention. In turn, higher levels of reactance and inattention were linked to greater gambling intentions. Finally, higher levels of reactance and intention were also linked to lower intentions to share safer gambling messages with others.

- **How you can use this research:** Public health organisations, policy makers, and gambling operators can use the findings to design more effective responsible gambling messages.

PRODUCT CHARACTERISTICS AND RISK

Using objective gambling operator data to evaluate the risk of online gambling products

October 2024

Europe

- **Purpose:** To look at whether self-reported gambling problems are related to differences in online gambling behaviour as measured by objective data provided by a gambling operator; and, whether this objective data can be used to identify differences in gambling product risk.
- **Methodology:** Objective data on online gambling participation, spending, and behavioural markers of harm (e.g., failed deposits) were provided to the researchers by Unibet.com. The data came from 21,464 people residing in Europe, who completed the Problem Gambling Severity Index in 2023.
- **What you need to know:** Overall, people with self-reported problem gambling spent more days gambling, lost more money, and displayed more behavioural markers of harm than people with lower-risk gambling.
- **How you can use this research:** Gambling operators could use objective behavioural markers to identify people who experience harms across their products and implement safer gambling policies.

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- Are today's gamers tomorrow's gamblers? The relationship between problem gaming and online problem gambling, and the indirect effect of purchasing loot boxes' risk (2024)
- Do problematic gamblers and loot boxers share similar fallacies of thought? A comparative analysis of cognitive biases (2024)
- Gambling in Connecticut adolescents: Prevalence, socio-demographic characteristics, trauma exposure, suicidality, and other risk behaviours (2025)
- Influencer-driven gambling content and its impact on children and young people: A scoping study (2025)
- Safeguarding children and young people from gambling harms: A scoping review of the grey literature (2025)
- Sure they gamble - but at least they're not being bullied! A survey of parental perspectives of adolescent gambling (2025)
- The influence of technology: Internet gambling among college students (2024)
- The relationship between loot box buying, gambling, internet gaming, and mental health: Investigating the moderating effect of impulsivity, depression, anxiety, and stress (2025)
- The role of videogame micro-transactions in the relationship between motivations, problem gaming, and problem gambling (2024)
- The thrill of chance: Psychophysiological responses in loot boxes and simulated slot machines (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- A comparison of gambling behaviours and beliefs in rural and urban populations in Pennsylvania (2025)
- Changes and continuities in gambling careers during the COVID-19 pandemic: A longitudinal qualitative study of regular sports bettors in Britain (2025)
- Characteristics and experiences of employees who gamble at work: A mixed-methods study (2024)
- Dimensionality and validity of the Gambling Motives Questionnaire – Financial among lottery loyalty programme participants (2024)
- Gambling in older adulthood: Longitudinal associations between stressful life events, individual, and social factors (2024)

- Illusion of control or passive superstition? A comparison of two explanations for irrational gambling beliefs (2024)
- Personality traits and physical activity in patients with gambling disorder attending a rehabilitation center. An observational study (2024)
- Significant wins and their impacts: Predictors of problem gambling in French and Polish national samples (2025)
- Testing the acceptability and feasibility of the lower-risk gambling guidelines in Finland (2024)
- The influence of winning and losing gambling experience on mood state and alcohol cravings (2024)
- The number of available sample observations modulates gambler's fallacy in betting behaviours (2025)
- The stability of gambling expenditure distributions over time and associations with the use of gambling self-regulatory tools (2024)
- Watch and yearn? Effects of watching gambling livestreams on cravings (2024)
- Women and men gamblers compared: Differences in gambling patterns and the role of emotion regulation strategies and motivation (2025)

GAMBLING-RELATED HARMS AND VULNERABILITY

- A policy-oriented framework for social cost analysis of gambling: Evidence from the Czech Republic (2024)
- A qualitative analysis of people who died by suicide and had gambling documented in their coronial file (2025)
- Addressing gambling harm to affected others: A scoping review (part II: Coping, assessment and treatment) (2025)
- Affected other prevalence and profiles: Findings from a cross-sectional Australian population-representative gambling study (2025)
- Antidepressant prescription as a risk factor for developing gambling disorder: A longitudinal registry-based study in Norway (2025)
- Disability benefit and gambling disorder: A longitudinal study based on National Registry Data (2025)
- Gambling harms, stigmatisation and discrimination: A qualitative naturalistic forum analysis (2024)

- Lifestyle habits, problem behaviours and non-suicidal self-injury in adolescents: A systematic review with meta-analysis of longitudinal studies (2025)
- Predictors of gambling severity among female gamblers: Cross-country study with Spanish and Italian clinical population (2025)
- Problematic gambling among the LGBTQIA2S+ population in Canada: A quantitative study (2025)
- Psychosocial predictors of problem gambling severity in males: Findings from a longitudinal study of Australian men (2025)
- Striving towards national lower-risk gambling guidelines: An empirical investigation among a sample of Swedish gamblers (2025)
- The roles of coping style and social support in the experience of harm and distress among people affected by another person's gambling (2025)
- The role of social deficits in the link between social gambling motives and problem gambling (2025)
- The trajectory, chronicity, and etiology of problem gambling: A synthesis of longitudinal research (2025)
- Validation of the gambling harm measure across three independent samples (2024)

THE IMPACT OF OPERATOR PRACTICES

- AI ethics in a controversial industry: The case of gambling and its ethical paradox (2024)
- A review of Returned and Services League venues operating electronic gambling machines in Victoria, Australia and the level of funding contributed to veterans (2025)
- Channelling and taxation in European online gambling markets: Evolution and policy implications (2025)
- Effects of personalised and normative feedback via the Positive Play Quiz on responsible gambling intention, self-efficacy and behaviour: A randomised controlled trial (2024)
- Examining the impact of mobile gambling harm minimisation features: A dualistic model of passion perspective (2024)
- Exploring the users' perspective of the nationwide self-exclusion service for gambling disorder, "Spelpaus": Qualitative interview study (2025)
- Hard vs. soft commitments: Experimental evidence from a sample of French gamblers (2024)

- Limit-setting in online gambling: A comparative policy review of European approaches (2025)
- Responsible gambling disclosure strategies of four Nordic state-owned gambling companies (2024)
- The association between the 'whistle-to-whistle' ban and the presence of gambling advertising on UK television (2024)
- Effects of alcohol consumption on gambling warning message recall and recognition (2025)
- Playing by the rules: Government regulation and consumer trust in the online poker industry (2025)
- The effect of a brief intervention video on gambling advertising resistance: Results of a randomised, on-line experimental study (2025)
- The 'Wild West' of wagering affiliate marketing and implications for gambling harm (2024)
- What is the impact of sports-related gambling advertising on gambling behaviour? A systematic review (2025)

PRODUCT CHARACTERISTICS AND RISK

- Perceived riskiness and problem gambling across different forms of gambling: A focus on 'soft' gambling (2024)

PREVENTION AND RECOVERY

- Computerised cognitive training for problem gambling: A randomised controlled trial (TRAIN-online) (2025)
- Effectiveness of public messaging within the gambling domain: A systematic review (2024)
- Gambling-related attitudes and dimensional structure of the GABS-15 in outpatient addiction care patients: Associations with gambling disorder (2024)
- "I don't have any limits": A qualitative analysis of individual gambling self-control strategies (2024)
- Pharmacological management of gambling disorder: A systematic review and network meta-analysis (2025)
- Promoting safer gambling through social norms and goal setting: A qualitative process analysis of participants' experiences in the EROGamb 2.0 feasibility trial (2024)
- Recovery blindness: The concept of recovery in veterans with a gambling disorder - A scoping review (2025)

- The effect of internalised stigma, perceived social support, depression and anxiety levels on treatment motivation in patients with gambling disorder (2024)
- The general acceptability and use of smartphone app-delivered interventions for gambling in Australia (2025)



MAY 2025

Published research snapshots

The following is a list of research article summaries that Greo published in April 2025 as part of the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026, and the potential interests of the Network to Reduce Gambling Harms.

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SNAPSHOTS OF NEWEST RESEARCH (JAN – APR 2025)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

Parental attitudes and knowledge of adolescent gambling



January 2025
Australia

- **Purpose:** To look at parental attitudes and knowledge of adolescent gambling and simulated gambling, as well as exposure to parental gambling.
- **Methodology:** The researchers recruited parents or guardians of adolescents aged 12 to 17 years. A total of 1,185 parents or guardians (31.0% men and 68.9% women) answered the survey. Almost all participants (98.3%) were the biological or adoptive parent or step-parent of their adolescent.
- **What you need to know:** Most parents disapproved of adolescent gambling. Parents ranked gambling as less concerning than other adolescent issues such as bullying. Over one-quarter of parents reported that their adolescent had gambled or engaged in simulated gambling in the past year, especially boys. Many parents also reported gambling in the presence of their adolescent. Fathers held a more positive attitude towards adolescent gambling than mothers.
- **How you can use this research:** This research can be used to inform public health strategies to prevent and reduce adolescent gambling.

RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

Who is less likely to engage in positive play while gambling in Canada?



April 2025
Canada

- **Purpose:** To explore the demographic profiles of people who are less likely to use positive play strategies, with the goal of understanding who should be targeted by future positive play awareness campaigns. Positive play involves engaging in healthy gambling behaviours, through strategies such as setting spending limits and taking responsibility for one's gambling.
- **Methodology:** The researchers used data from 3,701 Canadians who participated in an earlier online survey study of gambling behaviour between August 2019 and May 2020.

- **What you need to know:** Participants who scored low on positive play were generally more likely to be young, male, and single, have low- or middle-range household income, have at least some university education, and be born outside of Canada. They were also more likely to participate in online gambling or charity bingo compared to lotteries. The findings suggest that greater efforts should be made to target people who are younger, male, and recent immigrants, as well as people who participate in online gambling and charity bingo.
- **How you can use this research:** The findings can inform future positive play awareness campaigns by identifying who should be prioritised as targets of these efforts. These include younger adults, males, recent immigrants, and people who participate in online gambling and charity bingo.

Gender differences in gambling behaviour, motives, and emotion regulation strategies among adults from the Republic of Cyprus



January 2025
Cyprus

- **Purpose:** To examine differences in gambling behaviour and motives among men and women in the Republic of Cyprus; and, explore the role of emotion regulation strategies.
- **Methodology:** A total of 1,347 adults (average age 37; 74% men) who spent at least 25 Euros per month on gambling activities completed a survey. The survey included questions about emotion regulation strategies, gambling motives, gambling activities, and gambling problems.
- **What you need to know:** Men bet more on animal races, sports, skills games (e.g., darts), and the stock market. Women bet more on chance-based activities, such as lottery, bingo, and slot machines. Men were more likely to gamble because of enhancement motives (e.g., for fun). Women were more likely to gamble for financial reasons. Women scored higher on emotion regulation strategies than men. Gambling to cope was the strongest predictor of more severe gambling for both men and women. Greater gambling severity was also predicted by higher maladaptive emotion regulation. Adaptive emotion regulation explained the strength of the relationship between coping motives and gambling severity for men only. Men who gambled for coping reasons had less severe gambling issues if they had higher adaptive emotion regulation.
- **How you can use this research:** This research can inform problem gambling treatment and prevention strategies.

[Differences in gambling behaviours and beliefs between rural and urban residents of Pennsylvania](#)



January 2025
United States

- **Purpose:** To examine differences in gambling behaviours and beliefs between rural and urban residents of Pennsylvania.
- **Methodology:** Data were obtained from the annual Interactive Gaming Assessment. Respondents were recruited to complete a survey using random digit dialing. A total of 1,934 responses (53% women) were included in the final sample.
- **What you need to know:** Respondents living in urban areas were more likely to gamble online and offline compared to those living in rural areas. But those who lived in rural areas engaged in more online and offline gambling formats than those living in urban regions. People who lived in urban areas and gambled online were more likely to be motivated to gamble to win money, for stimulation, because of the ability to bet at their own pace, and for flexibility in stake size compared to those who lived in rural areas. Respondents in both urban and rural areas generally believed that the harms of gambling outweighed the benefits. Those who lived in rural areas were less likely to believe that all forms of gambling should be legal. There were no differences in terms of risk for problem gambling between urban versus rural areas.
- **How you can use this research:** This research can inform policy makers on the placement of gambling venues and messaging about gambling (both advertising and prevention messages).

GAMBLING-RELATED HARMS AND VULNERABILITY

[A review of coping strategies, assessment, and interventions for people affected by another person's gambling](#)



March 2025
Australia

- **Purpose:** To identify and map recent research related to gambling harms experienced by adult affected others, specifically related to coping strategies affected others use, as well as assessment and interventions.
- **Methodology:** The researchers conducted a scoping review of relevant research. A total of 121 studies were included in the review.

- **What you need to know:** Affected others use various coping strategies before seeking external help. Few affected others seek professional help due to barriers such as a lack of awareness of services and shame. Low-intensity internet-delivered interventions show promise. Other interventions show some promising outcomes, but evidence of their effectiveness is still lacking.
- **How you can use this research:** This review can inform researchers, practitioners, and policy decision makers.

[The link between disability benefit and gambling disorder](#)



January 2025
Norway

- **Purpose:** To look at if receiving disability benefit was a risk factor for developing gambling disorder using registry data in Norway from 2008 to 2018.
- **Methodology:** The data of 5,131 adults who received a gambling disorder diagnosis between January 2008 and December 2018 were obtained from the Norwegian Patient Registry (NPR). The first control group included 30,164 adults randomly sampled from the general population through the Social Welfare Registry (FD-trygd). The second control group included 30,476 adults with a physical or mental illness other than gambling disorder, who were randomly sampled from the NPR.
- **What you need to know:** People receiving disability benefit had higher odds of being diagnosed with gambling disorder at a later time compared to the control groups. The positive link between receiving disability benefit and gambling disorder was stronger for women than men. In other words, women who received disability benefit had a higher chance of being diagnosed with gambling disorder at a later time, compared to men who received disability benefit.
- **How you can use this research:** Social workers and other practitioners may want to keep track of possible gambling disorder among people receiving disability benefit to offer timely care and treatment.

Development of a preliminary set of lower-risk limits for gambling in Sweden



January 2025
Sweden

- **Purpose:** To identify a set of lower-risk limits for gambling in Sweden; and, to examine which types of gambling were associated with harm beyond the influence of gambling consumption indices.
- **Methodology:** The researchers used data from two previous online survey studies in Sweden. The data from a total of 705 adults who gambled in the past year were used in the analysis.
- **What you need to know:** The researchers identified a preliminary set of lower-risk limits for gambling in Sweden. They suggested the following potential limit ranges: (1) gambling frequency between “2–3 times a week” and “4+ per week”; (2) gambling duration between 6 and 15 hours per month; (3) gambling spending of 2,000 SEK per month (approximately \$190 USD); and (4) gambling spending of 5% of personal net income. Engaging in just one higher risk gambling type was linked to increased risk of gambling-related harms. In particular, the researchers noted that gambling on slots and sports betting were linked to increased risk of gambling-related harms.
- **How you can use this research:** Policy makers and public health officials can use this research to support evidence-based guidelines for promoting safer gambling practices. This research can inform the development of an international consensus-based framework for lower-risk gambling limits.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (DEC 2024 AND OLDER)

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

[Problem gambling, gambling prevention strategies, and school bullying among high school and college students in China](#)



December 2024
China

- **Purpose:** To examine the effectiveness of gambling prevention strategies targeted at adolescents in reducing problem gambling behaviours; the link between Internet gambling and psychological distress and academic performance among college students; and the relationship between school bullying experience and adolescents' gambling participation.
- **Methodology:** A survey was carried out across 20 high schools and 15 colleges in different regions of China. Of the total responses, 500 were from high school students and 300 from college students.
- **What you need to know:** Adolescents from middle socioeconomic status benefited the most from existing gambling prevention strategies. Adolescents who perceived gambling prevention strategies to be effective were less likely to have problem gambling. Adolescents who experienced bullying were more likely to gamble compared to those who did not. Demographic factors, including socioeconomic status and ethnicity, moderated the strength of the relationship between gambling prevention strategies and gambling prevalence among adolescents. Higher exposure to pro-gambling advertisements was linked to more frequent Internet gambling among college students. College students who gambled online reported higher psychological distress and poorer academic performance.
- **How you can use this research:** This study can inform practitioners and school administrators. The findings suggest the need to develop and incorporate gambling and school bullying awareness and prevention into curricula and student support services.

RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

[Impacts of life events as well as individual and social factors on gambling in older adults](#)



September 2024
Canada

- **Purpose:** To examine the influence of life events and individual and social factors on problem gambling among older adults.
- **Methodology:** The researchers used data from the 5-year Quinte Longitudinal Study. The data were collected between 2006 and 2011. In this study, the researchers included participants who were over 60 years of age at wave 1 (2006–2007), reported gambling in the past year in any of the 5 data collection waves, and had participated in at least 2 data collection waves.
- **What you need to know:** Older adults who experienced more stressful life events were at higher risk of problem gambling than older adults who experienced less stressful life events. But the relationship between stressful life events and problem gambling weakened in older adults of greater age. Women were at higher risk of problem gambling than men. Older adults with less social support were also at higher risk.
- **How you can use this research:** This research can be used to better understand the impact of stressful life events and social support on older adults who gamble. It highlights the need to improve social resources for older adults in the community. There is also a need to provide educational materials to older adults about the risk of gambling.

[A comparison of cognitive biases in gambling and loot box behaviours](#)



November 2024
Spain

- **Purpose:** To examine whether there are similar cognitive biases among people with problem gambling, those who purchase loot boxes, and those who open only free loot boxes.
- **Methodology:** A total of 279 participants completed a survey. Participants were divided into four groups: (1) those who had problem gambling, (2) those who purchased loot boxes, (3) those who opened only free loot boxes, and (4) those with non-problem gambling.

- **What you need to know:** The first three groups shared several cognitive biases. All cognitive biases were higher among these groups than the group with non-problem gambling. There were no differences in illusion of control or predictive control between people with problem gambling and those who purchased or opened free loot boxes. People with problem gambling and those who purchased loot boxes had similar scores on the Gambling Related Cognitions Scale. They also scored similarly on interpretative biases and gambling-related expectancies. But people with problem gambling felt they were less able to stop gambling. Moreover, people with problem gambling and those who purchased or opened free loot boxes showed higher cognitive biases than people with non-problem gambling.
- **How you can use this research:** Policy makers and video game companies can use this research to inform regulations and best practices around the inclusion of loot boxes in video games.

GAMBLING-RELATED HARMS AND VULNERABILITY

[Validating the Gambling Harm Measure using data from three large surveys](#)



November 2024
Canada, United States

- **Purpose:** To examine the structure the Gambling Harm Measure (GHM), test its validity, and identify levels of harm on the GHM for different categories of problem gambling. The GHM was designed to cover six domains of gambling harms that occurred over the past year. The GHM has been reported to have better overall validity than previous measures of harms. However, there have been no studies that directly assess the psychometric strengths of the GHM.
- **Methodology:** The researchers analysed data from three large gambling surveys in Canada and Massachusetts, USA conducted between 2022 and 2024. Two of the surveys were part of the Social and Economic Impacts of Gambling in Massachusetts (SEIGMA) study. The third survey was part of an ongoing Canadian longitudinal survey. The total number of participants available for the psychometric analysis of the GHM was 9,913 adults. Most of the participants were male (62.6%) and white (73.2%).
- **What you need to know:** The GHM was best scored as a single total harm score, summed across the six domains. This held across genders and age groups. Furthermore, the GHM had stronger associations with measures of problem gambling than with measures of mental health and substance-related and behavioural addictions. Overall, the GHM was found to be a valid measure of gambling harms.

- **How you can use this research:** The findings add to the literature on measures of gambling harms. They indicate that the GHM is a valid measure of gambling harms. The GHM could be a useful measure for researchers and clinicians. It could help clinicians identify harms experienced by clients, which are distinct from gambling severity.

IMPACT OF OPERATOR PRACTICES

[The impact of harm minimisation features on the relationship between passion for gambling and well-being](#)



September 2024
United Kingdom

- **Purpose:** To explore the impact of harm minimisation features (HMFs) on vitality, a measure of well-being; and, the role of harmonious and obsessive passion for gambling.
- **Methodology:** This study had three phases: (1) an expert panel questionnaire, (2) an assessment of different groupings of HMFs, and (3) a survey of the relationships between HMFs, passion, and vitality.
- **What you need to know:** The researchers identified nine HMFs that contribute to harm minimisation. These nine HMFs were grouped as direct or indirect. The researchers then conducted an online survey of people who gamble on sports weekly. It was found that indirect HMFs weakened the negative impact of obsessive passion for gambling on vitality. But direct HMFs strengthened the positive impact of harmonious passion on vitality. These findings suggest that HMFs are important for minimising gambling harm, but their effectiveness is influenced by other factors such as passion.
- **How you can use this research:** Understanding the possible influence of different types of passion and how they work with HMFs can inform clinicians and policy makers.

[AI ethics in a controversial industry: The case of gambling](#)



July 2024
United States

- **Purpose:** To attempt to evaluate some of the key ethical concerns regarding AI within the gambling industry; and, to identify possible solutions to some of these issues.
- **Methodology:** The researchers conducted 33 in-depth interviews with service providers, industry consultants, operators, academics, regulators, and non-profits.

- **What you need to know:** The interviews revealed three key themes: 'exploiting the players', 'acknowledging biases and oversights', and 'reaching out for guidance'. Few respondents indicated that their organisation currently has guidelines for AI in place. Based on the findings, the researchers developed "Gambling's Ethical AI Paradox". This theory addresses both the risks and benefits of AI. It highlights knowledge and collaboration, education, and regulations as crucial for addressing the risks of AI in gambling.
- **How you can use this research:** The findings from this study establish a baseline for the role of AI in gambling. The results provide valuable information on the key topics related to AI ethics. Policy makers can use this information to develop regulations that harness the potential of AI while also mitigating the risks to people who gamble.

PREVENTION AND RECOVERY

Factors influencing treatment motivation in patients with gambling disorder



December 2024
Türkiye

- **Purpose:** To examine whether the treatment motivation of patients with gambling disorder is affected by internalised stigma, perceived social support, depression, and anxiety.
- **Methodology:** Data from 165 male patients with gambling disorder from Istanbul were analysed.
- **What you need to know:** People with higher levels of intrinsic and extrinsic motivation to seek treatment had higher levels of internalised stigma, including feeling alienated, endorsing negative stereotypes about people with gambling disorder, perceived discrimination, and social withdrawal. The study also found that people with higher levels of extrinsic motivation had more anxiety and depression symptoms. Overall, treatment motivation was explained by internalised stigma. Regarding specific treatment motivation, intrinsic motivation was explained by feeling alienated, while extrinsic motivation was explained by depression, anxiety, and endorsing stereotypes. Social support did not affect treatment motivation.
- **How you can use this research:** Practitioners and treatment providers can use this research to address stigma related to gambling. Addressing stigma may improve people's willingness to seek treatment.

[A systematic review of the effectiveness of public health messaging in reducing or preventing gambling-related harm](#)



November 2024
United Kingdom

- **Purpose:** To examine the effectiveness of a broad range of primary prevention messaging interventions to prevent and reduce gambling-related harm.
- **Methodology:** The authors carried out a systematic review. A total of 21 studies were included in the review.
- **What you need to know:** The evidence suggests that messaging campaigns can increase awareness of gambling harms. But their impact on people's gambling or further actions (e.g., searching for more information on support services) is not clear. It calls for more targeted and independently designed messaging, especially given that industry-led messaging is not effective. There is no evidence that current industry-sponsored 'safer' gambling messages change gambling behaviours. How warning messages are presented and their wording can influence people's understanding, as well as their beliefs and decision making.
- **How you can use this research:** Public health staff, policy makers, and researchers can use this research to tailor gambling messaging campaigns and improve their effectiveness.

[Understanding gambling self-control strategies from the perspectives of people who gamble](#)



September 2024
Canada

- **Purpose:** To better understand the use of self-control strategies from people who gamble. Self-control strategies (e.g., setting money limits) are often promoted as ways to reduce gambling harms. However, little is known about the specific strategies people use across the gambling spectrum (i.e., recreational to problem gambling) from their own perspectives.
- **Methodology:** Potential participants completed a brief online survey to determine whether they were eligible for the study. A total of 30 adults (20 men and 10 women) living in Montreal Canada, who had gambled in the past year, completed in-person interviews with open-ended questions. Open-ended questions were asked about how they define responsible gambling, the self-control strategies that they use, and barriers to using those strategies.

- **What you need to know:** The key themes identified from the interview responses included (1) the use of limit setting (frequency, money, and time); (2) the importance of “playing smart” to reduce gambling harms; and (3) the limitations of self-control strategies, which can be challenging to adhere to. The findings suggest that self-control strategies may not be sufficient and emphasise the need for external support systems and interventions.
- **How you can use this research:** Self-control strategies may not be sufficient to reduce gambling harms and problem gambling. The findings suggest that researchers, policy makers, and gambling operators should consider having external support systems and interventions in place for people across the gambling spectrum.

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- Cryptocurrency trading and associated mental health factors: A scoping review (2025)
- From clicks to bets: How social media engagement influences gambling severity—cross-sectional research (2025)
- Gambling in Connecticut adolescents: Prevalence, socio-demographic characteristics, trauma exposure, suicidality, and other risk behaviours (2025)
- Kid gamers to adult gamblers? An investigation of gaming in childhood and young adult gambling (2025)
- Lived experiences of gaming and gambling related harm and implications for healthcare services (2025)
- Parents' vs friends' influence on teenagers' deception about gambling (2025)
- Safeguarding children and young people from gambling harms: A scoping review of the grey literature (2025)
- The relationship between loot box buying, gambling, internet gaming, and mental health: Investigating the moderating effect of impulsivity, depression, anxiety, and stress (2025)
- The thrill of chance: Psychophysiological responses in loot boxes and simulated slot machines (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- A longitudinal study on the effects of materialism and mental health on gambling problems in Finland (2025)
- A qualitative investigation of the feasibility and acceptability of lower risk gambling guidelines (2025)
- Characteristics and experiences of employees who gamble at work: A mixed-methods study (2024)
- Effects of alcohol consumption on gambling warning message recall and recognition (2025)
- Development and validation of the Trading Disorder Scale for assessing problematic trading behaviours (2025)
- Hungry ghosts eat casino chips: Associations between dispositional greed and gambling (2025)

- Preferences for cashless gambling payment systems with integrated harm reduction measures among electronic gaming machine gamblers: A discrete choice experiment (2025)
- Significant wins and their impacts: Predictors of problem gambling in French and Polish national samples (2025)
- Testing the acceptability and feasibility of the Lower-Risk Gambling Guidelines in Finland (2024)
- The association between internet-use-disorder symptoms and loneliness: A systematic review and meta-analysis with a categorical approach (2025)
- The licensing effect in gambling choice: A daily diary study (2025)
- The number of available sample observations modulates gambler's fallacy in betting behaviours (2025)
- The psychosocial and marketing factors that motivate and sustain youth sports betting in Australia: A qualitative study (2025)
- The stability of gambling expenditure distributions over time and associations with the use of gambling self-regulatory tools (2024)
- Trends in Lower-Risk Gambling by Age and Net Income among Finnish Men and Women in 2011, 2015, and 2019 (2024)
- Virtual reality in clinical and experimental gambling research: A review of methodologies (2025)
- Who engages in simultaneous gambling and alcohol use, and why? A mixed-method study (2025)

GAMBLING-RELATED HARMS AND VULNERABILITY

- A policy-oriented framework for social cost analysis of gambling: Evidence from the Czech Republic (2024)
- A qualitative analysis of people who died by suicide and had gambling documented in their coronial file (2025)
- Affected other prevalence and profiles: Findings from a cross-sectional Australian population-representative gambling study (2025)
- Antidepressant prescription as a risk factor for developing gambling disorder: A longitudinal registry-based study in Norway (2025)
- Duty of care, data science, and gambling harm: A scoping review of risk assessment models (2025)

- Gambling harms, stigmatisation and discrimination: A qualitative naturalistic forum analysis (2024)
- Hazardous gambling behaviour is associated with amplified emotional reactivity to gambling outcomes (2025)
- How does problem gambling impact the relationship between gambling attitudes and frequency? (2025)
- Insights into the temporal dynamics of identifying problem gambling on an online casino: A machine learning study on routinely collected individual account data (2025)
- Interpersonal factors associated with suicide ideation among gamblers (2025)
- Is profiting from problem gamblers immoral? Ethics and morality among professional high-stakes online poker players (2025)
- Lifestyle habits, problem behaviours and non-suicidal self-injury in adolescents: A systematic review with meta-analysis of longitudinal studies (2025)
- Methodologies and estimates of social costs of gambling: A scoping review (2025)
- No evidence for the role of intentional emotion regulation in gambling-related problems: Insights from self-report, behavioural, and heart rate variability measures (2025)
- Predictors of gambling severity among female gamblers: Cross-country study with Spanish and Italian clinical population (2025)
- Problematic gambling among the LGBTQIA2S+ population in Canada: A quantitative study (2025)
- Psychosocial predictors of problem gambling severity in males: Findings from a longitudinal study of Australian men (2025)
- Relation of cannabis use frequency and gambling behaviour in individuals who gamble under the influence of cannabis (2025)
- Risk factors for the development of problem gambling in individuals with ADHD symptoms: The mediating roles of gambling engagement and ADHD characteristics (2025)
- Suicide and attempted suicide in gambling disorder - results from a nationwide case-control study (2025)
- The impact of gambling advertising on gambling severity: A path analysis of factors of psychological distress in individuals with gambling disorder (2025)
- The role of social deficits in the link between social gambling motives and problem gambling (2025)
- Validation of a Sports Betting Adaptation to the Problem Gambling Severity Index in young adults (2025)

- When do the stakes get higher? Examining factors associated with at-risk or problem gambling in a large sample of Italian adult recent gamblers (2025)

THE IMPACT OF OPERATOR PRACTICES

- Channelling and taxation in European online gambling markets: Evolution and policy implications (2025)
- Comparing gambling policy evolution in Denmark, Finland, Norway, and Sweden (2025)
- Exploring the users' perspective of the nationwide self-exclusion service for gambling disorder, "Spelpaus": Qualitative interview study (2025)
- From prohibition to promotion: Framing and sourcing the legalisation of sports betting in the U.S. (2025)
- Limit-setting in online gambling: A comparative policy review of European approaches (2025)
- Mandatory verses voluntary self-tests for new online casino customers: Effect on engagement, quality, gambling behaviour and use of responsible gambling measures (2025)
- Playing by the rules: Government regulation and consumer trust in the online poker industry (2025)
- Use and impact of government-mandated activity statements for online gambling in Australia (2025)
- What is the impact of sports-related gambling advertising on gambling behaviour? A systematic review (2025)

PRODUCT CHARACTERISTICS AND RISK

- Association of gambling activities and modalities with problem gambling in Japan: A nationwide cross-sectional online survey-based study (2025)
- Could the provision of multiple game themes be a neglected gambling product structural characteristic? Results of an online simulated gambling task (2025)

PREVENTION AND RECOVERY

- Betting on change: An analysis of cognitive motivational behaviour therapy versus referral to gamblers anonymous for gambling disorder (2025)

- Building street-level capacity. Evidence from a policy for problem gambling prevention (2025)
- Clinical consensus statements on change techniques for gambling treatment: A Delphi study with clinicians (2025)
- Computerised cognitive training for problem gambling: A randomised controlled trial (TRAIN-online) (2025)
- Demographics and help-seeking among significant others contacting the Swedish gambling helpline (2025)
- Family attitudes influence on the prognosis of problem gamblers (2025)
- Recovery blindness: The concept of recovery in veterans with a gambling disorder - A scoping review (2025)



JUNE 2025

Published research snapshots

The following is a list of research article summaries that Greo published in May 2025 as part of the Research Snapshot programme. Snapshots are organised according to the Gambling Commission's evidence gaps and priorities 2023 to 2026, and the potential interests of the Network to Reduce Gambling Harms.

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SNAPSHOTS OF NEWEST RESEARCH (MAR – MAY 2025)

RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

[The impact of alcohol use on recall and recognition of gambling warning messages](#)



March 2025
United States

- **Purpose:** To examine the effect of drinking alcohol on people's ability to remember and recognise gambling-related warning messages.
- **Methodology:** Participants were randomly assigned to drink alcohol (39 participants) or juice (control; 40 participants) before gambling for 30 minutes. During the gambling session, participants were shown four different interactive warning messages which were presented twice in the same order.
- **What you need to know:** Most participants (81%) recalled the gist of the warning messages, regardless of their assigned group. But those who drank alcohol were less likely to recall the specific details of the messages. Participants in both groups underestimated the number of messages presented to them. But participants who drank alcohol underestimated the total number of messages viewed to a significantly greater extent. Participants who drank alcohol were most likely to recall the direct warning message about the financial consequences of gambling. They were significantly less likely to recall the self-appraisal message.
- **How you can use this research:** Gambling regulators can use this research to inform the design of more effective warning messages.

[How gambling advertising and social factors influence sports betting among young people in Australia](#)



March 2025
Australia

- **Purpose:** To look at the social, environmental, and psychological factors that influence young people's initial interest in and continued engagement with sports betting. The study had a particular focus on advertising features.
- **Methodology:** Twenty Australian adults between 18 and 24 years of age (9 female and 11 male participants) who bet on sports at least weekly completed an online survey in March

2024. The researchers categorised participants' responses to open-ended questions about sports betting into three themes: initial influence, perpetuating factors, and perceptions of risk associated with sports betting.

- **What you need to know:** Social factors (e.g., having friends who bet) and various features of gambling advertisements (e.g., celebrity endorsements, betting promotion offers) influenced many participants' initial interest in and continued engagement with sports betting. Many participants acknowledged that sports betting can lead to problems like gambling addiction, financial consequences, and relationship difficulties. The findings can inform interventions and policies that restrict gambling advertisements.
- **How you can use this research:** This research can inform interventions that aim to reduce the normalisation of sports betting and policies that restrict gambling advertisements.

GAMBLING-RELATED HARMS AND VULNERABILITY

[The relationship between different types of gambling and problem gambling in Japan](#)



June 2025
Japan

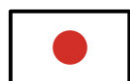
- **Purpose:** To look at the types of gambling that are related to a greater likelihood of problem gambling in Japan; and, how this might differ by age and gender.
- **Methodology:** The researchers analysed data from 12,955 participants between 15 and 82 years of age who had gambled in the past year in Japan. Participants completed an online survey about their demographic characteristics and gambling habits.
- **What you need to know:** Online sports betting, offline and online casino gambling, and cryptocurrency trading were associated with a greater likelihood of problem gambling. Females who engaged in these activities were more likely than males to experience problem gambling. Younger people who engaged in offline casino gambling were more likely than older people to experience problem gambling.
- **How you can use this research:** The findings can inform public health policies in Japan that regulate and restrict gambling activities.

Buying loot boxes: Links with problem gambling, problem gaming, impulsive tendency, and mental health symptoms

May 2025
International

- **Purpose:** To look at the relationships between buying loot boxes, problem gambling, problem gaming, impulsivity, and mental health symptoms (i.e., depression, anxiety, and stress); and, whether the relationships between buying loot boxes and problem gambling, as well as between buying loot boxes and internet gaming disorder, are stronger in people with higher levels of impulsivity, depression, anxiety, and stress.
- **Methodology:** The researchers surveyed 1,836 adults who had played video games that involved opening loot boxes and/or had gambled in the past year.
- **What you need to know:** Greater risky loot box buying was related to more severe problem gambling and problem gaming, as well as higher levels of impulsivity, depression, anxiety, and stress. The relationship between risky loot box buying and problem gambling was stronger for people with higher levels of anxiety and impulsivity. The relationship between risky loot box buying and problem gaming was stronger for people with higher levels of impulsivity, but weaker for people with higher levels of depression.
- **How you can use this research:** The findings suggest that loot boxes share similarities (e.g., impulsivity, mental health symptoms) with other behavioural addictions, like gambling and gaming.

Risk factors for problem gambling among people with ADHD symptoms



July 2025
Japan

- **Purpose:** To examine the relationship between attention-deficit/hyperactivity disorder (ADHD) and gambling disorder in closer detail. Specifically, to identify factors that help to predict problem gambling and to clarify the link between ADHD and gambling disorder among people in Japan.
- **Methodology:** The researchers analysed data from the Japan Society and New Tobacco Internet Survey (JASTIS) 2024 survey. This survey targeted a sample of 32,000 people who were representative of the Japanese population. The final sample included 29,268 respondents (about half who were female) between 16 and 83 years old, of which 5.66% experienced problem gambling, and 3.69% had symptoms of ADHD.

- **What you need to know:** Among people with ADHD symptoms, it was found that being younger and engaging in online horse racing, bicycle racing, boat racing, casinos, online casinos, and pachinko/pachinko slots were linked to problem gambling. Online casino gambling was the strongest risk factor.
- **How you can use this research:** The findings suggest that preventive measures targeting online gambling may be beneficial for people with ADHD symptoms.

[Identifying risk factors for gambling-related suicides in Ireland](#)



April 2025
Ireland

- **Purpose:** To identify and profile people who died by suicide and had gambling noted in the report made by the coroner in Ireland.
- **Methodology:** The researchers used data from the Irish Probable Suicide Death Study (IPSDS) 2015–2020. The IPSDS data were collected from a census of closed coronial files for each of the years under study. A total of 3,625 deaths were included in the IPSDS.
- **What you need to know:** Gambling was mentioned in the coronial files for 23 deaths (0.6% of all deaths across the 6-year period). The researchers identified the following common distal risk factors: (1) history of a mental health condition (e.g., mood disorders); (2) history of substance use; (3) past suicidal intent and/or behaviour; and (4) exposure to suicide. The following proximal risk factors were identified: (1) acute distress or mental health symptoms around the time of death, most commonly depression, anxiety, and agitation; (2) financial issues; (3) interpersonal problems (e.g., relationship difficulties with a spouse); (4) alcohol and drug use/intoxication around the time of death; and (5) other stressful life events, such as work-related stress and/or employment issues.
- **How you can use this research:** Public health policy makers can use this research to advocate for improved data collection and integrated support services for people at risk of gambling-related harms and suicide.

[Risk factors associated with problem gambling in a Canadian LGBTQIA2S+ sample](#)



April 2025
Canada

- **Purpose:** To examine the gambling habits of Canadian adults who self-identified as LGBTQIA2S+; and, the factors linked to problem gambling in this population.

- **Methodology:** A total of 1,519 Canadian adults completed an online survey. This sample matched the Canadian population as far as age, gender, and region.
- **What you need to know:** Older people were less likely to have problematic gambling. People who gambled more frequently were more likely to have problematic gambling. Certain gambling activities presented a higher risk, including slot machines, video lottery machines, and poker. People with other behavioural addictions and poor mental health were more likely to have problematic gambling. People who identified as White, had a higher household income, and identified as pansexual or queer were less likely to have problematic gambling.
- **How you can use this research:** This study can inform researchers, public health, and LGBTQIA2S+ advocacy and support organisations. Campaigns can be developed to raise awareness of problem gambling and related factors in LGBTQIA2S+ communities, along with programs to address them.

[Examining antidepressant prescription as a risk factor for gambling disorder using registry data in Norway](#)



March 2025
Norway

- **Purpose:** To examine the relationship between antidepressant prescriptions and the likelihood of developing gambling disorder over time.
- **Methodology:** The researchers used data from the Norwegian Patient Registry (NPR) and the Norwegian Prescription Registry (NorPD). There were 5,131 patients who were diagnosed with gambling disorder (study group) and 22,289 patients with other illnesses (control group).
- **What you need to know:** A total of 1,488 patients were prescribed antidepressants before they received a gambling disorder diagnosis. Patients who were prescribed antidepressants were 2.8 times as likely to develop gambling disorder as those who were not prescribed antidepressants. Women were less likely to develop gambling disorder compared to men (odds of 0.78). For each passing year, the chance of developing gambling disorder went up by 1% for patients who were prescribed antidepressants.
- **How you can use this research:** This study can inform healthcare service providers and researchers. Early intervention and prevention strategies can be created to help reduce the chance of developing harmful gambling habits for people with depression.

Relationship between cannabis use frequency and gambling behaviour



March 2025
United States

- **Purpose:** To clarify whether higher cannabis use frequency worsens or reduces gambling behaviour.
- **Methodology:** A total of 769 adults who gambled weekly completed a survey. Data were collected through a survey posted on Amazon's Mechanical Turk (MTurk).
- **What you need to know:** Among people who also reported cannabis use, 68% were identified as likely experiencing problem gambling. Almost half (44%) reported gambling under the influence of cannabis. By contrast, 27% of the participants who did not use cannabis were identified as likely experiencing problem gambling. People who used cannabis while gambling reported more intense gambling behaviour and more severe gambling problems. However, the findings also suggested that moderate use of cannabis was more strongly linked with problem gambling than lower or higher use. Thus, the relationship between cannabis use and gambling is likely more nuanced than commonly believed.
- **How you can use this research:** Clinicians should consider each individual client's patterns of cannabis use and gambling, instead of just the overall amount. The findings can be used to develop better policies to address substance use and problem gambling.

IMPACT OF OPERATOR PRACTICES

The relationships between gambling advertising, psychological factors, and problem gambling among people experiencing gambling disorder



March 2025
Spain

- **Purpose:** To look at the relationship between exposure to gambling advertisements and severity of problem gambling in people diagnosed with gambling disorder; and, how other psychological factors, like impulsivity and emotion dysregulation, impact this relationship.
- **Methodology:** In total, 210 adults seeking treatment for gambling disorder in Spain were recruited between June 2019 and January 2021 to complete a survey.
- **What you need to know:** Participants with more severe problem gambling reported greater impact of gambling advertising, lower social index, and higher levels of

impulsivity. Gambling advertising played a role in the paths between emotion dysregulation and gambling severity, and between impulsivity and gambling severity. These findings suggest that people with higher levels of emotion dysregulation and impulsivity, are more vulnerable to the negative effects of gambling advertising, which leads to more severe problem gambling.

- **How you can use this research:** The findings can inform policies to protect people from the potential negative impacts of gambling advertising. This may include restrictions on gambling advertisements and the extent to which vulnerable people are targeted by these advertisements.

[The temporal dynamics of identifying problem gambling on an online casino using machine learning](#)



March 2025
Sweden

- **Purpose:** To discover possible behavioural indicators that can more accurately predict patterns of gambling that lead to problem gambling.
- **Methodology:** The researchers analysed account data from an online gambling provider based in Sweden. The dataset included the behavioural and transactional details of 35,048 people, covering a period of 4.5 years from 2019 to 2023. The researchers trained a machine learning model to classify people into three different risk levels.
- **What you need to know:** The model developed in this study had excellent predictive potential. The performance of the model held over time, especially with larger datasets. The findings suggest that online gambling operators can use machine learning models to help identify people with problem gambling and provide timely interventions.
- **How you can use this research:** This study provides a potential framework for online gambling operators to identify people who are vulnerable to problem gambling and provide timely interventions based on their gambling patterns.

PREVENTION AND RECOVERY

[Testing a new internet-based cognitive intervention for problem gambling](#)



March 2025

France

- **Purpose:** To look at how well a new internet-based cognitive training intervention targeting inhibition works to reduce problem gambling.
- **Methodology:** The researchers recruited 185 adults living in France with problem gambling. They were randomly assigned to complete an internet-based cognitive training intervention that targeted either inhibitory control or visual working memory. Both groups completed training for about an hour per week for 6 weeks. They were also offered 15-minute telephone guidance from a therapist twice per week.
- **What you need to know:** At 6 weeks following the intervention, both groups reported fewer symptoms of problem gambling. At 14 weeks, about one-third of the participants no longer met the cut-off score for problem gambling. The two groups did not differ in terms of problem gambling, impulsive tendency, general health status, and quality of life at 6 and 14 weeks later. The findings suggest that both interventions were helpful for reducing problem gambling. More research is needed to optimise non-face-to-face cognitive interventions for problem gambling.
- **How you can use this research:** This study can inform the development of non-face-to-face cognitive interventions for problem gambling. Brief telephone interventions might be sufficient for reducing problem gambling among some people.

SNAPSHOTS OF OTHER TOPICAL RESEARCH (FEB 2025 AND OLDER)

RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

[A review of the use of virtual reality to study gambling and gambling disorder](#)



February 2025
Italy, United Kingdom

- **Purpose:** To look at the different virtual reality protocols that have been applied in previous studies of gambling and gambling disorder.
- **Methodology:** The authors reviewed 17 studies published between January 2000 and February 2024.
- **What you need to know:** Most studies used immersive virtual reality, where participants wore a headset that tracked their movements and could interact with the virtual world as they moved their head. Non-immersive virtual reality studies tracked participants' movements using a keyboard, mouse, or controller. Many studies used visual stimuli to feature gambling-related scenarios (e.g., betting on a casino game). Some studies used audio stimuli like background music projected through speakers. Immersive virtual reality is more realistic and engaging than non-immersive virtual reality. Eye tracking and full-body tracking could be used in future studies to track attention and physical responses while gambling.
- **How you can use this research:** Researchers can use the findings to conduct more high-quality virtual reality studies of gambling disorder.

[Investigating who drinks alcohol while gambling and why in Canada](#)



February 2025
Canada

- **Purpose:** To look at the gambling-related and mental health characteristics associated with simultaneous gambling and alcohol use; and, people's reasons for gambling and drinking alcohol at the same time.
- **Methodology:** The researchers recruited 472 Canadian adults who were 19 years of age or older and had gambled in the past year through AskingCanadians, an online research panel. Participants completed an online survey.
- **What you need to know:** Lack of premeditation (i.e., a dimension of impulsivity involving a tendency to act without considering potential consequences), gambling for social

reasons, gambling for fun, and more severe disordered alcohol use were related to an increased likelihood of simultaneous gambling and alcohol use. Participants' top three reasons for drinking alcohol while gambling were to enhance positive emotions, to relax, and to socialise.

- **How you can use this research:** The findings can inform the development of policies and harm reduction strategies to reduce the risk of drinking alcohol while gambling.

The amount of information available about previous outcomes can affect the gambler's fallacy



January 2025
China

- **Purpose:** The researchers tested if the amount of information provided to people about the past outcomes of a gambling task would influence the occurrence of the gambler's fallacy, thereby having an impact on later betting behaviour in the task; and, if the probability of winning had an effect.
- **Methodology:** A sample of 160 university students were randomly assigned to one of three groups, with each group receiving a different amount of information on past gambling outcomes.
- **What you need to know:** It was found that the gambler's fallacy was stronger when people were provided a small amount of information on past outcomes. It became weaker as the amount of information available increased. This was especially the case when the chances of winning were 50% or more. In addition, it was found that certain individual factors affected sensitivity to information changes, such as gender, lottery gambling experience, and cognitive abilities.
- **How you can use this research:** This study could provide useful information for policy makers, researchers, and clinicians on how people interpret the gambler's fallacy, as well as some key contributing factors.

GAMBLING-RELATED HARMS AND VULNERABILITY

[A scoping review of mental health factors associated with cryptocurrency trading](#)



February 2025
United States

- **Purpose:** To identify mental health issues which may influence cryptocurrency trading behaviour.
- **Methodology:** The researchers conducted a scoping review. Studies were eligible for the review if they examined mental health factors that affected cryptocurrency trading and were published in peer-reviewed journals.
- **What you need to know:** A total of 13 studies were included in the review. It was found that social media plays a significant role in trading behaviour, encouraging herd mentality and impulsive trading. Many people who trade cryptocurrency show cognitive biases and addiction-like behaviours in trading. People who trade cryptocurrency are also at a greater risk of anxiety and depression, as well as engaging in problem gambling behaviour and substance use.
- **How you can use this research:** This information is valuable for the design of intervention and treatment of problematic trading.

[Sociodemographic characteristics and risk behaviours associated with gambling among Connecticut high school students](#)



February 2025
United States

- **Purpose:** To identify sociodemographic characteristics, traumatic experiences, and other risk behaviours associated with adolescent gambling.
- **Methodology:** The researchers used data collected in 2019 for the Youth Risk Behaviour Survey (YBRS). Students from 33 high schools in Connecticut were surveyed during the spring of 2019.
- **What you need to know:** Of the 1,807 adolescents surveyed, 25% reported gambling in the past year. Adolescents who gambled were more likely to be older and male, and less likely to be of Asian origin. They were more likely to experience traumatic events and homelessness. They were also more likely to engage in substance use, risky use of digital technologies, risky sexual behaviour, and aggressive behaviours. Adolescents who

gambled were over twice as likely to have attempted suicide. They also reported poorer school performance and less family support.

- **How you can use this research:** This research can inform prevention and intervention efforts to address gambling and other risk behaviours among adolescents.

[Social deficits influence the link between social motives and problem gambling](#)



January 2025
United States

- **Purpose:** To examine whether social deficits influence the link between social motives and problem gambling.
- **Methodology:** Participants were recruited as part of a larger study. In total, 2,835 adults (56.7% men; 67.7% white) who were matched to the 2019 census completed a series of measures.
- **What you need to know:** Social deficits influenced the relationship between social motives and problem gambling. Among people with higher levels of loneliness, social motives were associated with higher risk of problem gambling. Similarly, among people with higher levels of relatedness frustration, social motives were associated with higher risk of problem gambling. But among people with low levels of relatedness frustration, social motives were associated with lower risk of problem gambling.
- **How you can use this research:** Clinicians can use this research to tailor gambling treatment and prevention strategies to address feelings of loneliness and social needs.

[Predictors of problem gambling among Australian men](#)



January 2025
Australia

- **Purpose:** To identify psychosocial predictors of problem gambling in Australian men.
- **Methodology:** Data were from 2,018 men who participated in all four waves of the Australian Longitudinal Study of Male Health (Ten to Men study). The researchers examined 10 potential predictors: age, socioeconomic disadvantage, subjective wellbeing, generalised anxiety symptoms, depressive symptoms, alcohol use, loneliness, social support, conformity to masculine norms, and gambling frequency.
- **What you need to know:** All predictors were individually associated with problem gambling severity. However, when they were included in a model combining all predictors, only gambling frequency and social support uniquely and significantly

predicted problem gambling severity. Men who gambled more frequently and those with lower social support had more severe problem gambling at Wave 4.

- **How you can use this research:** This research can inform research and intervention to address problem gambling among men.

[A framework for estimating the social costs of gambling using data from the Czech Republic](#)



December 2024
Czechia

- **Purpose:** To provide a new method for calculating the social costs associated with gambling; and, to use the proposed framework to calculate the social costs of gambling in the Czech Republic.
- **Methodology:** The epidemiological data used in this study were first summarised in a report titled 'Report on gambling in the Czech Republic 2023'. Data collected from people in treatment for problem gambling were obtained from the National Monitoring Centre for Drugs and Addictions (NMS). The dataset was collected in 2021 and included 248 adults who received treatment at one of 38 facilities in Czech Republic. The researchers also used some data from an older NMS survey in 2013.
- **What you need to know:** It was found that private costs in 2022 were CZK 91.1–102.3 billion using the Lie/bet scale, or CZK 89.3–105.0 billion using the PGSI. The costs of externalities were CZK 2.6–4.8 billion using the Lie/bet scale and CZK 2.2–5.3 billion using the PGSI. Public costs were estimated to be CZK 5.6– 8.0 billion using the Lie/bet scale and CZK 9.6–12.2 billion using the PGSI.
- **How you can use this research:** This framework has the potential to help policy makers develop legislation to address the social costs that come from gambling.

IMPACT OF OPERATOR PRACTICES

[A review of online gambling limit-setting policies in 30 European countries](#)



February 2025
Finland

- **Purpose:** To look at policy approaches to limit-setting in various European countries, including the types of limits and their thresholds.

- **Methodology:** The authors reviewed policies concerning online gambling limit-setting in 30 European countries from August to September 2024. They specifically looked at regulations that mandated online gambling operators to offer or set limits for people on money spent, time spent, maximum stakes, and any other limits. The data were obtained from Vixio Gambling Compliance. They were double-checked against the original legal documents.
- **What you need to know:** Of the 30 countries, 27 had limit-setting policies in place. These policies varied widely and included those that mandated operators to offer or require that customers set limits on losses, deposits, wagers, maximum stakes, and time spent gambling. Germany was the only licence-based system with a system-level limit-setting policy that applied to their entire online gambling market. The authors recommend several practices, including system-level limit-setting policies and lower limits for vulnerable groups (e.g., young people).
- **How you can use this research:** Policy makers can use the findings to improve and enforce online gambling limit-setting policies to protect people from gambling-related harms.

[An examination of the prevalence and profiles of people affected by another person's gambling in Tasmania, Australia](#)



February 2025
Australia

- **Purpose:** To (1) estimate the prevalence of affected others in a large Australian sample and the rate of professional help-seeking; (2) identify the sociodemographic and gambling profiles of affected others; (3) examine the mental health issues experienced by affected others; and (4) explore whether gender influenced the link between affected others' status and negative mental health characteristics.
- **Methodology:** The researchers analysed data from 5000 adults collected in 2017 for the Fourth Social and Economic Impact Study (SEIS) of Gambling in Tasmania.
- **What you need to know:** About 1 in 20 (5.11%) respondents were affected others. Only 1 in 7 (14.15%) affected others had ever sought help related to another person's gambling. Compared to non-affected others, affected others were more likely to be younger, born in Australia, be employed, and live in households with children. Affected others were more likely to gamble themselves, have their own gambling problems, and experience harm due to their own gambling. But only 2.2% of affected others had ever sought help for their own gambling. Compared to non-affected others, affected others were more likely to have depression and anxiety symptoms, binge drink, and use tobacco and drugs.

- **How you can use this research:** This research can inform mental health professionals and problem gambling intervention providers to better support people who are affected by another person's gambling.

PREVENTION AND RECOVERY

[A scoping review of the grey literature on gambling interventions for children and young people](#)



February 2025
United Kingdom

- **Purpose:** To present a scoping review of the grey literature on gambling interventions for children and young people.
- **Methodology:** The researchers developed search terms with a Project Advisory Group comprising healthcare and educational professionals. They then searched for grey literature published by organisations in the United Kingdom, Australia, and Canada. These countries were selected as they are English speaking, have similar approaches to addressing gambling harm, and are the main sources of grey literature on this topic.
- **What you need to know:** The researchers identified 14 organisations that offered interventions for children and young people in Great Britain, Canada, and Australia. Educational interventions were most prevalent. They were delivered through workshops, online courses, and digital resources. Innovative approaches such as interactive web-based games were more likely to attract and be able to engage children and young people. However, most interventions lacked rigorous evaluation data.
- **How you can use this research:** This review is intended for practitioners, policy makers, and other stakeholders. It highlights the need for whole-system approaches tailored to children's and young people's needs and vulnerabilities.

[A scoping review of recovery from gambling disorder among military veterans](#)



February 2025
Israel, United States

- **Purpose:** To provide an overview of published studies on recovery in military veterans.
- **Methodology:** This scoping review examined 13 peer-reviewed studies on recovery among military veterans. Twelve studies (92%) were conducted in the United States. Only one

study was from Bosnia and Herzegovina. Three studies (23%) were case studies. Ten studies (77%) used quantitative research designs. Among them, four were longitudinal studies that followed up with participants over periods from six months to a year.

- **What you need to know:** This review highlights the lack of consensus on the meaning of the term 'recovery'. Most of the studies (62%) adopted a deficit-based approach, discussing recovery in terms of a decrease in gambling-related symptoms and abstinence from gambling. The review also highlights a neglect of the unique characteristics of veterans and alternative recovery pathways in most of the studies.
- **How you can use this research:** The findings can inform researchers and clinicians working with military veterans.

UPCOMING RESEARCH SNAPSHOTS

EARLY GAMBLING EXPERIENCES AND GATEWAY PRODUCTS

- From clicks to bets: How social media engagement influences gambling severity—cross-sectional research (2025)
- 'I wouldn't have become addicted to fruit machines if it wasn't for coin pushers': A case report of adolescent coin pusher use leading to lifelong gambling-related harm (2025)
- Kid gamers to adult gamblers? An investigation of gaming in childhood and young adult gambling (2025)
- Lived experiences of gaming and gambling related harm and implications for healthcare services (2025)
- Parents' vs friends' influence on teenagers' deception about gambling (2025)
- Problem gambling in the crypto era: A study of gambling motivations and cognitive distortions amongst cryptocurrency traders (2025)
- The thrill of chance: Psychophysiological responses in loot boxes and simulated slot machines (2024)

THE RANGE AND VARIABILITY OF GAMBLING EXPERIENCES

- A longitudinal study on the effects of materialism and mental health on gambling problems in Finland (2025)
- A qualitative investigation of the feasibility and acceptability of lower risk gambling guidelines (2025)
- Development and validation of the Trading Disorder Scale for assessing problematic trading behaviours (2025)
- Examining the relationship between casino employee gambling involvement, demographic characteristics, and responsible gambling program perceptions (2025)
- Hungry ghosts eat casino chips: Associations between dispositional greed and gambling (2025)
- Preferences for cashless gambling payment systems with integrated harm reduction measures among electronic gaming machine gamblers: A discrete choice experiment (2025)
- Significant wins and their impacts: Predictors of problem gambling in French and Polish national samples (2025)

- Testing the acceptability and feasibility of the Lower-Risk Gambling Guidelines in Finland (2024)
- The association between internet-use-disorder symptoms and loneliness: A systematic review and meta-analysis with a categorical approach (2025)
- The licensing effect in gambling choice: A daily diary study (2025)
- Trends in Lower-Risk Gambling by Age and Net Income among Finnish Men and Women in 2011, 2015, and 2019 (2024)

GAMBLING-RELATED HARMS AND VULNERABILITY

- Alcohol use frequency relates to elevated sports betting engagement, risk-taking, and negative consequences in a year-long biweekly study of young adults (2025)
- Assessing the risk of problem gambling among lottery loyalty program members: A machine learning approach (2025)
- Beyond sports betting legalization: Comparing problem gambling risk patterns in legal and illegal states (2025)
- Duty of care, data science, and gambling harm: A scoping review of risk assessment models (2025)
- From policy to practice: Assessing the impact of electronic gambling machines regulations on harmful gambling behaviour (2025)
- Gambling harms, stigmatisation and discrimination: A qualitative naturalistic forum analysis (2024)
- Hazardous gambling behaviour is associated with amplified emotional reactivity to gambling outcomes (2025)
- How does problem gambling impact the relationship between gambling attitudes and frequency? (2025)
- Influence of social determinants of health on gambling in adolescents (2025)
- Interpersonal factors associated with suicide ideation among gamblers (2025)
- Is profiting from problem gamblers immoral? Ethics and morality among professional high-stakes online poker players (2025)
- It is crucial to ground gambling harm as an impact to health-related quality of life (2025)
- "It was never-ending...": Investigating gambling harm reported by affected others (2025)
- Methodologies and estimates of social costs of gambling: A scoping review (2025)

- Media guidelines for the reporting of gambling and other stigmatised experiences: A scoping review with narrative summary (2025)
- Multidimensional loss chasing among online gamblers: Assessing optimized thresholds for the prediction of gambling harm (2025)
- No evidence for the role of intentional emotion regulation in gambling-related problems: Insights from self-report, behavioural, and heart rate variability measures (2025)
- Predictors of gambling severity among female gamblers: Cross-country study with Spanish and Italian clinical population (2025)
- Suicide and attempted suicide in gambling disorder - results from a nationwide case-control study (2025)
- Validation of a Sports Betting Adaptation to the Problem Gambling Severity Index in young adults (2025)
- When do the stakes get higher? Examining factors associated with at-risk or problem gambling in a large sample of Italian adult recent gamblers (2025)

THE IMPACT OF OPERATOR PRACTICES

- Channelling and taxation in European online gambling markets: Evolution and policy implications (2025)
- Comparing gambling policy evolution in Denmark, Finland, Norway, and Sweden (2025)
- Exploring the users' perspective of the nationwide self-exclusion service for gambling disorder, "Spelpaus": Qualitative interview study (2025)
- From prohibition to promotion: Framing and sourcing the legalisation of sports betting in the U.S. (2025)
- Mandatory verses voluntary self-tests for new online casino customers: Effect on engagement, quality, gambling behaviour and use of responsible gambling measures (2025)
- Never tell me the odds: Typical return-to-player information increases gamblers' perceived chances of winning (2025)
- Playing by the rules: Government regulation and consumer trust in the online poker industry (2025)
- Sludge, dark patterns and dark nudges: A taxonomy of on-line gambling platforms' deceptive design features (2025)
- The regulation of casinos in Australia-An analysis of recent inquiries and their recommendations for reform (2025)

- Use and impact of government-mandated activity statements for online gambling in Australia (2025)
- What is the impact of sports-related gambling advertising on gambling behaviour? A systematic review (2025)

PRODUCT CHARACTERISTICS AND RISK

- Could the provision of multiple game themes be a neglected gambling product structural characteristic? Results of an online simulated gambling task (2025)
- Soft forms and hard forms of gambling: A systematic review with a narrative synthesis (2025)

ILLEGAL GAMBLING AND CRIME

- Gambling outlets as agents of local area disorganization: Crime and local institutions, the case of the UK (2025)

PREVENTION AND RECOVERY

- “99% of gamblers lose in the long run”: An experimental comparison of novel and pre-existing harm prevention (safer gambling) messages warning about the likelihood of losing money (2025)
- Betting on change: An analysis of cognitive motivational behaviour therapy versus referral to gamblers anonymous for gambling disorder (2025)
- Building street-level capacity. Evidence from a policy for problem gambling prevention (2025)
- Clinical consensus statements on change techniques for gambling treatment: A Delphi study with clinicians (2025)
- Demographics and help-seeking among significant others contacting the Swedish gambling helpline (2025)
- Family attitudes influence on the prognosis of problem gamblers (2025)

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: GB conference
Date: 19 February 2025 18:02:47
Attachments: [image002.png](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED]

Thank you, that is very helpful and gives us some good information to get started with our planning.

See you soon, [REDACTED]

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Wednesday, February 19, 2025 12:37 PM
To: [REDACTED]@greo.ca>; [REDACTED]@greo.ca>; [REDACTED]@gamblingcommission.gov.uk>
Cc: [REDACTED]@gamblingcommission.gov.uk>
Subject: RE: GB conference

Hi both,

Apologies for the delayed reply. [REDACTED] so I'll do my best to answer your questions, but he may come back with further details early next week.

Greo will have an hour at the IAGR event, with the following brief:

GREO will walk us through the challenges and opportunities presented to a regulator by the international evidence base on gambling related harm

How do you prioritise the evidence base?

How do you make it relevant to your jurisdiction?

What they think the key gaps are and who might fill them?

I think a combination of a presentation and some interactive discussions would be a good fit for this session.

In terms of the panel at the conference, the session will be 45 minutes in total and [REDACTED] or [REDACTED] will probably be in touch next week with a bit more information on the content. However, I think there will probably be a couple of minutes introduction from each panellist and then a few questions structured around reflections on the content from the IAGR event the day before. So I'd imagine that you would reflect on similar points in both sessions. [REDACTED] will be chairing the panel, but he may take questions from the floor at the end.

I hope that's a helpful start for now, before more information follows next week.

Thanks,

[REDACTED]

[REDACTED]

From: [REDACTED] <[\[REDACTED\]@greo.ca](mailto:[REDACTED]@greo.ca)>
Sent: Monday, February 17, 2025 10:46 PM
To: [REDACTED] <[\[REDACTED\]@greo.ca](mailto:[REDACTED]@greo.ca)>; [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>
Cc: [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>
Subject: Re: GB conference

Some people who received this message don't often get email from [REDACTED] <[\[REDACTED\]@greo.ca](mailto:[REDACTED]@greo.ca)>. [Learn why this is important](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi folks,

I think you've covered all the questions, [REDACTED] - thanks for sending these!

[REDACTED] and [REDACTED], if it's easier for you, we'd happily hop on a call to discuss briefly sometime this week. Let us know if you have a preference!

Speak soon,

[REDACTED]

From: [REDACTED] <[\[REDACTED\]@greo.ca](mailto:[REDACTED]@greo.ca)>
Sent: Monday, February 17, 2025 7:28 AM
To: [REDACTED] <[\[REDACTED\]@greo.ca](mailto:[REDACTED]@greo.ca)>; [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>
Cc: [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>
Subject: Re: GB conference

Hello [REDACTED] and [REDACTED],

I imagine you are busy preparing for two events! [REDACTED] and I are working on content for the IAGR session and the panel and we realized that we have a few questions that we hope you can help with.

How much time is allocated for each session?

I see that Greo will share with PWC for IAGR, will we split the time?

Do you think a talk or interactive session would be a better fit for IAGR?

What is the format for the panel? (E.g., would you like a 5 min intro position on the topic)?

You identified a few questions for the panel, do you expect those to be all of the questions or will the session moderator add some of their own?

██████ if I have missed anything, please jump in.

Looking forward to seeing both of you soon.

Best, ██████

From: ██████@greo.ca>
Sent: Friday, January 31, 2025 3:28:00 p.m.
To: ██████@gamblingcommission.gov.uk>; ██████@greo.ca>
Cc: ██████@gamblingcommission.gov.uk>
Subject: RE: GB conference

Thank you for this ██████,

I think this is a helpful framing. ██████ and I will chat with ██████ and ██████ and get back to you soon about details.

We are looking forward to being part of the event.

Best, ██████

From: ██████@gamblingcommission.gov.uk>
Sent: Friday, January 31, 2025 11:23 AM
To: ██████@greo.ca>; ██████@greo.ca>
Cc: ██████@gamblingcommission.gov.uk>

Subject: GB conference

Both

Great to see you yesterday – appreciate the time and willingness to chew around not fully formed ideas!

Below is

1: Running order for the IAGR afternoon on the 4th. You'll see where I've made a suggestion for GREO. This will be an audience of around 20 regulators.

2: Putting a little more flesh on the bone of the panel we discussed for the full conference breakout session on the 5th

All feedback very welcome.

Best for the weekend



How do we maximise the evidence and data we all hold?

1. Introduction: Building our evidence base

The GB Gambling Commission introduces the day by reflecting on how it is trying to improve its evidence base and create a three dimensional view of its market and consumers – successes and challenges

2. Lessons from an evidence centre on gambling harm

GREO will walk us through the challenges and opportunities presented to a regulator by the international evidence base on gambling related harm

How do you prioritise the evidence base?

How do you make it relevant to your jurisdiction?

What they think the key gaps are and who might fill them?

3. Gathering data – there must be an easier way

How can we overcome jurisdictional fatigue in responding to surveys about our jurisdictions regulatory data by using smart collection, aggregation and quality assurance

PWC will use their experience to challenge and suggest how this could be done. They will facilitate discussion to see what IAGR could possibly take forward. How can we take some simple small steps with a big prize in mind

4. Understanding the illegal market

The GB Gambling Commission is undertaking a range of work to try and understand better the size and shape of the illegal market and the motivations for consumers to spend time there.

Here more about how the approach has developed and discuss together whether similar approaches would work in your jurisdictions.

5. Lessons learnt and close

International Session the following day:

International Matters: Acquiring a global evidence base seems to be hard. What's the prize and how might we go about it?

How can an international perspective help us to fill our evidence gaps and priorities.

What would a global perspective of the gambling evidence ecosystem show you, that a local perspective wouldn't?

What are achievable measurement strategies that could help build a consistent, usable international evidence base?

- How can the evidence ecosystem learn from each other?
- Where do we see it being done well in other sectors?

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Communications strategy for the Credit Card Ban Evaluation Report
Date: 31 July 2024 15:17:42

Hi [REDACTED],

Just to say my External Comms colleagues don't have a problem with a mid-August release date either. If we can have further sight of the Comms plan though I would appreciate it.

Thanks,

[REDACTED]

From: [REDACTED]
Sent: Tuesday, July 30, 2024 4:16 PM
To: [REDACTED]@greo.ca>
Cc: [REDACTED]@greo.ca>; [REDACTED]@gamblingcommission.gov.uk>
Subject: RE: Communications strategy for the Credit Card Ban Evaluation Report

Hi [REDACTED]

Apologies for the delay in responding, [REDACTED]
and as you say GSGB as well!

I'm just waiting on some feedback from External Comms colleagues. There are no clashes with our own publications if you go with a mid-August release so I think it's fine but I just want to get their sign off before I give you the green light.

Forgive me, but I'm not sure if I was sent the final version of the Comms plan? Any chance you could reshare please?

Thanks,

[REDACTED]

From: [REDACTED]@greo.ca>
Sent: Tuesday, July 30, 2024 12:37 PM
To: [REDACTED]@gamblingcommission.gov.uk>
Cc: [REDACTED]@greo.ca>; [REDACTED]@gamblingcommission.gov.uk>
Subject: Re: Communications strategy for the Credit Card Ban Evaluation Report

Some people who received this message don't often get email from [REDACTED]@greo.ca. [Learn why this is important](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello [REDACTED],

I hope you're well. I'm sure it's been a busy week with the launch of the GSGB.

We're seeking your feedback on the proposed mid-August launch for the Evaluation of the Credit Card ban. When you have a moment could you share your thoughts on the details outlined in my email below?

Thank you,

[REDACTED]

From: [REDACTED] <[\[REDACTED\]@greo.ca](mailto:[REDACTED]@greo.ca)>

Sent: 19 July 2024 08:53

To: [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>

Cc: [REDACTED] <[\[REDACTED\]@greo.ca](mailto:[REDACTED]@greo.ca)>; [REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>
[REDACTED] <[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)>

Subject: Communications strategy for the Credit Card Ban Evaluation Report

Hello [REDACTED]

My name is [REDACTED] and I oversee communications at Greo. We've reviewed the communications plan for the Credit Card Ban Evaluation Report with NatCen and would like to get the input of UKGC as well.

- Let us know if a mid-August launch suits you in terms of timing and resources to handle any media requests/requests for comment.
- Embargoed copies of the report will be sent out by Greo. We will coordinate with you and NatCen to create a list of people who you think should see the report in advance.
- Press release distribution can be centralised through the use of Cision PR Newswire (or another distribution network), or decentralised whereby each organisation sends to their press release distribution list. If we go the decentralised route, we would need to coordinate to avoid people receiving multiple copies of the report.

Please let me know if you have any further questions or would like to meet to discuss further.

All the best,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]@greo.ca>
Sent: Thursday, May 15, 2025 1:19 PM
To: [REDACTED]@gamblingcommission.gov.uk>
Subject: Save the Date: Funding Call Launch for Reducing Gambling Harms

You don't often get email from [REDACTED]@greo.ca. [Learn why this is important](#)

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Hi [REDACTED],


My name is [REDACTED], and I work for Greo Evidence Insights. In 2023, we received [Regulatory Settlements for Socially Responsible Purposes](#) to develop, facilitate, and evaluate the Network to Reduce Gambling Harms in Great Britain. The aim of the Network is to support people working to prevent and reduce gambling-related harms in Great Britain, and a key focus for the Network is to prioritise underserved and at-risk populations that are experiencing disproportionate harms related to gambling.

I am reaching out to you because your organisation's work addresses gambling harms, and I want to tell you about an exciting opportunity to engage with the Network that might be of interest to you.

Next month, the Network is officially launching the 2025-2027 Community Investment Programme, a programme that provides funding to gambling support, prevention, and treatment initiatives in Scotland, England and Wales. The funding call will award up to £1,000,000 for community-focused initiatives.

To kick off the launch of this programme, we are hosting an online event. If this opportunity is relevant to you, we would love for you to join us! The details of the event can be found below:

Date: 12 June 2025

 Time: 2:00 – 2:45 PM BST

Location: Online (link to follow in the coming weeks)

Additional details can be found in the invitation attached to this email.

To stay up to date on event registration and other Network activities, please visit our website, <https://networkrgh.co.uk>, and sign up for Network Communications. In addition, if you know of anyone who would be interested in this event and opportunity, please share this email with them!

If you have any questions about the event, funding opportunity, or the Network to Reduce Gambling Harms, please don't hesitate to reach out.

We look forward to seeing you there!

[Redacted]

[Redacted]

Geo Evidence Insights

[Redacted] [@geo.ca](mailto:[Redacted]@geo.ca)

www.geo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - August
Date: 01 August 2024 18:19:26
Attachments: [2024-8 Greo Published Snapshots.pdf](#)

Some people who received this message don't often get email from sheila@greo.ca. [Learn why this is important](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi all,

See attached a list of Research Snapshot article summaries that Greo published in July, along with newly published articles that are in line for upcoming Snapshots.

A few UK studies that may be of interest this month are:

- [Intersection of gambling with smoking and alcohol use in Great Britain](#)
- [The development of a conceptual framework to prevent gambling-related harms](#)
- [Gambling behaviour, financial problems, health, and mental wellbeing of people affected by others' gambling](#)

Best,

[REDACTED]

greo

[REDACTED]

Greo Evidence Insights
Guelph, Ontario, Canada
[REDACTED]@greo.ca
www.greo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - December
Date: 05 December 2024 20:21:41
Attachments: [Outlook-4cymq4qx](#)
[2024-12_Greo_Published_Snapshots.pdf](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi all,

See a list of the latest Snapshots published to Greo's Evidence Centre attached.

Some highlights include:

- [Gambling-related cases of death by suicide recorded in the National Violent Death Reporting System](#) (United States)
- [Testing the effects of viewing safer and traditional gambling advertisements on gambling urges](#) (United Kingdom)
- [Experts' opinions on gaps and needs regarding voluntary self-exclusion in seven jurisdictions](#) (Finland, Germany, Italy, United States, Norway, Sweden, Australia)

A note that we have started to include studies of potential interest to members of the Network to Reduce Gambling Harms, as it continues to form. These appear under the heading "Prevention and recovery".

Happy holiday season!



greo



Greo Evidence Insights
Guelph, Ontario, Canada
[REDACTED]@greo.ca
www.greo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - February
Date: 03 February 2025 14:01:44
Attachments: [2025-02_Greo_Published_Research_Snapshots.pdf](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi all,

See the this month's list of published Snapshots attached, including the list of upcoming snapshots.

Some studies to highlight this time that use data in creative ways are:

- [Can payment behaviour be used to signal harmful gambling? The role of financial institutions in promoting safer gambling](#)
- [Understanding gambling-related harms using a UK-based online self-help gambling forum](#)
- [Using geospatial mapping to predict gambling harm hotspots in urban, rural, and coastal areas in England](#)

Best,

[REDACTED]

greo

[REDACTED]
Greo Evidence Insights
Guelph, Ontario, Canada
[REDACTED] [@greo.ca](mailto:[REDACTED]@greo.ca)
www.greo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - January
Date: 10 January 2025 17:08:00
Attachments: [2025-01_Greo_Published_Snapshots.pdf](#)

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Hello Evidence Assurance Team members,

[REDACTED], and I really appreciated the opportunity to attend as guests at your meeting this week. We realize the challenge of defining and communicating a process for evidence assessment in your role. I hope that you are able to determine a suitably rigorous, yet simple enough, solution to match the current context.

See the this month's list of published Snapshots attached, including a good list of upcoming snapshots to set us up for the year ahead.

Some studies that may be considered highlights this month are:

- [Challenges in the understanding and measurement of gambling harm in current research](#)
- [How did the 'whistle-to-whistle' ban in the UK affect gambling advertisements on TV?](#)
- [Baudrillard's theory in the context of gambling-related sponsorship of football shirts: An analysis of the 'Save Our Shirt' campaign](#)

Best,

[REDACTED]

greo

[REDACTED]
Greo Evidence Insights
Guelph, Ontario, Canada
[REDACTED]@greo.ca
www.greo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - July
Date: 10 July 2024 20:26:25
Attachments: [Outlook-1royvkh](#)
[2024-7 Greo Published Snapshots.pdf](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello all,

See attached the list of Research Snapshot article summaries that Greo published in June, along with newly published articles that are in line for upcoming Snapshots.

Happy summer reading!



greo



Greo Evidence Insights
Guelph, Ontario, Canada
[\[REDACTED\]@greo.ca](#)
www.greo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - June
Date: 09 June 2025 15:38:39
Attachments: [Outlook-i4q4ganh](#)
[2025-06 Greo Published Research Snapshots.pdf](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello all,

A new collection of Snapshots has been added to the Evidence Centre and a summary is attached.

Some suggestions of Snapshots that may be of most interest this month are:

- [Identifying risk factors for gambling-related suicides in Ireland](#)
- [A review of online gambling limit-setting policies in 30 European countries](#)
- [A framework for estimating the social costs of gambling using data from the Czech Republic](#)

Best,



greo



Greo Evidence Insights
Guelph, Ontario, Canada
[REDACTED]@greo.ca
www.greo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - March
Date: 04 March 2025 17:19:14
Attachments: [2025-03 Greo Published Research Snapshots.pdf](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello all,

See the this month's list of published Research Snapshots attached, including the list of upcoming Snapshots.

A couple of noteworthy Snapshots this month include a study that [uses operator data to evaluate the risk of online gambling products](#), as well as a study that provides [practical guidance on and examples of warning messages for lottery](#).

Best,

[REDACTED]

greo

[REDACTED]

Greo Evidence Insights
Guelph, Ontario, Canada
sheila@greo.ca
www.greo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - May
Date: 05 May 2025 13:00:39
Attachments: [Outlook-baxtfrbz](#)
[2025-05 Greo Published Research Snapshots.pdf](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello all,

A new month brings a new list of published and upcoming Research Snapshots (see attached).

Some Snapshots of interest this time may be:

- [AI ethics in a controversial industry: The case of gambling](#)
- [A systematic review of the effectiveness of public health messaging in reducing or preventing gambling-related harm](#)
- [Validating the Gambling Harm Measure using data from three large surveys](#)

Wishing you a good month!

[REDACTED]

greo

[REDACTED]
[REDACTED]
Greo Evidence Insights
Guelph, Ontario, Canada
[REDACTED]@greo.ca
www.greo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - November
Date: 04 November 2024 15:47:05
Attachments: [Outlook-eolxr4x](#)
[2024-11_Greo_Published_Snapshots.pdf](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello all,

As we move into November, see the group of Research Snapshots that were published in October, along with a list of articles that are in line for Snapshot creation.

A few summaries that might be noteworthy to you this time are:

- [Global prevalence of gambling and problem gambling among adults and adolescents](#)
- [The impact of investment in gambling marketing and regulatory changes on online gambling behaviour in Spain](#)
- [The role of digital payment solutions in online gambling: Results from a focus group with people experiencing problem gambling](#)

Best,

[REDACTED]

greo

[REDACTED]

Greo Evidence Insights
Guelph, Ontario, Canada
[REDACTED]@greo.ca
www.greo.ca

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Greo's published Research Snapshots - October
Date: 01 October 2024 22:13:12
Attachments: [Outlook-0fpkyrsd](#)
[2024-10_Greo_Published_Snapshots.pdf](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello all,

As we move into October, see the collection of Snapshots that Greo published in September, along with a list of articles that will have Snapshots created in the coming months.

A few summaries that might be noteworthy to you this time are:

- [A critical analysis of affordability checks proposed in Great Britain: Digital surveillance and effects on vulnerable groups](#) - Calls for deeper and more critical discussion around digital surveillance and how affordability checks may disproportionately affect groups who may already be hyper-surveilled. From Kate Bedford at Birmingham Law School.
- [The revenue of the online gambling industry depends on high spending by a small number of people](#) - There was a high dependence on a relatively small number of people, though there was variation from product to product. From David Forrest and Ian McHale at University of Liverpool Management School.
- [Are people who gamble on electronic gaming machines aware of responsible gambling/harm minimization measures?](#) - Awareness was higher among people experiencing problem gambling and those at risk for problem gambling. From a group of 12 researchers, most based in Alberta.

Best,

[REDACTED]

greo

[REDACTED]

Greo Evidence Insights
Guelph, Ontario, Canada
[REDACTED]@greo.ca
www.greo.ca

2025 GC SPRING CONFERENCE: BUILDING THE BIGGER PICTURE -
EVIDENCE AND ACTION ACROSS GAMBLING, BIRMINGHAM, UK

MARCH 4, 2025

Challenges and opportunities with the international evidence base on gambling- related harm for regulators

[Redacted]

[Redacted]

greo



Who We Are & Introductions



world's largest
international gambling
evidence centre

research-grade
gambling data
repository

dedicated evidence
hubs + stakeholder
platforms

greo



regularly published
research snapshots



on-demand
policy briefs



conceptual framework
of harmful gambling

Our why—keeping pace

Gambling is expanding and diversifying rapidly, contributing to increasing normalization of gambling activity across populations

Increases in gambling exposure and availability is associated with increasing harms across populations

With increased gambling provision and consumption comes greater concerns about its impact on the health and wellbeing of communities

Our approach—knowledge mobilisation

Generating Evidence

Contributing robust and rigorous insights from theory and practice to inform interventions

Facilitating Implementation

Developing, testing, and scaling evidence-based interventions fit for context(s)

Conducting Evaluation

Assessing and adapting the delivery, outcomes, and impacts of evidence-based interventions

→ For Today

Together we will:

1. Discuss the impacts of gambling on people and populations
2. Discuss how evidence can be prioritized, and ways for evidence to be applied and made relevant for jurisdictions
3. Discuss key gaps in the evidence base, and consider how these may be addressed in the future

Roundtable introductions

Please share with us your:

- Name
- Organisation or primary affiliation
- Brief description of your role / what you do

Gambling impacts on people and populations

Types of gambling-related harm

For some individuals, their families, and the broader community, gambling creates and contributes to a broad range of harms, including:

- Finances
- Social interactions and relationships
- Psychological wellbeing
- Health
- Disengagement from other activities
- Employment and education

Types of gambling-related harm

Gambling-related harm is not restricted to the person who gambles, and is inclusive of:

- **Individual harms** e.g., physical health, mental health, relationships, financial health, cultural harms, reduced performance at work, criminal activity
- **Affected others (loved ones)** e.g., relationship harms, intimate partner violence, mental health, financial abuse
- **Community and society** e.g., costs to support individuals experiencing harms and affected others

Drivers of gambling-related harm

Drivers of gambling-related harm are complex and include factors outside of people's direct control such as:

- **Biopsychosocial factors** e.g., socio-economic status
- **Cultural factors** e.g., beliefs about gambling and associated shame and stigma
- **Environmental factors** e.g., where and how policies allow gambling to be offered, the design of gambling products

Drivers of gambling-related harm

- Addressing the **complex drivers of gambling-related harm** requires interventions and approaches informed by evidence spanning:
- Primary and secondary research (research, data sets, etc.)
 - Practice-based experience (regulators, prevention and treatment professionals, educators, etc.)
 - Experts by experience (people with personal experience of gambling-related harm or affected by someone's gambling)

People and gambling-related harm

People participate and can move along a continuum of gambling behaviours:



What participation can “look like” across the continuum

- Enjoyment
- Socialization
- Recreation

- Betting more than planned
- Spending more time than planned
- Borrowing money to gamble
- Illusions of control

- Sustained impaired control
- Experiencing significant negative consequences
- Affecting family, friends, and community

People and gambling-related harm

→ The majority of gambling harms in a population are experienced by people who gamble at lower-risk and moderate-risk levels



Delfabbro P, King D. Prevention paradox logic and problem gambling: Does low-risk gambling impose a greater burden of harm than high-risk gambling? J Behav Addict. 2017 Jun 1;6(2):163-167. (Delfabbro & King, 2017, p. 165 (citing Browne et al., 2016); Browne, M., Volberg, R., Rockloff, M., & Salonen, A. H. (2020). The prevention paradox applies to some but not all gambling harms: Results from a Finnish population-representative survey. Journal of Behavioral Addictions, 9(2), 371-382.

Population-focused approaches

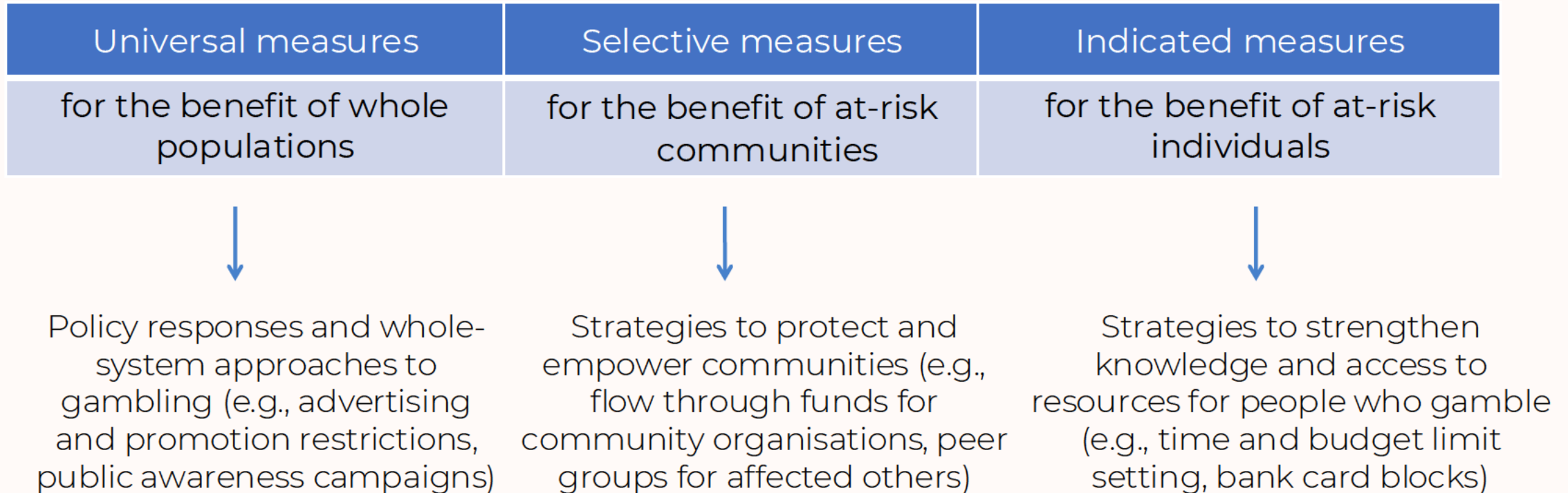
- A population-focused approach emphasises that strengthening strategies to **prevent harms** can reduce harms from occurring in the first place.

Population-focused approaches

A population health lens considers three levels of measures to prevent and mitigate harms from gambling:

- **Universal measures**—for the benefit of whole populations
- **Selective measures**—for the benefit of at-risk communities
- **Indicated measures**—for the benefit of at-risk individuals

Population-focused approaches



The “evidence base”

- The evidence base refers to the accrued data and knowledge of a sector—a collection of current, relevant, and valid evidence that can be used to inform decisions
- The evidence base is intangible and can live:
 - Open source and freely available research, grey literature, knowledge products, and resources made available in digital repositories (e.g., research journals, evidence centres)
 - Behind paywalls in proprietary databases (e.g., VIXIO regulatory intelligence), and in people’s minds
 - At events and through interactions with people at conferences, knowledge exchange sessions, webinars, emails, meetings, and community events and workshops

Gaps in the evidence base

- There is a well developed and growing evidence base for understanding 'problem gambling' and individual risk factors for gambling-related harm (and most "RG" is based on this concept)
- There is less known about population-level gambling harm (societal)
- There is also less known about the development, implementation, and outcomes of evidence-based gambling regulation, including impacts of regulatory differences across jurisdictions and changes in regulation over time
- There is some, though limited, evidence related to prevention and education messaging for people who gamble

Discussion

Consider the evidence base discussed and the current role evidence has in informing the work you do today.

Answer the following questions from your perspective and be prepared to share back with the large group:

1. What do you experience as gaps in the evidence base?
2. What evidence would you like to have to inform your work?

Prioritising the evidence base

Accessing the evidence base

Studied knowledge

Knowledge from peer reviewed studies, case studies, qualitative data sets, quantitative data sets, scientific consensus, reviews, committees, inquiries

Practice knowledge

Professional's experience from governance, regulation, law enforcement, policy makers, clinicians, practitioners, program staff, and operators

Person knowledge

People's experience of harm from gambling and affected others, local or community knowledge, social observation, shared common knowledge, public opinion

Accessing the evidence base

Studied knowledge


Knowledge from peer reviewed studies, case studies, qualitative data sets, quantitative data sets, scientific consensus, reviews, committees, inquiries

Practice knowledge

Professional's experience from governance, regulation, law enforcement, policy makers, clinicians, practitioners, program staff, and operators

Person knowledge

People's experience of harm from gambling and affected others, local or community knowledge, social observation, shared common knowledge, public opinion



Peer-reviewed journal articles that can be accessed, if freely available, using Google Scholar and journal websites or through paid library subscriptions

Publications developed by governments, non-profits, and commercial companies that can be accessed directly from organizations' websites

Stories, case studies and examples, testimonials, consultation reports, public discourse through news media or social media

Accessing the evidence base

- It takes time and resources to prioritise an evidence base and facilitate the adoption of evidence (i.e., to establish and adopt evidence-based approaches)
- It is the role of organisations like Greo to generate, curate, translate, and mobilise the evidence base for adaptation and adoption by interest holders across various settings and jurisdictions
- Where possible, knowledge products and knowledge exchange sessions are made available for free to use

Prioritising the evidence base

- Prioritising an evidence base is important for governments and policymakers to allocate resources strategically, address societal needs, align with strategic goals, promote innovation, inform evidence-based decision-making, engage people, and optimise resource allocation
- Traditionally prioritisation of evidence has been driven primarily by experts
- Today, there is an increasing emphasis on engaging diverse perspectives (practice and person knowledge) together with experts (studied knowledge) to address societal needs, and better understand how context mediates adoption of evidence and to better plan for implementation (*“bridging science and society”*)

Prioritising the evidence base

Prioritising an evidence base is a function of the **available evidence, current context, and required facilitators**, to the extent that the:

- Available evidence is strong and diverse and has some resonance with people working in the field and experts by experience
- Current context is well understood and receptive, primed, and prepared for change
- Intervention is appropriately facilitated by processes and people to support awareness, adaptation, and adoption and implementation is carefully planned and evaluated

Prioritising the evidence base

Prioritising an evidence base can be broken into phases and key milestones:

Preparations	Priority Setting	Implementation	Sustainability
Establish a team	Establish evidence prioritisation criteria, social and cultural principles and values	Mobilise awareness by co-producing knowledge products with interest holders	Develop mechanisms and cyclical processes to revisit evidence base priority setting
Determine objectives			
Assess and familiarise the context	Establish appropriate methods for prioritisation and align methods with interest holders	Design, test, and evaluate evidence based interventions	Invest in and facilitate ongoing learning amongst interest holders to strengthen uptake and evaluate the priority setting process to remain relevant and improve over time
Map interest holders			
Synthesise the evidence base	Publish the process and outcomes	Integrate evidence gaps into research and community funding calls	

Adapted by Greo Evidence Insights from Tan A, Nagraj SK, Nasser M, Sharma T, Kuchenmüller T. What do we know about evidence-informed priority setting processes to set population-level health-research agendas: an overview of reviews. Bull Natl Res Cent. 2022;46(1):6.

Prioritising the evidence base

Prioritising research:

A systematic guide for WHO staff when setting research priorities

A Systematic Approach for Undertaking a Research Priority-Setting Exercise: Guidance for WHO Staff. Available at: <https://iris.who.int/handle/10665/334408>

WHO Planning Template

PLAN

- Define the objective - what change do you want to make and why?
- Who are the priorities for and in what context?
- Identify resources (time-finance-staff).
- Review what has been done before.
- Design a method to match your context – ask RFH unit for help.
- Review to ensure all sections are aligned.

EVALUATE

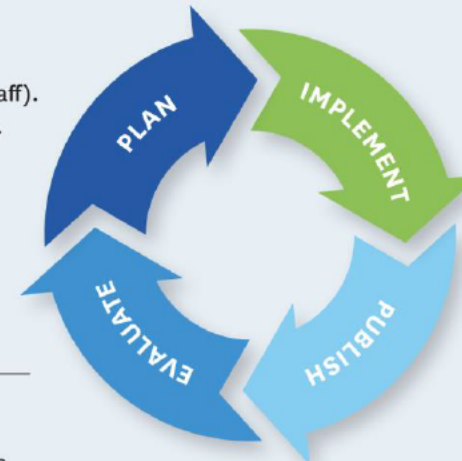
- Decide on an evaluation plan to measure impact.
- From the plan, monitor the changes you wanted to see: awareness, uptake, translation, impact (e.g. +/- funding flows, improved public health).

IMPLEMENT

- Decide who needs to be involved - be representative and inclusive in line with context – think about local, economy, equity and gender.
- Involve stakeholders to agree the priority criteria (e.g. public health benefit, feasibility, cost, timescale).
- Agree method for selecting priorities (e.g. consensus versus metrics).

PUBLISH

- Develop a dissemination strategy to maximize awareness and uptake.
- Be transparent: publish a clear report that describes the methods used and the stakeholders involved.



Prioritising the evidence base

The following considerations are undertaken to prioritise evidence:

1. What is the evidence base needed for the current context? Questions include:
 - *What change is being pursued?*
 - *Why does this need addressing?*
 - *Has anyone done this before?*
 - *What do you need to know to do it?*
 - *Who is being and will be impacted?*
 - *Who needs to be involved?*
 - *What is the power (im)balance of those to be involved?*
 - *What may be the information needs of the range of interest holders to be involved?*
2. What is the technical strength of evidence?*
3. What strategies could facilitate adoption of the evidence-based change?

** Notably we can be misled by the strength of evidence alone and particularly if taken out of context, and especially for complex questions.*

Prioritising the evidence base

- **Ideally** the evidence is strong and diverse before new or adapted approaches are designed
- A strong and diverse evidence base includes:
 - Access to the best available and relevant research (ideally technically strong)
 - Awareness of practitioner expertise and experiential knowledge
 - Understanding of the experiences and potential impacts on the intended population(s)
 - Current data about the local context and environment

Prioritising the evidence base

- **Ideally**, the context is well understood before new or adapted approaches are developed
- A well understood context includes:
 - Awareness of the antecedents to support the intervention (i.e., current culture, leadership support, industry perceptions, etc.)
 - Perceived relevance for the jurisdiction (i.e., the change is needed/why is clear)
 - Assessment of jurisdictional fit (i.e., with pre-existing structures and procedures)
 - Adequate resources are available for implementation and oversight

Prioritising the evidence base

- **Ideally**, the required 'facilitators' to support awareness, adaptation, and adoption of an intervention are identified
- Facilitators can include:
 - Investing in evidence synthesis via systematic evidence reviews, scoping reviews, rapid evidence reviews, and/or evidence briefs
 - Establishing priority setting partnerships (e.g., James Lind Alliance research priority setting process), Delphi procedures and/or knowledge exchange with diverse interest holders
 - Conducting public consultations and/or Citizens' Forums (e.g., AHRQ)
 - Establishing multi-disciplinary steering committees and/or working groups that meaningfully include experts by experience
 - Developing theories of change and evaluation outcomes frameworks to bridge science and implementation

Prioritising the evidence base

- **Ideally** the implementation is well considered of the evidence base, current context, and facilitators before new or adapted approaches are launched
- Implementation plans are best to include:
 - Careful planning that factors strategies to support adoption of the change that are grounded in the current context, and include education, messaging, auditing, and change management
 - Smaller-scale pilot and feasibility testing of interventions as appropriate (e.g., Rapid Cycle Improvement / Plan-Do-Study-Act "test cycles") prior to scaling out
 - Criteria for and resources to support an evaluation of the intervention (processes, outcomes, and impacts)
 - Methods to factor early evaluation findings and adapt if, and as needed, to strengthen potential for desired impacts
 - Investing in and hosting local learning and quality improvement knowledge networks

Discussion

Discuss the following questions at your table and be prepared to share key insights with the larger group:

1. What approaches have you used to prioritise evidence and what was your experience doing so?

Wrap up and key takeaways

Prioritising the evidence base

Prioritising evidence is best when the:

- Follows a clear and transparent process that is shared
- Process is participatory in nature, mediated by people, and includes diverse lenses
- Intended beneficiaries, including experts by experience, are central and not involved tokenistically
- Current context is well factored and primed for change
- Current evidence base (studied, practice, and people knowledge) is synthesised, shared, and prioritised (including gaps and limitations)
- Interventions are designed with consideration for a multiple facilitators
- Implementation deploys skilled facilitation, evaluation, and learning mechanisms to support local adaptation and adoption for strengthened impact

- Greo | Challenges and opportunities of the international evidence base
-

For more information



Trudy **Smit Quosai**

Chief Executive Officer

trudy@greo.ca



Megan **Harris**

Senior Knowledge Mobilisation Lead

megan@greo.ca

From: [REDACTED]
To: [REDACTED]
Subject: Introduction - re: G7 Canada Brain Economy Summit
Date: 31 May 2025 21:06:39

CAUTION: This email is from an external source - be careful of attachments and links

Hello [REDACTED] and [REDACTED],

I would like to introduce you to each other in advance of the G7 Canada Brain Economy Summit taking place in Calgary June 13 and 14. As I mentioned, [REDACTED] is one of the foremost authorities on gambling regulation and safer gambling internationally and would be a strong addition to the panel. [REDACTED] is the founder of Almond Digital Health and coordinator of the Summit.

I know that [REDACTED] is currently traveling for NAGRA (perhaps you will see each other there). I am sure that you will both enjoy sharing information.

Kind regards, [REDACTED]

[REDACTED]

E. [REDACTED] [@greo.ca](mailto:[REDACTED]@greo.ca)

T. [REDACTED] ext. [REDACTED]

www.greo.ca

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My working day may not be your working day. Please do not feel obligated to reply to this email outside of your normal working hours.



Network
to Reduce
Gambling
Harms

Save the Date

Join us for our gambling harm reduction funding call launch

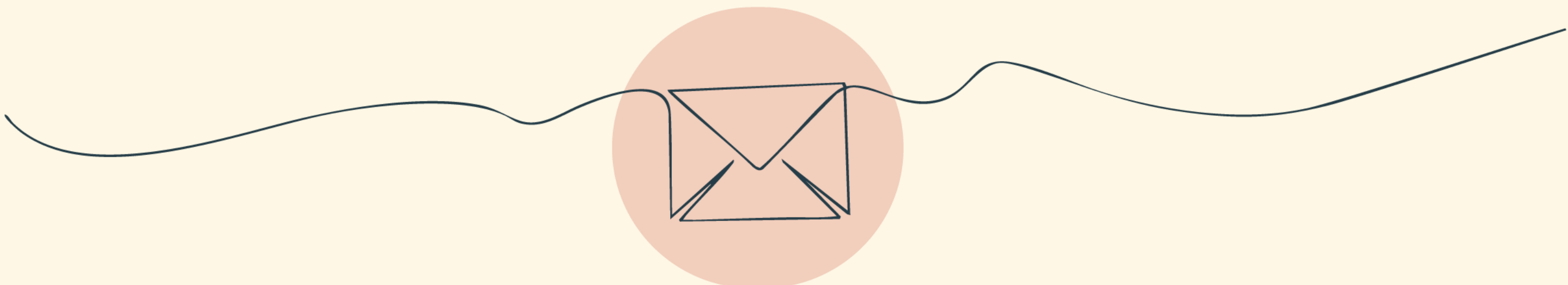
Join us for the official launch of the 2025–2027 Community Investment Programme, a key initiative of the Network to Reduce Gambling Harms in Great Britain.

Date: 12 June 2025

Time: 2:00 – 2:45 PM BST

Location: Online (link to follow in the coming weeks)

In this 45-minute event, you will learn about the Network to Reduce Gambling Harms and discover how you can get involved, including all the details about our upcoming Community Investment Programme funding call.



What to Expect:

- An introduction to the Network to Reduce Gambling Harms: what we do, our priorities, and upcoming events
- An overview of the 2025-2027 Network Community Investment Programme: funding opportunities and support available for initiatives in Scotland, England, and Wales
- Opportunities to connect with others working to prevent and reduce gambling harms
- Engagement with other participants through live polls and open discussion

About the Community Investment Programme:

The Community Investment Programme provides funding to initiatives in Scotland, England, and Wales prioritising at-risk and underserved populations. It aims to:

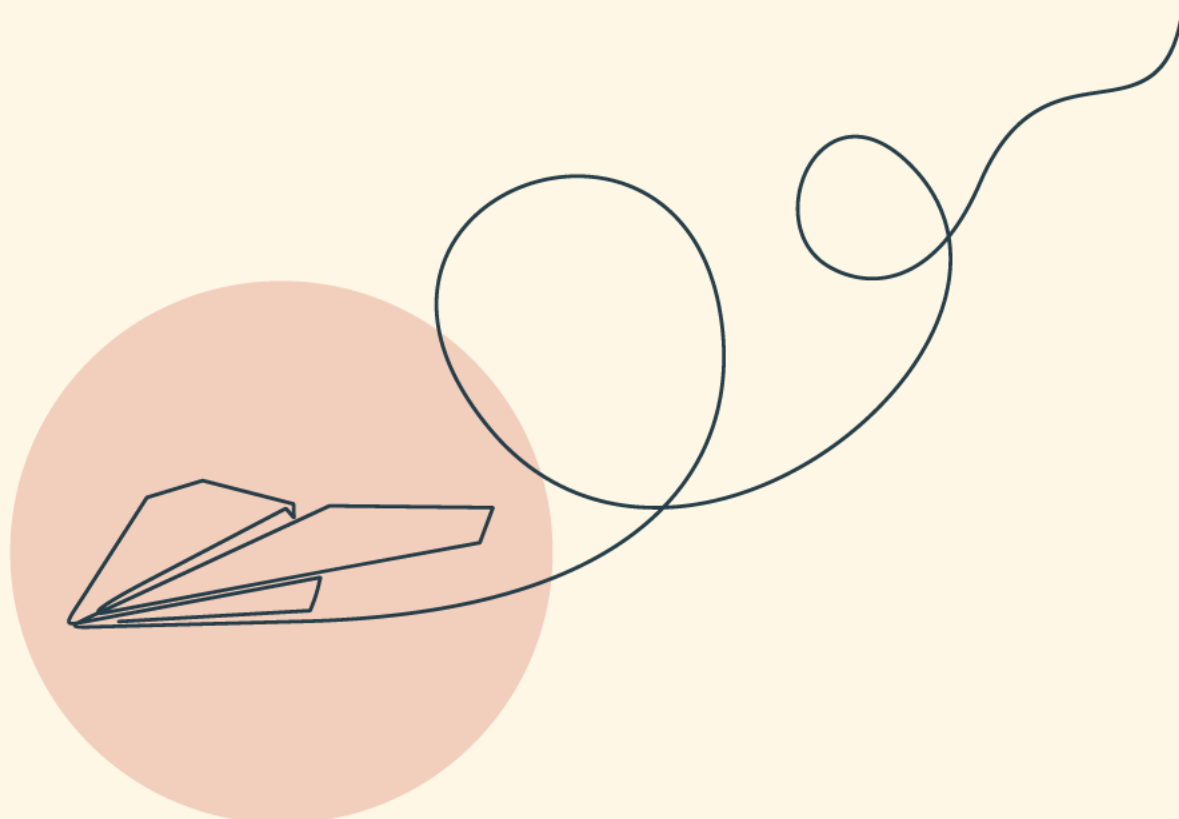
- Build capacity and increase community resilience to gambling-related harm
- Address needs around gambling harm prevention, education, and treatment
- Embed prevention and support for gambling harms into existing programmes, policies, and services

**To be eligible for funding principal applicants must be based in Great Britain. Small organisations and / or first-time applicants are encouraged to apply.



To stay up to date on event registration and other Network activities, please visit our website, www.networkrgh.co.uk, and sign up for Network Communications.

The Network to Reduce Gambling Harms Operations Team



Network
to Reduce
Gambling
Harms

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You are receiving this email because you previously opted to receive email communications about the Network to Reduce Gambling Harms.

Funds used to support the Network to Reduce Gambling Harms in Great Britain come from regulatory settlements for socially responsible purposes.

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: GB conference
Date: 07 February 2025 14:06:30
Attachments: [image002.png](#)

Hi both,

Hope you are well.

We are looking to finalise names for the conference fairly soon – I wondered if you could confirm yet who the Greo attendees are going to be?

Thanks,

[REDACTED]

[REDACTED]

From: [REDACTED]@greo.ca>
Sent: Friday, January 31, 2025 8:29 PM
To: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@greo.ca>
Cc: [REDACTED]@gamblingcommission.gov.uk>
Subject: RE: GB conference

CAUTION: This email is from an external source - be careful of attachments and links

Thank you for this [REDACTED],

I think this is a helpful framing. Matthew and I will chat with [REDACTED] and [REDACTED] and get back to you soon about details.

We are looking forward to being part of the event.

Best, [REDACTED]

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Friday, January 31, 2025 11:23 AM
To: [REDACTED]@greo.ca>; [REDACTED]@greo.ca>
Cc: [REDACTED]@gamblingcommission.gov.uk>
Subject: GB conference

Both

Great to see you yesterday – appreciate the time and willingness to chew around not fully

formed ideas!

Below is

1: Running order for the IAGR afternoon on the 4th. You'll see where I've made a suggestion for GREO. This will be an audience of around 20 regulators.

2: Putting a little more flesh on the bone of the panel we discussed for the full conference breakout session on the 5th

All feedback very welcome.

Best for the weekend



How do we maximise the evidence and data we all hold?

1. Introduction: Building our evidence base

The GB Gambling Commission introduces the day by reflecting on how it is trying to improve its evidence base and create a three dimensional view of its market and consumers – successes and challenges

2. Lessons from an evidence centre on gambling harm

GREO will walk us through the challenges and opportunities presented to a regulator by the international evidence base on gambling related harm

How do you prioritise the evidence base?

How do you make it relevant to your jurisdiction?

What they think the key gaps are and who might fill them?

3. Gathering data – there must be an easier way

How can we overcome jurisdictional fatigue in responding to surveys about our jurisdictions regulatory data by using smart collection, aggregation and quality assurance

PWC will use their experience to challenge and suggest how this could be done. They will facilitate discussion to see what IAGR could possibly take forward. How can we take some simple small steps with a big prize in mind

4. Understanding the illegal market

The GB Gambling Commission is undertaking a range of work to try and understand better

the size and shape of the illegal market and the motivations for consumers to spend time there.

Here more about how the approach has developed and discuss together whether similar approaches would work in your jurisdictions.

5. Lessons learnt and close

International Session the following day:

International Matters: Acquiring a global evidence base seems to be hard. What's the prize and how might we go about it?

How can an international perspective help us to fill our evidence gaps and priorities.

What would a global perspective of the gambling evidence ecosystem show you, that a local perspective wouldn't?

What are achievable measurement strategies that could help build a consistent, usable international evidence base?

- How can the evidence ecosystem learn from each other?
- Where do we see it being done well in other sectors?

GAMBLING
COMMISSION



www.gamblingcommission.gov.uk

Making gambling safer, fairer and crime free



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From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Greo - Revenue Confirmation Letters
Date: 04 June 2025 09:08:09

Hi [REDACTED] - probably best if they are addressed to [REDACTED] (but sent to me) as she will need to formally sign them off.

Thanks

[REDACTED]

From: [REDACTED]@greo.ca>
Sent: 03 June 2025 17:59
To: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@gamblingcommission.gov.uk>
Subject: Re: Greo - Revenue Confirmation Letters

CAUTION: This email is from an external source - be careful of attachments and links

Hello [REDACTED]

Thank you for getting back to me so quickly.

I will have the letters sent to your attention. Should they continue to be addressed to [REDACTED] or directly to you?

Thank you, [REDACTED]

Get [Outlook for Android](#)

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Tuesday, June 3, 2025 12:06:37 PM
To: [REDACTED]@greo.ca>; [REDACTED]
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@gamblingcommission.gov.uk>
Subject: Re: Greo - Revenue Confirmation Letters

Hi [REDACTED] and thanks for getting in touch. If the letters could be sent to me in the first instance that would be great.

Many thanks

[REDACTED]

From: [REDACTED] [REDACTED]@greo.ca>
Sent: Monday, June 02, 2025 21:48
To: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

██████████@gamblingcommission.gov.uk>

Cc: ██████████@gamblingcommission.gov.uk>

Subject: Greo - Revenue Confirmation Letters

CAUTION: This email is from an external source - be careful of attachments and links

Hello ██████████

I hope you and your team continue to be well.

Once again, we have engaged with KPMG for Greo's annual independent financial audit, which is part of Greo's ongoing commitment to fiscal responsibility and accountability. In the next couple of days, you will receive an email from ██████████ or ██████████ of KPMG with letters attached asking you to confirm your agreement with:

- Greo's declared earned revenue for each funding stream in FY2024-25, including: AFSG; Gambling-Related Suicide and Safer Gambling Pathways; Evaluation, and Network to Reduce Gambling Harm (NRGH) (which includes Research to Inform Action/Platform funds)

Please confirm that you would like the letters sent to you directly or if there is another team member who will be your designate for review and signing of the letters. (I know that in the past you have called upon ██████████ or ██████████ to support verifying the funding amounts in the letters, so I have copied ██████████ and ██████████ here as well).

Thank you once again for supporting our audit process.

██████████

██████████
██████████
██████████

E. ██████████@greo.ca

T. ██████████ ext. ██████████

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My working day may not be your working day. Please do not feel obligated to reply to this email outside of your normal working hours.

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Greo - Revenue Confirmation Letters
Date: 18 June 2024 16:47:03

Thanks [REDACTED] – I think the letters should still be addressed to [REDACTED]

From: [REDACTED]@greo.ca>
Sent: Tuesday, June 18, 2024 4:19 PM
To: [REDACTED]@gamblingcommission.gov.uk>
Cc: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]
[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@greo.ca>
Subject: RE: Greo - Revenue Confirmation Letters

CAUTION: This email is from an external source - be careful of attachments and links

Thanks for your same-day response, [REDACTED]

In previous years, the letters have been addressed to [REDACTED], and she has signed them after receiving internal confirmations from your team on the various elements. Should this year's letters be addressed to [REDACTED] or should we adjust that to you and/or [REDACTED]? Either way, I will ask the auditor to direct the cover email to [REDACTED], and you.

Thanks again,
[REDACTED]

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Tuesday, June 18, 2024 10:09 AM
To: [REDACTED]@greo.ca>; [REDACTED]@greo.ca>
Cc: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]
[REDACTED]@gamblingcommission.gov.uk>
Subject: RE: Greo - Revenue Confirmation Letters

Hi [REDACTED],

Thanks for your email below, it's good to hear from you.

We will respond to the request as we have done in previous years, so please feel free to contact either myself or [REDACTED].

Due to annual leave and other commitments, we may not have the opportunity to review the letters this week but will aim to respond to you by 25 June.

If you have any further questions, please let me know.

Many thanks

[REDACTED]

From: [REDACTED]@greo.ca>

Sent: Tuesday, June 18, 2024 7:07 AM

To: [REDACTED]@gamblingcommission.gov.uk>

Cc: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]@greo.ca>

Subject: Greo - Revenue Confirmation Letters

CAUTION: This email is from an external source - be careful of attachments and links

Hello [REDACTED]

I hope you have been well since we were last in touch, which I believe was at this time last year!

Once again, we have engaged with KPMG for Greo's annual independent financial audit, which is part of Greo's ongoing commitment to fiscal responsibility and accountability. In the next couple of days, you will receive an email from [REDACTED] or [REDACTED] of KPMG with letters attached asking you to confirm your agreement with:

- Regulatory settlement funds flowed to Greo between April 1, 2023 and March 31, 2024 -- Network to Reduce Gambling Harms (NRGH) and Academic Forum for Safer Gambling (AFSG)
- Greo's declared earned revenue for each funding stream in FY2023-24 – NRGH, AFSG, Gambling-Related Suicide, Safer Gambling Pathways, Research to Inform Action/Platform, and Evaluation

Please confirm that you would like the letters sent to you directly or if there is another team member who will be your designate for review and signing of the letters. (I know that in the past you have called upon [REDACTED] or [REDACTED] to support verifying the funding amounts in the letters, so I have copied [REDACTED] here to give her a heads up, as she was our primary contact for the settlement funds transfer from Entain this past July.)

Please also confirm if your schedule will permit review of these letters on Wednesday or Thursday of this week, or if not, when you would next have room in your calendar for review.

Kind regards,

[REDACTED]

[REDACTED]

[REDACTED]

Greo Evidence Insights

From: [REDACTED]
To: [REDACTED]
Subject: RE: Greo's published Research Snapshots - April
Date: 05 April 2024 19:02:27

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED]

I'm really pleased that you're making good use of the snapshots and using them as a way to share information with colleagues.

Regarding the articles you highlighted, both have been moved to the front of the line for editing. They should be online by April 22nd, if not earlier. I'll plan to forward them to you as soon as they're available. In addition, both articles are open access, so can be scanned in full by following the links below. And the first article was listed twice by mistake in the upcoming list—my apologies.

The first study ("[Offering an auto-play feature likely increases total gambling activity at online slot-machines: preliminary evidence from an interrupted time series experiment at a real-life online casino](#)") is by well respected researchers in Sweden from the Karolinska Institute, Stockholm Health Care Services, and Stockholm University. The study is one of the first to examine direct causal effects of offering auto-play at online casinos experimentally. A live A/B test was conducted through Swedish gambling operator ATG. Results suggest that the auto-play feature likely increases total gambling activity (amount bet and perhaps number of spins) but had no effect on net losses. Overall, the results were consistent with previous observational studies. The authors conclude that the study supports banning this feature as part of public health approaches to prevent and reduce excessive gambling. It is possible that banning auto-play could drive people to non-licensed platforms that still offer auto-play. However, this would need to be considered alongside the benefit of preventing people who are new to gambling becoming familiar with the feature.

The second study ("[Do breaks in online gambling affect neuropsychological arousal? Conceptual approach and lessons learned from the TESSA-pilot trial](#)") is by a group of German researchers affiliated with the IFT Institut für Therapieforschung Centre for Mental Health and Addiction. Some recent research has shown that mandatory breaks are ineffective in reducing money spent or time spent gambling. This study examines if emotional arousal may be a better measure with which to measure the effect of breaks. An experiment was conducted on a simulated online slot game in a lab setting. Results suggest that mandatory breaks appear to temporarily interrupt physiological arousal responses. However, the breaks do not necessarily interrupt the detrimental emotions that accumulate when gambling. The results are considered "highly explorative" and the authors recommend more evaluation of mandatory breaks—if they actually prevent intensification of gambling and if they are always effective in context.

Please continue to highlight articles for fast tracking and forward any questions you or

colleagues may have!

Best,

greo

Greo Evidence Insights
Guelph, Ontario, Canada

www.greo.ca

From: [REDACTED]@gamblingcommission.gov.uk>

Sent: Friday, April 5, 2024 10:02 AM

To: [REDACTED]@greo.ca>

Subject: RE: Greo's published Research Snapshots - April

Hi [REDACTED]

Thanks for another great round up and apologies as I don't think I responded to your last helpful email after I contacted. Thanks so much for that.

We're really trying to keep sharing these with our team as they're great forms of info so if it's okay I'd like to share a colleague's query.

I've had a query from a colleague quoted below:

"There are three of the upcoming snapshots that jump out as being potentially relevant to current policy development:

- *"Offering an auto-play feature likely increases total gambling activity at online slot[1]machines: Preliminary evidence from an interrupted time series experiment at a real-life online casino (2024)"*
- *"Do breaks in online gambling affect neuropsychological arousal? Conceptual approach and lessons learned from the TESSA-pilot trial (2024)"*
- *"Offering an auto-play feature likely increases total gambling activity at online slot[1]machines: Preliminary evidence from an interrupted time (2024)"*

Given the similarity in language of the titles, I suspect the first and third may be the same author(s)."

Are you able to give any more information on these titles at all? Maybe when we can expect them or any of the details?

Thanks,

[REDACTED]

From: [REDACTED]@greo.ca>

Sent: Tuesday, April 2, 2024 9:29 PM

To: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>

Subject: Greo's published Research Snapshots - April

CAUTION: This email is from an external source - be careful of attachments and links

Hello all,

See the list of Research Snapshot article summaries that Greo published in March attached, along with a list of new articles that are in line for upcoming snapshots.

A couple of snapshots that may be of particular interest in the UK context are:

- [The implications of affordability checks for addressing online gambling harm](#)
- [Developing an introductory question to ask about gambling harms in adult social care services](#)

Also, I was pleased to see that several studies take some inventive approaches, including:

- [Searching 'suicide' online can lead web browsers to gambling sites](#)
- [A conceptual framework for identifying and evaluating components of gamblified experiences](#)
- [Ratings of independently designed Australian safer gambling messages by people who bet on races/sports in the USA and the UK](#)
- [Can disclosures be used to build resistance to persuasive techniques that encourage gambling?](#)

Until next month,

[REDACTED]

greo

[REDACTED]

Greo Evidence Insights
Guelph, Ontario, Canada

From: [REDACTED]
To: [REDACTED]
Subject: Re: Greo's published Research Snapshots - September
Date: 02 October 2024 00:31:16

CAUTION: This email is from an external source - be careful of attachments and links

Hi again [REDACTED],

Here's another Snapshot that may interest your colleague who is looking for evidence related to the longer term impacts of gambling as a minor. It's a small qualitative study, but explores topics along the same lines and cites some older studies in the introduction that may be of interest as well. It's also in this month's published Snapshot report.

[Adolescents' reasons for not engaging in gambling](#)

[REDACTED]

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Friday, September 20, 2024 3:28 AM
To: [REDACTED]@greo.ca>
Subject: RE: Greo's published Research Snapshots - September

Thanks [REDACTED], much appreciated.

Have a great weekend too!

[REDACTED]

From: [REDACTED]@greo.ca>
Sent: Thursday, September 19, 2024 10:33 PM
To: [REDACTED]@gamblingcommission.gov.uk>
Subject: Re: Greo's published Research Snapshots - September

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED],

In response to the request you passed along from your colleague below, the [Snapshot](#) for 'Digital geographies of home: Parenting practices in the space between gaming and gambling' is now online.

Have a lovely weekend,

[REDACTED]

From: [REDACTED]@greo.ca>
Sent: Friday, September 6, 2024 2:30 PM

Subject: Re: Greo's published Research Snapshots - September

Thanks for your message. Yes, I remember that you're currently interested in the impacts of underage gambling. Apologies that I didn't forward you these articles sooner.

I've just uploaded the [Snapshot](#) for "Too young to gamble: Long-term risks from underage gambling".

The Snapshot for "[Digital geographies of home: Parenting practices in the space between gaming and gambling](#)" (open access) should be online within the next couple of weeks. I'll send the link over to you as soon as possible.

Best,

Sent: Friday, September 6, 2024 4:54 AM

Subject: RE: Greo's published Research Snapshots - September

Hi

Thanks for this month's update. Have had a question from a colleague asking if you know when the following snapshots will be available, please?

- Digital geographies of home: Parenting practices in the space between gaming and gambling (2024)
- Too young to gamble: Long-term risks from underage gambling (2024)

Thanks.

Sent: Tuesday, September 3, 2024 3:40 PM

[\[REDACTED\]@gamblingcommission.gov.uk](mailto:[REDACTED]@gamblingcommission.gov.uk)

Cc: [REDACTED]@greo.ca>

Subject: Greo's published Research Snapshots - September

CAUTION: This email is from an external source - be careful of attachments and links

Hi all,

The beginning of a new month means another summary of Greo's published Research Snapshots.

A couple of studies that seemed particularly relevant this month in terms of regulation are:

- [Can banks help prevent problem gambling? A framework of financial well-being indicators](#)
- [The implementation of facial recognition technology to support self-exclusion programs in South Australia](#)

Best,
Sheila

greo

[REDACTED]
Greo Evidence Insights
Guelph, Ontario, Canada
[REDACTED]@greo.ca
www.greo.ca

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From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: IAGR and GC Research Day
Date: 18 March 2025 15:36:47
Attachments: [IAGR_UK_March4.pdf](#)
[IAGR_UK_March4.pdf](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED]

Thanks for reaching out! Yes, the snow has all melted and if you can believe it, we've even had a few 15C days in the last few weeks! We apparently brought the Birmingham weather back with us

I've attached the deck we used as a PDF, let me know if that works for you. We look forward to seeing how your roadmaps progress!

Also, I've cc'd [REDACTED] here - [REDACTED], thanks for sending around the PWC deck and you are welcome to circulate this deck to the session participants as well, if you like.

Thanks so much and talk soon,

[REDACTED]

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Tuesday, March 18, 2025 7:51 AM
To: [REDACTED]@greo.ca>; [REDACTED]@greo.ca>
Subject: RE: IAGR and GC Research Day

Hi both,

It was great to see you both at the conference the other week, I hope you had a good trip back home and have slightly less snow to wade through now!

I was wondering if you could share the slides that you presented at the IAGR session? There were some bits in there that gave me inspiration for the next phase of our evidence roadmaps work and it would be great to have another look at them.

Thanks,

[REDACTED]

[REDACTED]

From: [REDACTED] <trudy@greo.ca>
Sent: Thursday, February 27, 2025 7:36 PM
To: [REDACTED]@gamblingcommission.gov.uk; [REDACTED]
[REDACTED]@gamblingcommission.gov.uk>
Cc: [REDACTED]@greo.ca>
Subject: RE: IAGR and GC Research Day

CAUTION: This email is from an external source - be careful of attachments and links

Thank you [REDACTED]!

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Thursday, February 27, 2025 1:47 PM
To: [REDACTED]@greo.ca>; [REDACTED]@gamblingcommission.gov.uk>
Cc: [REDACTED]@greo.ca>
Subject: RE: IAGR and GC Research Day

Hi [REDACTED] and [REDACTED]

Apologies for slow response – [REDACTED]

Yes the agendas have been shared and I've attached to this mail.

For IAGR: yes we should be about 20 – and we will be on small [square!] tables – I'm actually sat in the venue now and it will be great. Interactive is always good

For the conference day: I think the overall number is 230 but for our panel as it's a breakout I reckon about a third of that.

The other panelists are

[REDACTED], Kansspelautoriteit and [REDACTED] PWC. Unfortunately [REDACTED]
[REDACTED]

The outline is below and I'll send a more detailed question board in the morning

Key themes to cover:

How can an international perspective help us to fill our evidence gaps and priorities.

What would a global perspective of the gambling evidence ecosystem show you, that a local perspective wouldn't?

What are achievable measurement strategies that could help build a consistent, usable international evidence base?

- How can the evidence ecosystem learn from each other?
- Where do we see it being done well in other sectors?

Looking forward to seeing you both

From: [REDACTED]@greo.ca>

Sent: Tuesday, February 25, 2025 4:33 PM

To: [REDACTED]@gamblingcommission.gov.uk>; [REDACTED]

[REDACTED]@gamblingcommission.gov.uk>

Cc: [REDACTED]@greo.ca>

Subject: IAGR and GC Research Day

CAUTION: This email is from an external source - be careful of attachments and links

Hello [REDACTED] and [REDACTED],

We are getting excited to see you and the larger group next week. We would like to confirm a few things for our preparation. Have any agendas been shared with participants? This will help us align our talks with other messaging.

For IAGR:

Are you still expecting 20 participants for the day? Will the seating be in table rounds? (we would like to make things a bit interactive if we can)

For the Research Day:

How many people are you expecting?

Have panel questions / outline been confirmed? Also, apologies if you have already said, who else will be on the panel?

Thanks so much, [REDACTED]

[REDACTED]

E. [REDACTED]@greo.ca

T. [REDACTED] ext. [REDACTED]

www.greo.ca

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From: [REDACTED]
To: [REDACTED]
Subject: Re: IAGR and Rome
Date: 17 July 2024 15:58:43
Attachments: [image002.png](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED]

Thank you for reaching out and offering this as an opportunity. I would be happy to moderate a panel discussion on RG programmes and the use of player data at the IAGR conference. Have you assembled the panelists? I feel like I might have seen [REDACTED] from Focal will be on it? I'm confident this can be a very productive panel discussion as this topic is very important and salient to many.

Also, please accept my apologies for such a delayed reply. I have just returned from three weeks in the UK and Ireland. We (my team at Greo) hosted a series of community knowledge exchange events in Glasgow, Liverpool, and Cardiff for the Network to Reduce Gambling Harms that we're developing. The Ireland bit was for a visit - though, we all got COVID for this leg of the trip! That new FlIRT variant nabbed us.

I hope you are well, and please let me know what you need from me in support of the panel.

Best and speak soon,

[REDACTED]

[REDACTED]
[REDACTED]
3-304 Stone Road West, Suite 195
Guelph, Ontario, N1G 4W4
[REDACTED]@greo.ca
www.greo.ca

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: July 17, 2024 9:12 AM
To: [REDACTED]@greo.ca>
Subject: IAGR and Rome

Hi [REDACTED] – hope all is well with you.

I know you submitted a proposal but I wondered if you would be open to moderating the following:

RG programmes and the use of player data (1 hour)

The 21st century 'consumer-citizen' is leaving a massive trail of data to platform owners. On the one hand, user privacy in relation to their 'big data' is protected by data protection laws. At the same time gambling operators are supposed to analyse user data to protect their users under consumer protection laws and RG requirements.

In this dichotomy of interests, are the two sets of interests truly exclusive and jointly exhaustive? Does data protection exclude or limit the potential of RG measures? And are there further interests involved that we have neglected thus far?

What are the current regulatory requirements and prohibitions? How will and should online gambling operators use of player data in the future. And what can regulators and operators do amid such diverse user interests? How can cashless gambling contribute to RG measures.

This would follow and build on a short presentation from [REDACTED] covering:

Too much data and not enough insight is a common complaint by gambling regulators and operators alike. However, the root of the issue is not necessarily a result of too much data, but rather a lack of facility in using these data effectively for decision-making. In some jurisdictions, operators are now required to supply their player data on an ongoing basis to regulators, but new knowledge is required to realise the full potential of these data for safeguarding play. Supporting operators in providing the necessary data sets and assisting regulators on how to understand these data opens a wealth of opportunities for analyses to achieve specific oversight goals for compliance and player safety. On a compliance level, regulators can use these data to determine the extent to which operators are meeting their regulatory obligations, monitor the safety of each operator's environment, and assess the impact of operators' safer gambling interactions with players. Regulators can also harness these data to better understand real-world player behaviour, set baselines to evaluate the impacts of regulatory changes and operator-led safer gambling initiatives, and identify long-term trends in player safety. To assist regulators in this undertaking, Focal has created a collaborative process with select regulators to analyse these data for making evidence-informed decisions regarding player safety using contextually relevant, real-world data. This process will also benefit operators by outlining clear requirements for data provision, facilitating a common understanding of how data will be used, and encouraging a more collaborative approach to player safety. Operators can be confident that they are not only effectively meeting compliance goals, but also that their safer gambling initiatives and programming are having intended impacts for players. In this session, we discuss key learnings, successful outcomes, and the next steps for advancing player protection on a global scale.

Thanks for considering this

Best

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Re: IAGR Dinner Reception Menu Choice
Date: 25 February 2025 17:27:44
Attachments: [Outlook-Shape Des.png](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello [REDACTED],

How lovely, thanks for your message! [REDACTED]
[REDACTED] however, if availability becomes an issue, I'd be happy with anything on this menu. [REDACTED] will follow up with her own preferences.

Regards,
[REDACTED]

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Tuesday, February 25, 2025 11:40 AM
To: [REDACTED]@greo.ca>; [REDACTED]@greo.ca>
Subject: IAGR Dinner Reception Menu Choice

Some people who received this message don't often get email from [REDACTED]@gamblingcommission.gov.uk.
[Learn why this is important](#)

Hi [REDACTED] and [REDACTED],

I hope you're well. Ahead of the IAGR dinner reception next Tuesday I have been asked by the venue to collect menu choices beforehand in order to have a smooth service on the evening. Would you both be able to let me know your menu choices, and any dietary requirements you may have, from the attached menu before Thursday, please?

Please note, the sticky toffee pudding has been replaced by a buckwheat and white chocolate tart.

Shout me if you have any questions!

Cheers,
[REDACTED]

GAMBLING
COMMISSION

www.gamblingcommission.gov.uk

Making gambling safer, fairer and crime free

From: [REDACTED]
To: [REDACTED]
Subject: RE: IAGR Dinner Reception Menu Choice
Date: 25 February 2025 19:40:12
Attachments: [image001.png](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello [REDACTED],

Thank you for the invitation, this sounds lovely! Like [REDACTED]
[REDACTED]

please, although everything sounds delicious.

Thank you, [REDACTED]

From: [REDACTED]@gamblingcommission.gov.uk>
Sent: Tuesday, February 25, 2025 11:40 AM
To: [REDACTED]@greo.ca>; [REDACTED]@greo.ca>
Subject: IAGR Dinner Reception Menu Choice

Some people who received this message don't often get email from [REDACTED]@gamblingcommission.gov.uk. [Learn why this is important](#)

Hi [REDACTED] and [REDACTED]n,

I hope you're well. Ahead of the IAGR dinner reception next Tuesday I have been asked by the venue to collect menu choices beforehand in order to have a smooth service on the evening. Would you both be able to let me know your menu choices, and any dietary requirements you may have, from the attached menu before Thursday, please?

Please note, the sticky toffee pudding has been replaced by a buckwheat and white chocolate tart.

Shout me if you have any questions!

Cheers,

[REDACTED]

GAMBLING
COMMISSION

[REDACTED]
[REDACTED]
www.gamblingcommission.gov.uk
Making gambling safer, fairer and crime free

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Save the Date for Our Gambling Harm Reduction Funding Call Launch
Date: 15 May 2025 07:26:47

Thanks [REDACTED] and lovely to hear from you too!

I did wonder if it was related to a Greo project but just wanted to check. Thanks for responding so promptly and for the additional information. I really appreciate it.

Best wishes

[REDACTED]

From: [REDACTED]
Sent: Wednesday, May 14, 2025 18:36
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Save the Date for Our Gambling Harm Reduction Funding Call Launch

You don't often get email from [REDACTED]@greo.ca. [Learn why this is important](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hello [REDACTED],

Lovely to hear from you. Our team forwarded us your question below, so [REDACTED] and I thought to reply and ensure you have all the information you may be looking for.

The regulatory settlements for the Network and Community Investment Programme were awarded to Greo in May 2023. On the '[Destinations of regulatory settlements to be applied for socially responsible purposes](#)' page, the project is indicated as follows:

May 2023 (Greo): *A three-year project to establish a stakeholder-driven knowledge network to prevent and reduce gambling-related harms in underserved and disadvantaged communities and populations in Great Britain.*

Please let us know if you have any other questions, and if you are aware of any colleagues at the UK GC you suggest we keep abreast.

Thank you so much, and speak soon,

[REDACTED]

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Re: Save the Date: Funding Call Launch for Reducing Gambling Harms
Date: 20 May 2025 09:27:46

Many thanks [REDACTED].

Regards
[REDACTED]

From: [REDACTED]@greo.ca>
Sent: Thursday, May 15, 2025 14:34
To: [REDACTED]@gamblingcommission.gov.uk>
Subject: Save the Date: Funding Call Launch for Reducing Gambling Harms

You don't often get email from [REDACTED]@greo.ca. [Learn why this is important](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED],

My name is [REDACTED], I work for Greo Evidence Insights. In 2023, we received [Regulatory Settlements for Socially Responsible Purposes](#) to develop, facilitate, and evaluate the Network to Reduce Gambling Harms in Great Britain. The aim of the Network is to support people working to prevent and reduce gambling-related harms in Great Britain, and a key focus for the Network is to prioritise underserved and at-risk populations that are experiencing disproportionate harms related to gambling.

I am reaching out to your organization because your work addresses gambling harms, and I want to tell you about an exciting opportunity to engage with the Network that might be of interest to you.

Next month, the Network is officially launching the 2025-2027 Community Investment Programme, a programme that provides funding to gambling support, prevention, and treatment initiatives in Scotland, England and Wales. The funding call will award up to £1,000,000 for community-focused initiatives.

To kick off the launch of this programme, we are hosting an online event. If this opportunity is relevant to you, we would love for you to join us! The details of the event can be found below:

Date: 12 June 2025

🕒 Time: 2:00 – 2:45 PM BST

Location: Online (link to follow in the coming weeks)

Additional details can be found in the invitation attached to this email.

To stay up to date on event registration and other Network activities, please visit our website, <https://networkrgh.co.uk>, and sign up for Network Communications. In addition, if you know of anyone who would be interested in this event and opportunity, please share this email with them!

If you have any questions about the event, funding opportunity, or the Network to Reduce Gambling Harms, please don't hesitate to reach out.

We look forward to seeing you there!

[Redacted]
[Redacted]

Geo Evidence Insights

E: [Redacted]@[geo.ca](mailto:[Redacted]@geo.ca)

www.geo.ca

From: [REDACTED]
To: [REDACTED]
Subject: Register Now for our Gambling Harms Reduction Funding Call Launch
Date: 21 May 2025 14:43:44

You don't often get email from [REDACTED]@greo.ca. [Learn why this is important](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED],

Last week, I sent you an email inviting you to attend a virtual event to officially launch The Network to Reduce Gambling Harm's Community Investment Programme. This programme will fund community-based initiatives in the UK addressing gambling-related harms. We are now happy to share with you that you can now register for the event at this link: <https://mailchi.mp/networkrgh/registration>.

During the event, we will introduce the Network to Reduce Gambling Harms and provide an overview of the Community Investment Programme application process, and share other opportunities to get involved with the Network. Further details about the online event can be found below:

Date: 12 June 2025

Time: 2-2:45 pm BST

Location: Online (Teams – link shared after registration)

Register now: <https://mailchi.mp/networkrgh/registration>

Agenda Highlights:

- Welcome & Introduction
- Overview of the Network and its objectives
- In-depth look at the Community Investment Programme
- Learn how to apply for funding
- Q&A and opportunity to connect with others working to reduce gambling harms

To stay up to date on The Network to Reduce Gambling Harms and the Community Investment Programme, please register for Network communications at <https://networkrgh.co.uk/>.

Please don't hesitate to reach out if you have any questions. We are looking forward to seeing you on 12 June!

[REDACTED]
[REDACTED]
Geo Evidence Insights

[REDACTED]@greo.ca

www.greo.ca

From: [REDACTED]
To: [REDACTED]
Subject: Register Now for our Gambling Harms Reduction Funding Call Launch
Date: 21 May 2025 15:41:16

You don't often get email from [REDACTED]@greo.ca. [Learn why this is important](#)

CAUTION: This email is from an external source - be careful of attachments and links

Hi [REDACTED],

Last week, my colleague Lavender sent you an email inviting you to attend a virtual event to officially launch The Network to Reduce Gambling Harm's Community Investment Programme. This programme will fund community-based initiatives in the UK addressing gambling-related harms. I'm following up with you now with the registration link: <https://mailchi.mp/networkrgh/registration>.

During the event, we will introduce the Network to Reduce Gambling Harms and provide an overview of the Community Investment Programme application process and share other opportunities to get involved with the Network. Further details about the online event can be found below:

Date: 12 June 2025

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Location: Online (Teams – link shared after registration)

Register now: <https://mailchi.mp/networkrgh/registration>

Agenda Highlights:

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- Learn how to apply for funding
- Q&A and opportunity to connect with others working to reduce gambling harms

To stay up to date on The Network to Reduce Gambling Harms and the Community Investment Programme, please register for Network communications at <https://networkrgh.co.uk/>.

Please don't hesitate to reach out if you have any questions. We are looking forward to seeing you on 12 June!

[REDACTED]
Greo Evidence Insights

[REDACTED]@greo.ca

www.greo.ca

From: [REDACTED] on behalf of [Andrew Rhodes](#)
To: [REDACTED] [@greo.ca](mailto:[REDACTED]@greo.ca)
Subject: Thank you
Date: 12 March 2025 13:50:46
Attachments: [image001.png](#)

Dear [REDACTED],

I wanted to personally thank you for your valuable contribution to our Spring Conference, "Building the bigger picture: Evidence and action across gambling."

Your involvement in the session looking at building a global evidence base certainly brought crucial insights to discussions on evidence gaps and priorities and is valuable given our focus on developing the evidence roadmaps and bridging the gap between evidence and meaningful action. Having that international perspective was a welcome addition to our conference.

I am pleased to share that this year's conference is our most successful to date, drawing our highest-ever and most diverse audience. We welcomed almost 200 participants including the regulators attending from jurisdictions across Europe, Africa and Asia. This expanded international presence underscores the growing importance of our collective work addressing evidence gaps and other challenges we all face in gambling regulation.

Thank you again for your time, knowledge and insights. Your contribution is instrumental in establishing this conference as an essential forum for the industry and shaping on-going conversations that will advance the development of evidence-based gambling regulation.

Yours sincerely,

Andrew Rhodes
Chief Executive

**GAMBLING
COMMISSION**

Andrew Rhodes
Chief Executive

t: [REDACTED]
e: arhodes@gamblingcommission.gov.uk
www.gamblingcommission.gov.uk
Making gambling safer, fairer and crime free