Bet on Awareness Campaign *Study*

Authors:

CasinoReviews.net (Primary Author)

Contributors/Partners:

mindway AI **(Tool Development and Data Analysis)**

eCOGRA **(Support and Ethical Compliance)**

TABLE OF CONTENTS

1. Abstract

This study explores and assesses the gambling behavior of individuals using Mindway AI's self-testing tool, **Gamalyze**. In collaboration with CasinoReviews.net and eCOGRA, the Bet on Awareness campaign was announced and launched during Problem Gambling Awareness Month (PGAM) to evaluate and educate participants about their gambling risks. The Gamalyze tool, grounded in neuroscience, required players to pick from four deck of cards, face down, 80 times, simulating gambling scenarios.

At the end of the game, participants were asked to self-assess their perceived riskiness, which was then compared to the tool's calculated risk. In addition to the prompt to players to self-assess their risk levels, they also receive tailored advice based on their actual risk levels. This personalized feedback includes key recommendations for more responsible play. These actionable insights are designed to help participants make more informed decisions and promote healthier gambling habits.

Data from these sessions were analyzed to determine the accuracy of self-assessments and to identify common patterns in gambling behavior. The findings provide significant insights into gambling risk perception and behavior, offering valuable information for future awareness campaigns and interventions.

2. Introduction

Background:

Harmful gambling behavior has become a significant concern worldwide, with millions of individuals affected by problem gambling. This issue not only impacts the financial well-being of individuals but also their mental health, relationships, and overall quality of life. There remains a critical need for innovative and effective tools to raise awareness and help individuals understand their gambling behaviors. Awareness campaigns, especially those utilizing advanced technology like neuroscience theory, are essential in providing individuals with the resources and knowledge to recognize and mitigate risky gambling behaviors.

Partnership:

In an effort to tackle problem gambling, CasinoReviews.net partnered with Mindway AI and eCOGRA to launch the Bet on Awareness campaign. The Gamalyze tool developed by Mindway AI aligns perfectly with the campaign's objectives. eCOGRA, an internationally recognized testing agency, partnered with CasinoReviews.net and Mindway AI to show support for the initiative, aligning with its core values and mission of promoting fair and responsible gambling. This collaboration aimed to leverage the strengths of each partner to create a powerful initiative during Problem Gambling Awareness Month (PGAM), promoting responsible gambling and providing valuable insights into gambling behavior.

Objective:

The primary objective of the campaign was to encourage as many individuals as possible to participate and test themselves using Mindway AI's Gamalyze tool. By promoting the campaign on various publisher websites and CasinoReviews.net's platform, the goal was to increase participation and help individuals assess their riskiness through the tool. This study aims to analyze the data collected during the campaign. The findings will offer insights into common gambling behavior patterns and risk perception, contributing to the development of more effective gambling awareness campaigns and interventions. Through this study, we aim to enhance the understanding of gambling behavior and support efforts to promote responsible gambling practices.

3. Methodology

Data Collection:

The data for this study was collected through Mindway AI's Gamalyze tool. Participants played the game by selecting one of four face-down cards 80 times, with each choice either adding to or subtracting from their credit. At the end of the game, they were asked to self-assess their perceived level of riskiness by moving a pointer on a risk assessment bar. This self-assessment was then compared to the actual risk levels calculated by the tool, which is based on neuroscience principles. Additional recommendations for responsible play are presented to the participants based on the actual risk levels, assessed by Gamalyze.

No personal data or demographics were collected during the study. The tool only gathered and analyzed information based on the actions and behaviors exhibited by participants during their gaming sessions. This approach ensured participants' anonymity while providing valuable insights into their gambling behaviors. The tool's analysis focused on comparing the self-perceived riskiness with the actual results, compiled through its neuroscience-based algorithms, to determine the accuracy of participants' self-assessments and identify patterns in gambling behavior.

Participants:

During the campaign, a total of 236 games were started by participants. Out of these, 187 games were completed, and 181 reports were reviewed. This resulted in an almost 80% completion rate (79.24%) and a 97% report rate, which corresponds to the general pattern observed by Gamalyze customers. For the purposes of this study, only the completed sessions with received reports were analyzed to ensure maximum accuracy. The analysis excluded the games that were started but not finished. A report was considered valid if the participant demonstrated varied behavior and did not consistently pick from only one of the decks, as this behavior negates the purpose of the test and makes it impossible to determine a result, tendency, or make deductions about the behavior shown. This criterion helped ensure the reliability and validity of the study's findings.

4. Data Analysis

Overview of Collected Data:

The collected data is compiled into a Risk Score Overview report, which includes several key variables. The results for these markers are presented in scales, which reflect the degree of each behavior or sensitivity.

Risk Score:

This shows the actual risk score determined and evaluated by the tool.

Sensitivity to Rewards:

This measures how responsive the participant is to positive outcomes (rewards) during the game.

Risk Guess Minus Risk Score:

This is the result of the participant's self-assessed risk minus the actual risk score. If a person self-assessed a risk lower than their actual score, this result is negative (-). If the participant guessed a higher risk than the actual score, this result is positive (+). The smaller the deviation, the closer the perceived risk is to the actual demonstrated risk.

Sensitivity to Losses:

This assesses how the participant reacts to negative outcomes (losses) during the game.

Sensitivity to Win Frequency:

This indicates how the frequency of wins influences the participant's behavior.

Persistence:

This measures the participant's perseverance or tendency to continue playing despite losses or low win frequencies.

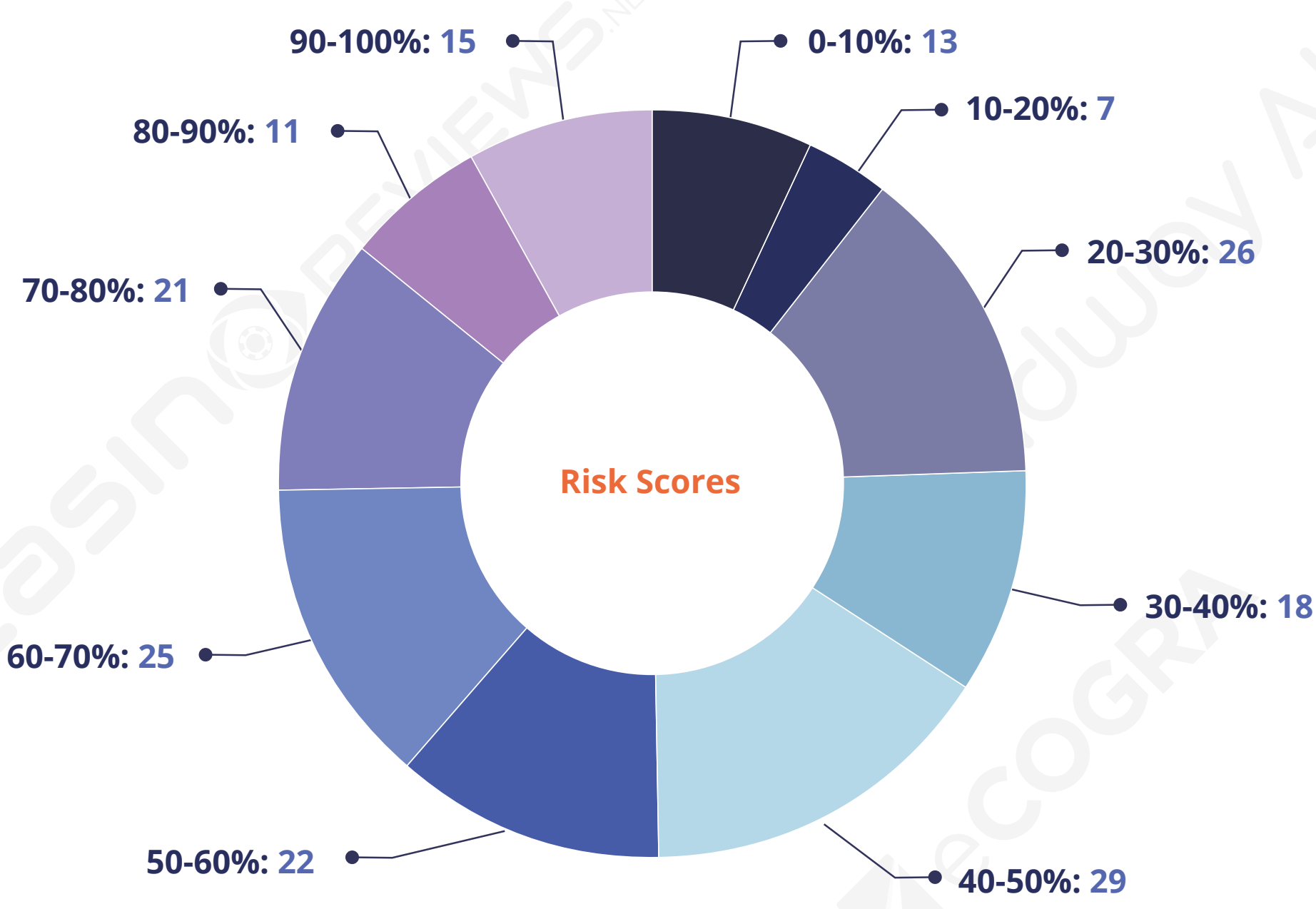
Interpreting the Scales:

The scales in the graphs represent the percentage ranges (e.g., 0-10%, 20-30%, etc.) on the x-axis and the number of reports on the y-axis. Each bar in the graph shows the number of participants whose behavior falls within that percentage range. For example, in the "Sensitivity to losses" graph, the majority of participants (47 reports) have a sensitivity to losses between 0-10%, indicating that their behavior is minimally influenced by losses.

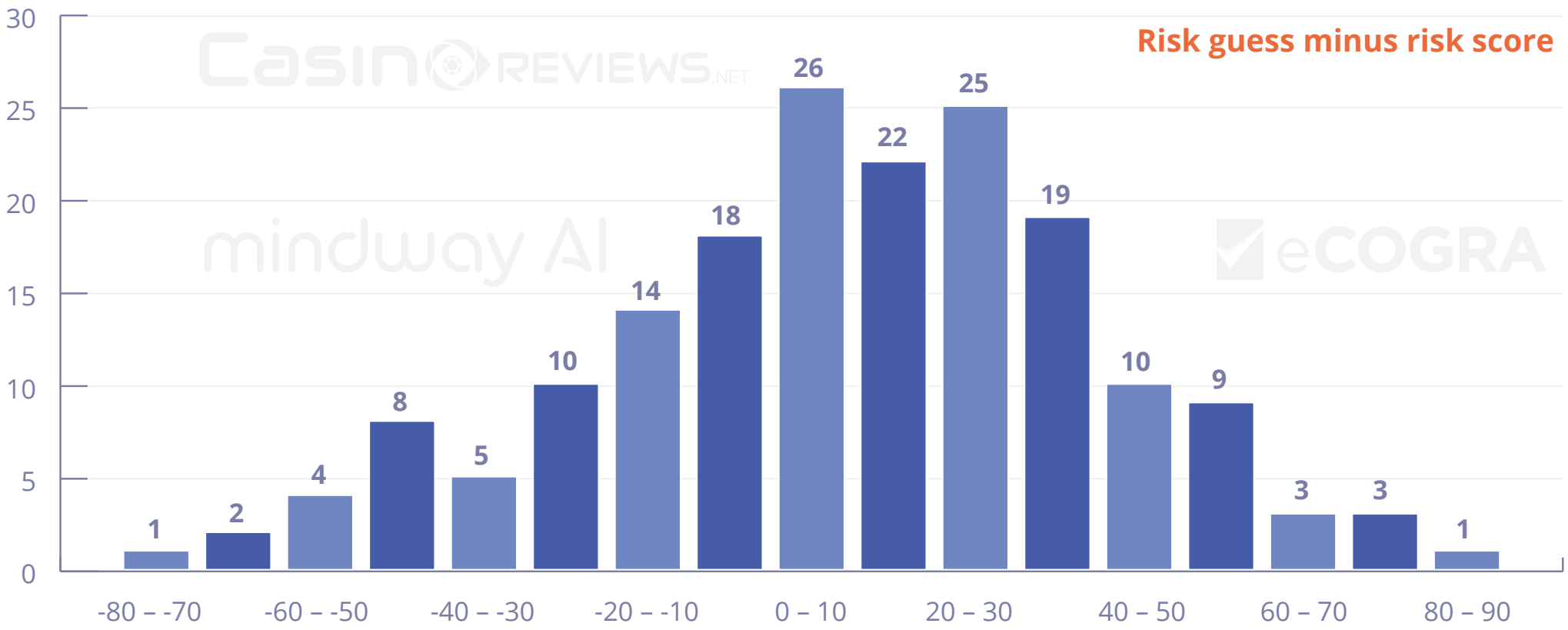
5. Results

Descriptive Statistics:

Risk Scores: A little over a half of the participants (94 reports) fall into the higher range of risk levels (above 50%), while the rest (87) are in the lower risk levels (0-49%). The most frequent risk level observed is in the 40-50% range, indicating that many participants fall around the midpoint of the risk spectrum.



Self-Assessed vs. Actual Risk: Self-Assessed vs. Actual Risk: The "Risk guess minus risk score" graph shows a normal distribution centered around zero, indicating that most participants' self-assessments are close to their actual risk scores. However, there are notable deviations where some participants significantly overestimate or underestimate their risk.



Average Risk Levels: The average risk score of participants spans a wide range, with a notable concentration in the middle ranges (20-70%), demonstrating varied risk behaviors among participants.

Comparative Analysis:

Accuracy of Self-Assessments in Gamalyze: The comparison between self-assessed risk and actual risk reveals that while many participants have accurate self-perceptions (centered around zero deviation), a substantial number either overestimate or underestimate their risk. The highest column, representing 26 participants, shows a 0-10% deviation, indicating no significant discrepancy between their self-assessed risk level and the actual risk.

30 participants (16.5% of all reports) show negative deviations between -20% and -80%, indicating these individuals significantly underestimate their risk. This suggests a lack of awareness or understanding of their actual gambling behaviors, which could make them more susceptible to risk without realizing it.

On the other hand, an astounding 70 participants (39% of all reports) overestimate their risk with deviations ranging from +20% to +90%. This suggests that a significant portion of participants may be overly cautious or anxious about their gambling behavior, potentially leading them to believe they are more at risk than they actually are.

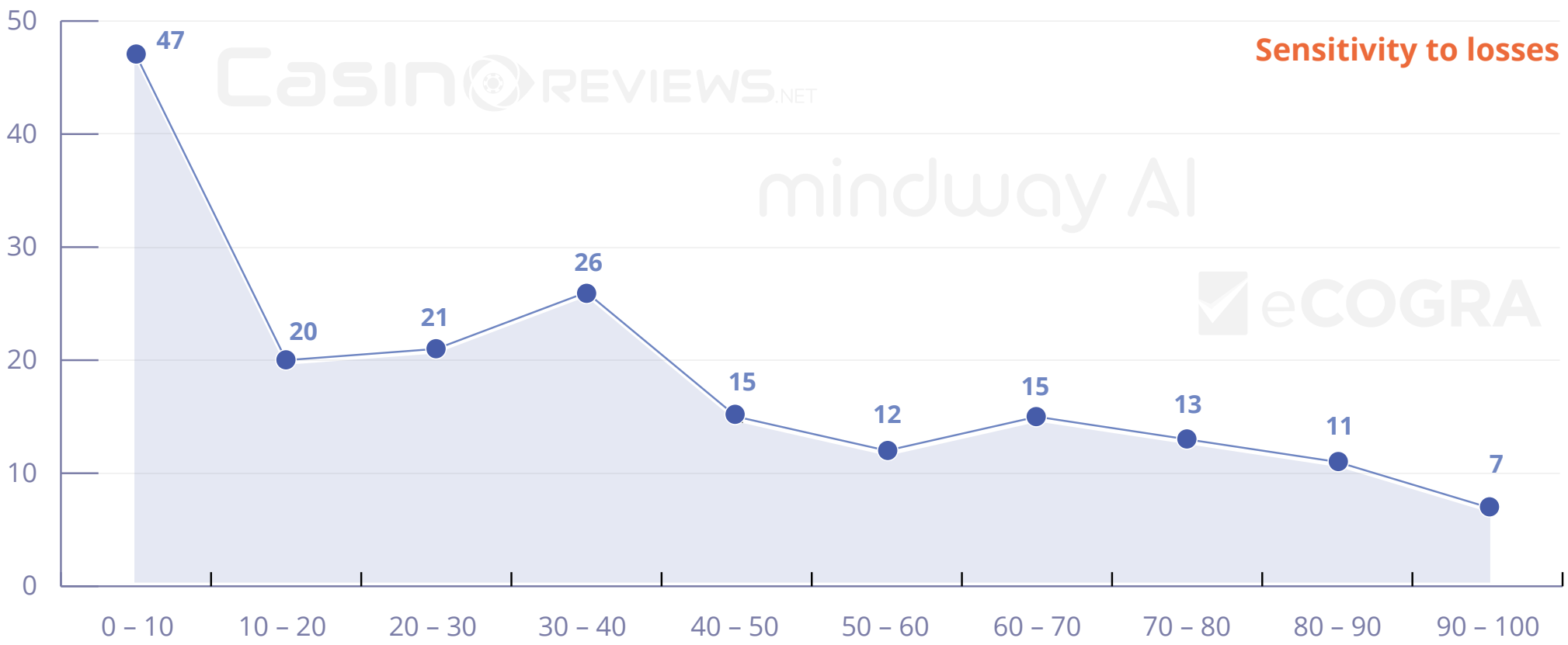
Overestimation and Underestimation: Participants who overestimate their risk (positive deviation) might be more cautious or anxious about their gambling behavior, whereas those who underestimate (negative deviation) might lack awareness of their risky behaviors.

Behavioral Insights:

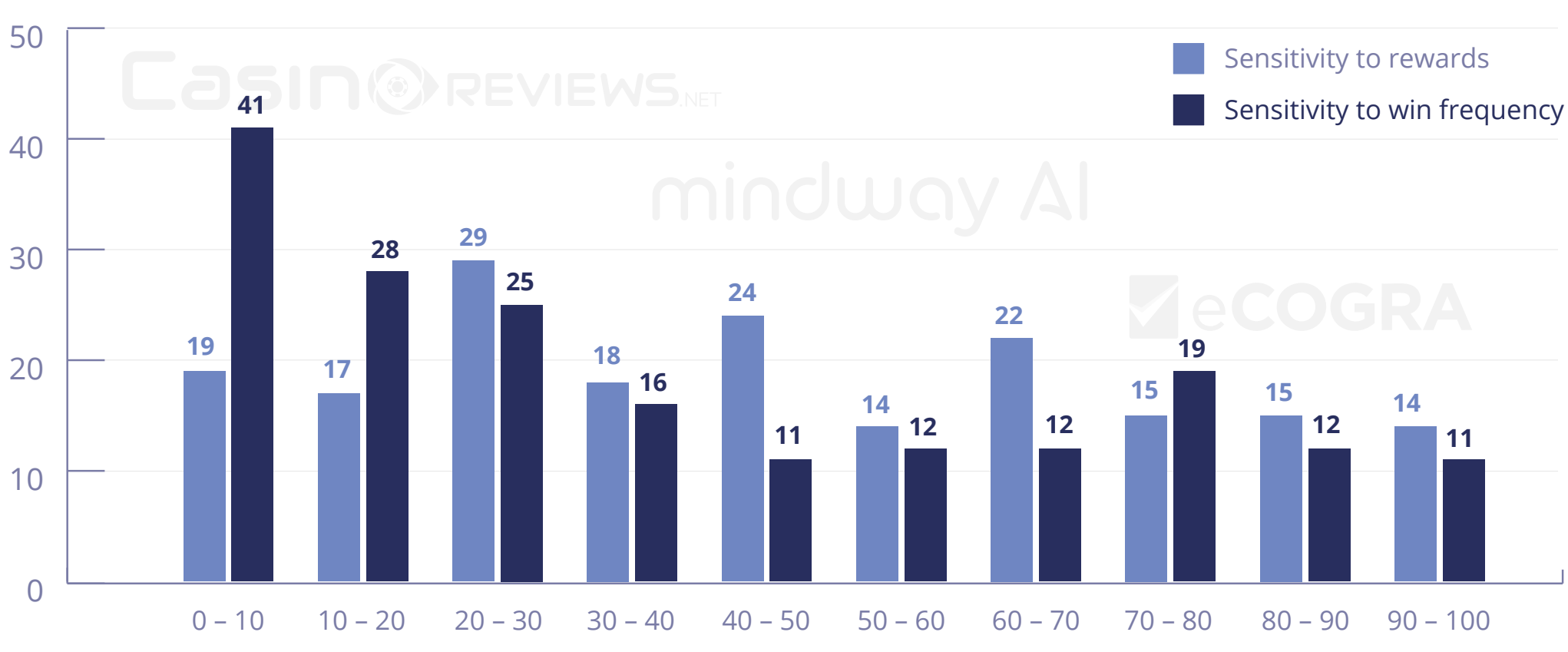
Sensitivity to Losses: The majority of participants (47 reports) exhibit a 0-10% sensitivity to losses, indicating that their gambling behavior is less influenced by losing and more driven by the prospect of winning or other factors such as:

- Anticipation of future wins
- Enjoyment of the gambling experience
- Social interaction
- Excitement and thrill
- Reward sensitivity
- Investment fallacy

The "Sensitivity to losses" graph shows a significant concentration in the 0-10% range, meaning that losses do not heavily discourage most participants.



Sensitivity to Rewards and Win Frequency: Participants show varied sensitivity to rewards and win frequency, with significant numbers falling into different percentage ranges. The "Sensitivity to rewards" graph remains quite stable across all sections from 0-10% to 90-100% sensitivity. This indicates that rewards consistently encourage participants regardless of their sensitivity level. In contrast, the "Sensitivity to losses" graph is significantly different, with the majority of participants clustered in the 0-10% section. This suggests that while losses do not strongly deter participants, rewards play a crucial role in motivating their gambling behavior.



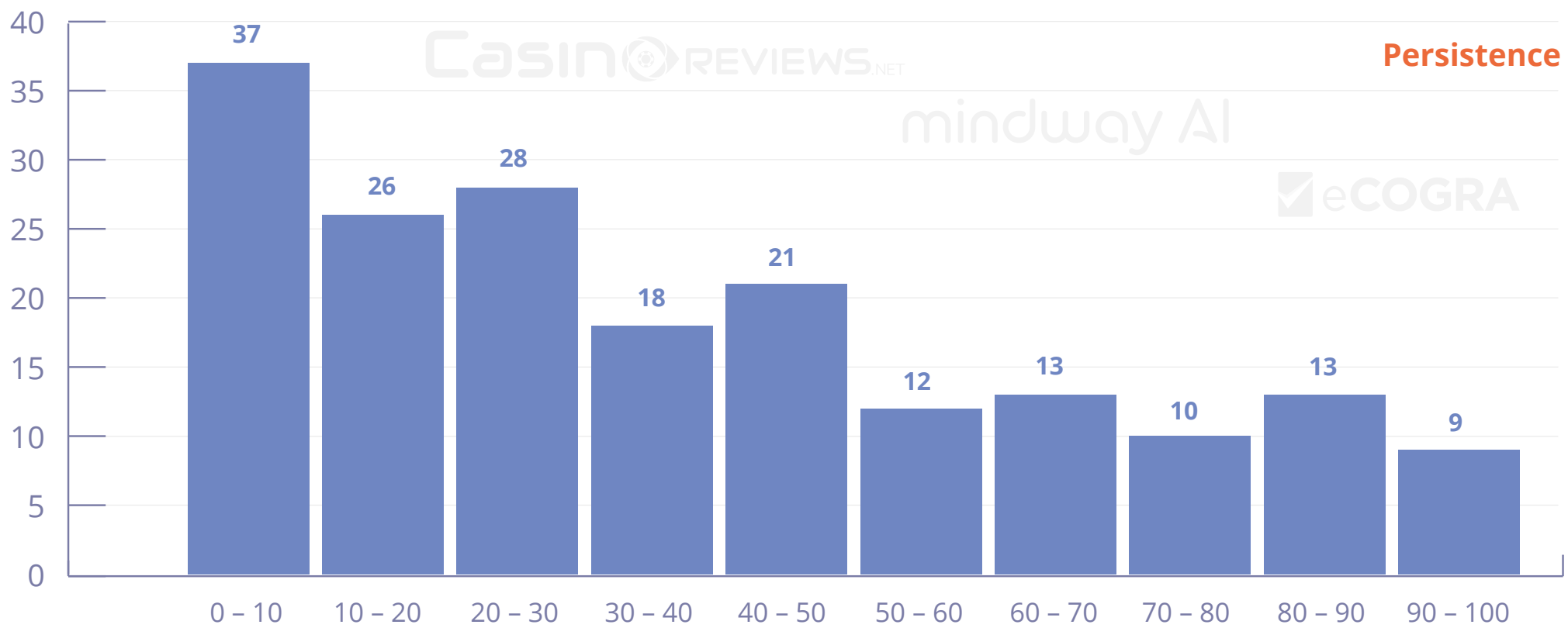
From these observations, we can presume that the majority of participants are more driven by the potential for rewards rather than being discouraged by losses. This implies that **positive reinforcement (winning) is a stronger motivator than negative outcomes (losing) in gambling behavior**. This insight can be leveraged to develop more effective intervention strategies, focusing on managing the appeal of rewards rather than solely emphasizing the risks of losses.

Persistence:

Most participants fall into the first column, with 37 participants (20%) exhibiting 0-10% persistence. Given that participants are not significantly discouraged by losing but are highly stimulated by winning, this low persistence is more likely due to the low win frequencies rather than losses. This suggests that a significant portion of participants are more likely to stop playing when they experience infrequent wins, even though they are not heavily deterred by losses.

Moderate Persistence: Half of the participants (91 participants) fall into the first three columns (0-30% persistence). This suggests that while a substantial number of participants exhibit some level of persistence, they are not highly persistent overall. They may continue to play for a short while despite losses but tend to stop if the negative outcomes persist.

Higher Persistence: The remaining participants are distributed across the higher persistence ranges, with fewer participants exhibiting higher levels of persistence. This distribution indicates that only a smaller portion of participants (beyond the 0-30% range) continue to play for extended periods despite experiencing losses.



Correlation between Sensitivity to Losses and Persistence: While the majority of participants exhibit low persistence, their gambling behavior is less influenced by losses and more driven by the prospect of winning or other factors. This means that although they are motivated by potential rewards, they do not persist in playing for extended periods when faced with continuous low win frequency. Their low persistence could be due to their ability to recognize when to stop, balancing their desire for rewards with a pragmatic approach to gambling.

6. Discussion

Interpretation of Results:

The key findings from the study indicate that participants' gambling behavior is predominantly driven by the potential for rewards rather than the aversion to losses. The data shows that the majority of participants exhibit low sensitivity to losses (0-10%), suggesting that losing does not significantly deter their gambling activities. However, the persistence graph indicates that most participants also exhibit low to moderate persistence (0-30%), meaning they do not continue to gamble for extended periods when faced with continuous low win frequencies. This balanced approach implies that while participants are motivated by the prospect of winning, they also recognize when to stop, potentially reflecting a healthy gambling behavior.

Accuracy of Self-Assessment:

The analysis of self-assessment accuracy reveals that a significant number of participants have a close alignment between their perceived risk and their actual risk, with 26 participants showing a 0-10% deviation. However, there are notable discrepancies where 30 participants significantly underestimate their risk (negative deviations between -80 and -20) and 70 participants overestimate their risk (positive deviations +20 and above).

The substantial overestimation suggests that a large portion of participants may be overly cautious or anxious about their gambling behavior, potentially leading to unnecessary stress.

Conversely, the 30 participants who underestimate their risk are at a greater risk of falling into problematic gambling patterns due to their lack of awareness about their actual gambling behavior. This underestimation can lead to increased vulnerability and a higher likelihood of developing gambling-related issues as these individuals may not take the necessary precautions to manage their gambling habits.

Implications for Gambling Awareness:

The data suggests that campaigns should focus not only on the risks associated with gambling but also on educating participants about balanced gambling behaviors and the importance of self-awareness. Highlighting the discrepancy between self-assessed and actual risks can help participants gain a more accurate understanding of their gambling behavior, reducing unnecessary anxiety and promoting healthier gambling practices.

7. Conclusion

Summary of Findings:

- **Low Sensitivity to Losses:** Most participants are driven by potential rewards rather than deterred by losses.
- **17.5% Underestimate Risk:** These participants are at a higher risk of developing gambling problems.
- **37% Overestimate Risk:** These participants experience unnecessary anxiety and stress about their gambling behavior.

- Majority exhibit low to moderate persistence, ceasing gambling when faced with continuous low win frequencies.
- A notable portion shows high persistence, continuing to gamble despite losses, indicating the need for targeted interventions.
- **Need for Accurate Self-Assessment Tools:** Highlighting the discrepancy between perceived and actual risks is crucial for promoting healthier gambling practices.

Future Research and Approach:

Targeted Awareness Campaigns: Campaigns that specifically address the problematic behaviors identified in the study. For participants who overestimate their risk, campaigns can focus on reducing anxiety and stress associated with gambling by providing accurate information about gambling risks and promoting a balanced approach. For those who underestimate their risk, campaigns can emphasize the importance of recognizing and understanding actual gambling behaviors, encouraging self-awareness and precautionary measures to prevent problem gambling.

Acknowledgements:

We would like to extend our gratitude to our partners and contributors who made this study possible:

- **Mindway AI for their development of the Gamalyze tool and their assistance with data analysis.**
- **eCOGRA for their support and ensuring ethical compliance throughout the campaign.**