Types of past–year gambling activities influenced by social motivations and gender

Michael Ellery, Ph.D.
Department of Psychology
University of Manitoba
Winnipeg, Manitoba, Canada
Acknowledgements

- presentation at *The First Asia Pacific Conference on Gambling and Commercial Gaming Research* made possible by a Conference Grant from Manitoba Lotteries’ *Manitoba Gambling Research Program*
Acknowledgements

- Mike Neufeld
- Damien Dowd
“Social” vs “Problem” Gambling

- “social” and “nonproblem” gambling are often used interchangeably

- social gambling may not be the same as nonproblem or recreational gambling (Rodgers et al., 2009)
“Social” vs “Problem” Gambling

- gambling to socialise has been identified as one motive among recreational gamblers (Potenza et al., 2006)

- however, people with gambling problems have endorsed gambling for social reasons more than those without (Stewart & Zack, 2008)
Types of Gambling Activities

- gambling activities have been classified a number of ways:
  - skill vs luck (Herman, 1976)
  - strategic vs non-strategic (Potenza et al., 2000)
  - active vs passive (Bonnaire, Lejoyeux, & Dardennes, 2004)

- gambling activities vary in terms of the social interaction involved (Potenza et al., 2000)
- perhaps people favour certain game types based on their social motives for gambling
  - high social vs low social?
Gender and Gambling

- men gamble with more money, more often (Welte et al., 2002), and start gambling at an earlier age than women (Potenza et al., 2006)

- women prefer lottery and slots while men prefer cards, blackjack, sports betting (Potenza et al., 2006), and dice (Welte et al., 2002)
Gender and Gambling

- men and women both endorse social motives for gambling (Potenza et al., 2006)

- women with gambling problems have endorsed social gambling motives more than men with gambling problems (Stewart & Zack, 2008)
social motives and gender may both influence the type of gambling activities people choose to engage in
Hypotheses: Gender

- women will score higher than men on social gambling motives

- women will differ from men in terms of past year gambling activities
  - women will endorse lottery and slots more than men
  - men will endorse cards, blackjack, sports betting, and dice games more than women
Hypotheses: Motives and Problems

- Participants in upper quartile of social motives (“high social motives”) will score higher on coping and enhancement motives.

- High social motives group will also score higher on a measure of gambling problems.
Hypotheses: Motives and Games

- participants in lower quartile of social motives ("low social motives") will be more likely to have engaged in lower social gambling activities in past year, such as playing EGMs

- high social motives group more likely to do higher social gambling activities in past year, such as poker
Participants

- overall sample consisted of 436 undergraduates who had gambled at least twice in the past year
- 188 men, 248 women, 1 missing gender data

- data analysed from 222 undergraduates in the upper and lower quartiles of social gambling motives
- 89 men, 133 women

- mean age = 20.8 years (SD = 5.3)
<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>n</th>
<th>%</th>
<th>Ethnicity</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canadian</td>
<td>340</td>
<td>78.0</td>
<td>Polish</td>
<td>20</td>
<td>4.6</td>
</tr>
<tr>
<td>English</td>
<td>57</td>
<td>13.1</td>
<td>Icelandic</td>
<td>17</td>
<td>3.9</td>
</tr>
<tr>
<td>Ukranian</td>
<td>50</td>
<td>11.5</td>
<td>Other</td>
<td>14</td>
<td>3.2</td>
</tr>
<tr>
<td>Irish</td>
<td>40</td>
<td>9.2</td>
<td>African</td>
<td>12</td>
<td>2.8</td>
</tr>
<tr>
<td>Scottish</td>
<td>38</td>
<td>8.7</td>
<td>Italian</td>
<td>12</td>
<td>2.8</td>
</tr>
<tr>
<td>French</td>
<td>38</td>
<td>8.7</td>
<td>Aboriginal</td>
<td>12</td>
<td>2.8</td>
</tr>
<tr>
<td>German</td>
<td>36</td>
<td>8.3</td>
<td>East Indian</td>
<td>12</td>
<td>2.8</td>
</tr>
<tr>
<td>Metis</td>
<td>25</td>
<td>5.7</td>
<td>Russian</td>
<td>10</td>
<td>2.3</td>
</tr>
<tr>
<td>Phillipines</td>
<td>24</td>
<td>5.5</td>
<td>Swedish</td>
<td>7</td>
<td>1.6</td>
</tr>
<tr>
<td>Chinese</td>
<td>24</td>
<td>5.5</td>
<td>Icelandic</td>
<td>17</td>
<td>3.9</td>
</tr>
</tbody>
</table>
## Participants

<table>
<thead>
<tr>
<th>Income (CAD)</th>
<th>n</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000-$20,000</td>
<td>65</td>
<td>14.9</td>
</tr>
<tr>
<td>$20,000-$50,000</td>
<td>48</td>
<td>11.0</td>
</tr>
<tr>
<td>$50,000-$80,000</td>
<td>35</td>
<td>8.0</td>
</tr>
<tr>
<td>More than $80,000</td>
<td>61</td>
<td>14.0</td>
</tr>
<tr>
<td>Don't Know/Refuse</td>
<td>227</td>
<td>52.1</td>
</tr>
<tr>
<td>Total</td>
<td>436</td>
<td></td>
</tr>
</tbody>
</table>
## Participants

<table>
<thead>
<tr>
<th>Game Type</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic Gaming Machines</td>
<td>321</td>
<td>71.6</td>
</tr>
<tr>
<td>Poker</td>
<td>200</td>
<td>45.9</td>
</tr>
<tr>
<td>Roulette and Other Table Games</td>
<td>69</td>
<td>15.8</td>
</tr>
<tr>
<td>Blackjack</td>
<td>133</td>
<td>30.5</td>
</tr>
<tr>
<td>Sports and Horse Betting</td>
<td>63</td>
<td>14.4</td>
</tr>
<tr>
<td>Lottery</td>
<td>17</td>
<td>3.9</td>
</tr>
<tr>
<td>Dice, including Craps</td>
<td>5</td>
<td>1.1</td>
</tr>
<tr>
<td>Bingo and Other Charity</td>
<td>20</td>
<td>4.6</td>
</tr>
<tr>
<td>Proposition Betting</td>
<td>11</td>
<td>2.5</td>
</tr>
<tr>
<td>Mahjong or Other</td>
<td>8</td>
<td>1.8</td>
</tr>
</tbody>
</table>
Measures

- Gambling Motives Questionnaire (GMQ; Stewart & Zack, 2008)

- Problem Gambling Severity Index (PGSI; Ferris & Wynne, 2001)

- Demographics and self-reported past year frequencies of gambling activities
Procedure

- Informed consent obtained and all measures completed online using SurveyGizmo (www.surveygizmo.com)

- Participants compensated with course credit
Results: Gender

- in the overall sample (n = 436), contrary to hypothesis, men scored higher than women on social motives ($F_{1,433} = 5.30, p = .022$)

- in the upper and lower quartiles of social motives scores (n = 222), men and women did not differ in terms of social motives
Results: Gender

- men scored higher than women on:
  - problem gambling severity ($F_{1,218} = 46.88$, $p < .001$)
  - enhancement motives ($F_{1,218} = 143.09$, $p < .001$)
  - coping motives ($F_{1,218} = 56.43$, $p < .001$)
Results: Motives and Problems

- The high social motives group scored higher than the low social motives group on:

- problem gambling severity \((F_{1,218} = 4.83, p = .029)\)
- enhancement motives \((F_{1,218} = 7.22, p = .008)\)
- coping motives \((F_{1,218} = 3.84, p = .051)\)
Results: Types of Gambling

Electronic Gaming Machines (EGMs)
- women more likely ($X^2 = 13.33, \text{df} = 1, p < .001$)
- social motives did not influence EGM play

Poker
- women less likely ($X^2 = 4.74, \text{df} = 1, p = .029$)
- high socially motivated gamblers more likely ($X^2 = 18.87, \text{df} = 1, p < .001$)
Results: Types of Gambling

Blackjack
- women less likely \( (X^2 = 8.58, \text{ df } = 1, \ p = .003) \)
- low socially motivated gamblers may have been less likely \( (X^2 = 3.20, \text{ df } = 1, \ p = .074) \)

Roulette (and other table games)
- women less likely \( (X^2 = 11.58, \text{ df } = 1, \ p = .001) \)
- women with low social motives less likely than men with low social motives \( (X^2 = 13.17, \text{ df } = 1, \ p < .001) \)
Results: Types of Gambling

Sports Betting (including horse racing)
- women less likely ($X^2 = 15.55, df = 1, p < .001$)
- no effect of social motivations

Lottery and Scratch Tickets
- no effect of either social motives or gender
Results: Types of Gambling

Dice Games (including craps)
- men more likely ($X^2 = 4.55$, df = 1, $p = .033$)
- no effect of social motives

Bingo and other charity gambling (such as raffles)
- women more likely ($X^2 = 6.75$, df = 1, $p = .009$)
- no effect of social motives
Results: Types of Gambling

Proposition Betting
- no effect of social motives or gender

Other Betting
- men were more likely ($X^2 = 3.39, df = 1, p = .066$)
- no effect of social motives
## Results: Types of Gambling

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>EGMs</td>
<td>Poker</td>
<td>Lottery</td>
</tr>
<tr>
<td>Bingo and charity</td>
<td>Blackjack</td>
<td>Proposition betting</td>
</tr>
<tr>
<td></td>
<td>Roulette</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sports and horse betting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dice (e.g., craps)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>
## Results: Types of Gambling

<table>
<thead>
<tr>
<th>Low Social</th>
<th>High Social</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poker</td>
<td>EGMs</td>
<td>Sports and horse betting</td>
</tr>
<tr>
<td>Blackjack</td>
<td>Roulette*</td>
<td>Lottery</td>
</tr>
<tr>
<td>Dice (e.g., craps)</td>
<td></td>
<td>Dice (e.g., craps)</td>
</tr>
<tr>
<td>Bingo and charity</td>
<td></td>
<td>Bingo and charity</td>
</tr>
<tr>
<td>Proposition</td>
<td></td>
<td>Proposition</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>Other</td>
</tr>
</tbody>
</table>
Discussion

- social gambling is not nonproblem gambling
  - high social motives, like high coping and enhancement motives, are associated with problems

- men in the overall sample scored higher on the social gambling motives measure
  - previous research on recreational gamblers did not report gender differences in social motives (Potenza et al., 2006)
  - previous research on problem gamblers that found women with problems scored higher than men (Stewart & Zack, 2008)
Discussion

- Gender influences many past year gambling activities, except lottery and prop betting.

- Social motives may be important for some activities, such as poker and blackjack, and surprisingly less important for others.

- However, results may have limited generalisability and rely on self-report.