



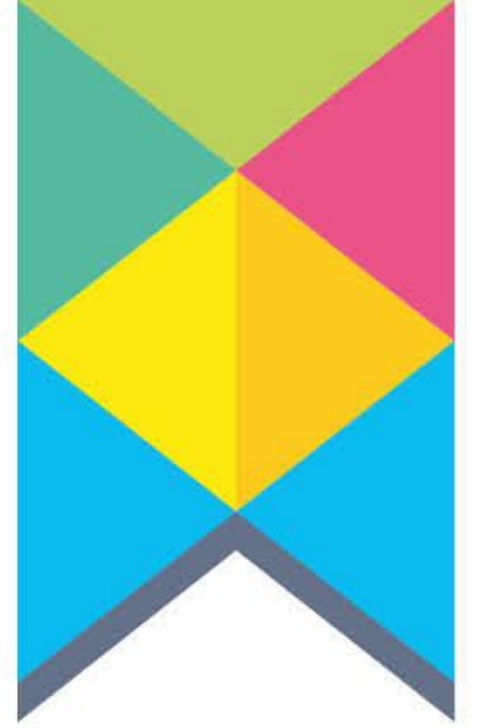
A qualitative study of gambling motivations with a focus on deprivation and monetary factors

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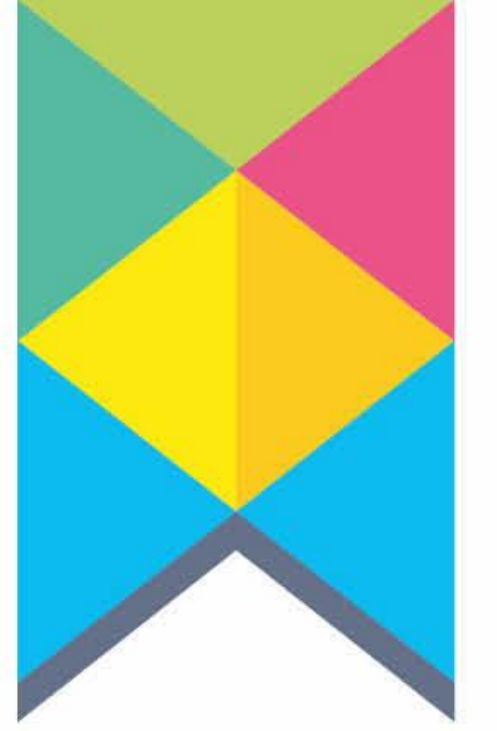
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Background



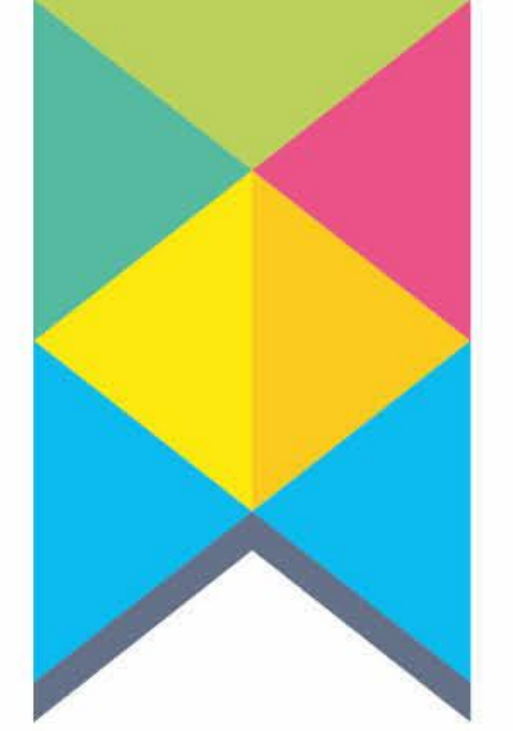
We know a fair bit about motivations for gambling and how they relate to outcomes, e.g.:

- **Gambling for escape / mood modification**
- **Gambling for fun / excitement**
- **Gambling 'to win money'**

e.g. Lloyd et al., 2010;
Flack & Stevens, 2019

- But money = complex, multi-faceted motivation
 - How might people vary in the value/meaning that the money holds?

Background



- Importance of **deprivation**?
- Problem gambling prevalence within the UK is highest within most deprived areas (Gambling Commission, 2010)
- Gambling machines = concentrated in areas of socio-economic deprivation (Wardle et al., 2014).



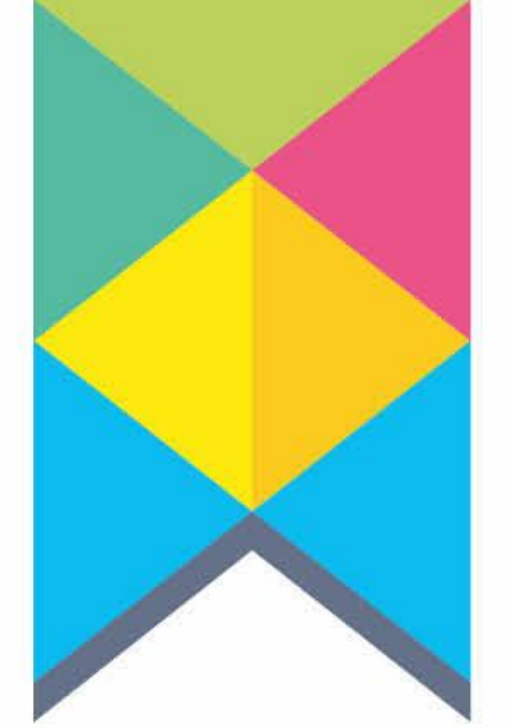


Background



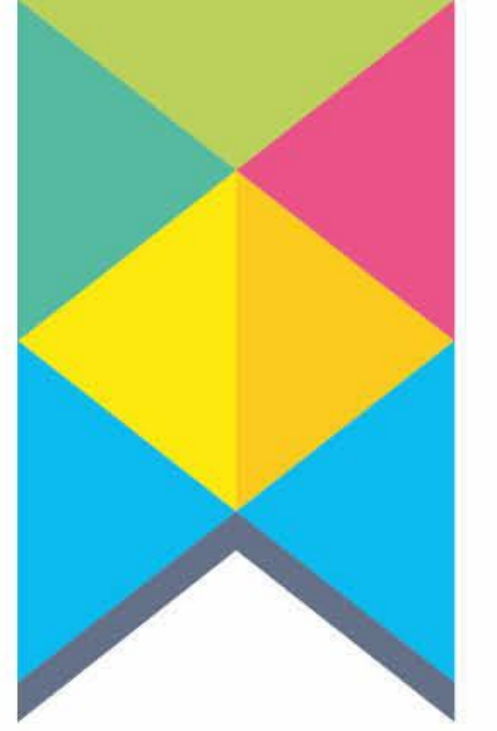
- Perceived relative deprivation is associated with stronger urges to gamble, & with more problematic gambling behaviour (Callen, Shead & Olson, 2015).
- For individuals who feel deprived, gambling may be used as a ‘search for justice’: to pursue ‘desirable outcomes that people feel they deserve but might be **unable** or **unwilling** to attain through conventional means’ (Callan et al., 2008, p1514)
- **Is this a conscious motivation?**

This study – Methodology



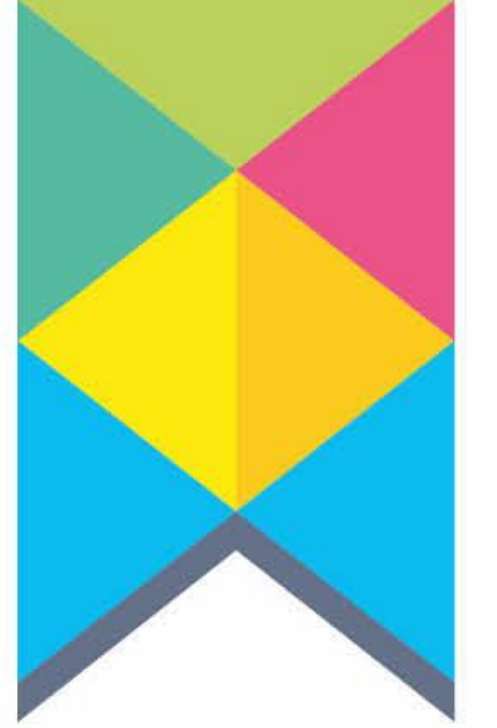
- Semi-structured in-depth qualitative interviews (over the phone / in person)
 - Analysed using thematic analysis (Braun & Clarke 2006; 2019) in NVIVO 11
- Brief pre-interview questionnaire
 - 9-item problem gambling symptom scale (PGSI; Ferris & Wynne, 2001)
 - 5-item perceived relative deprivation scale (PRDS; Callan et al., 2008)
 - E.g. ‘When I think about what I have compared to others, I feel deprived’

Interview Guide (key questions)



- Can you talk me through the reason or reasons why you gamble?
- Is there something specific that you hope to achieve / gain through gambling?
- What makes you feel like gambling?
- Thinking back to the questionnaire, you answered a few questions comparing what you feel you have with what others have. Do you think that being/feeling worse off than others can make a person want to gamble?

Participants



- Convenience sample, primarily from the West Midlands
16 males, 9 females, aged 24 – 74 (mean 40, sd 14.11)
- Problem gambling categories (PGSI scores)
 - 10 non-problem gamblers (score of 0)
 - 4 low-level problem gamblers (score of 1 or 2)
 - 7 moderate problem gamblers (score of 3-7)
 - 4 severe problem gamblers (score of 8+)

Participants

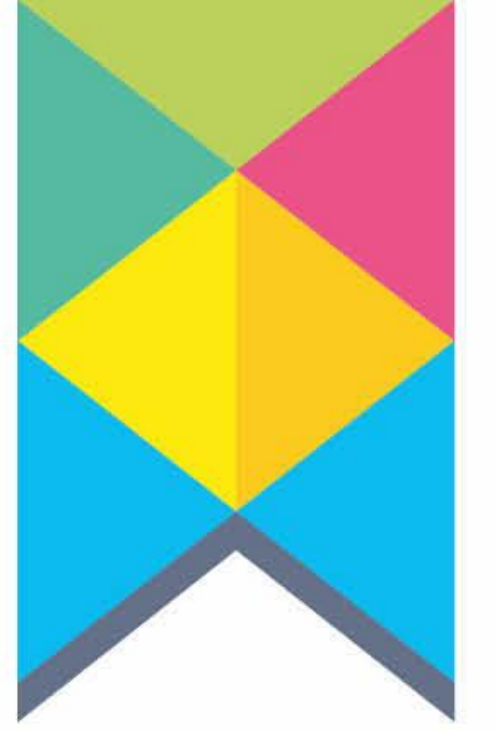
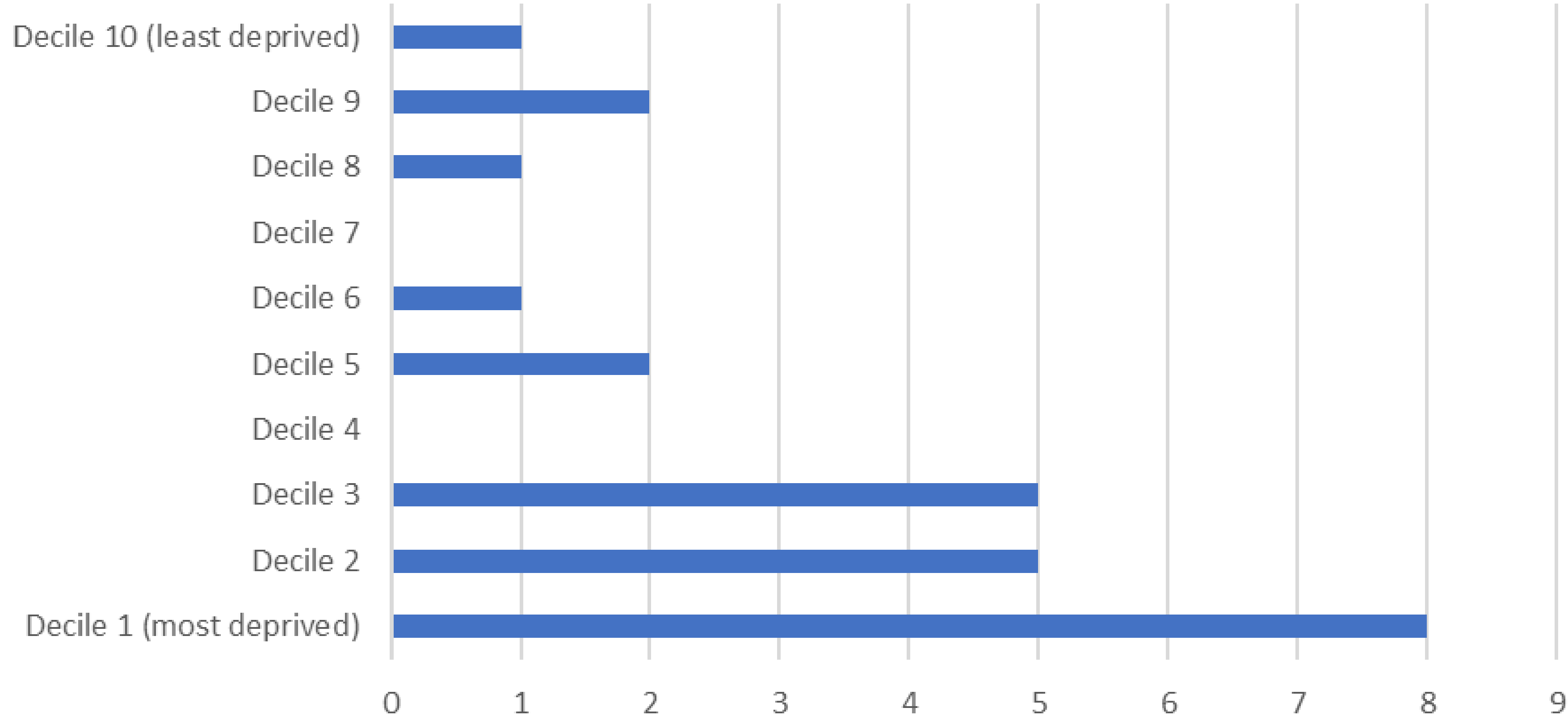
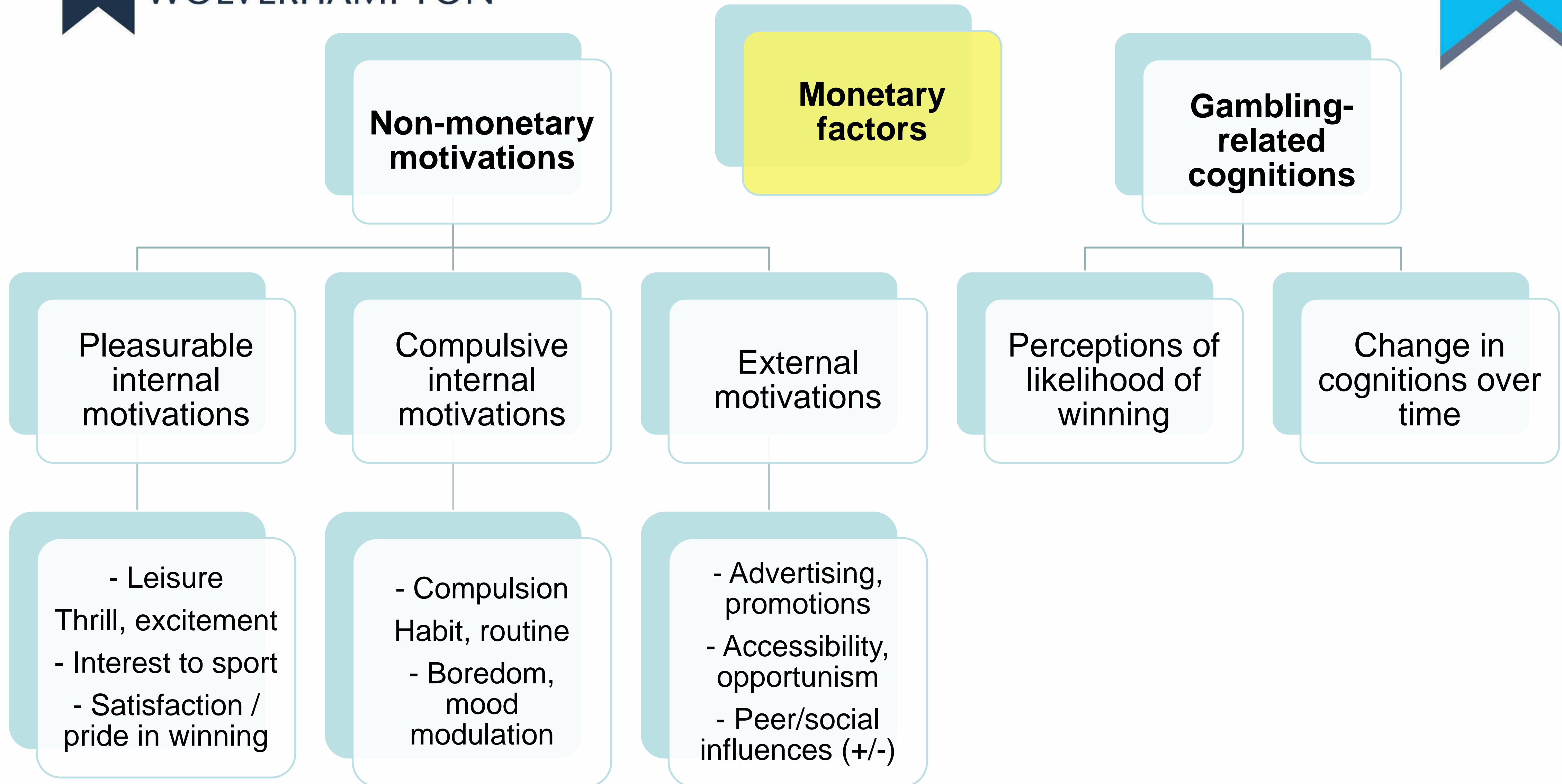
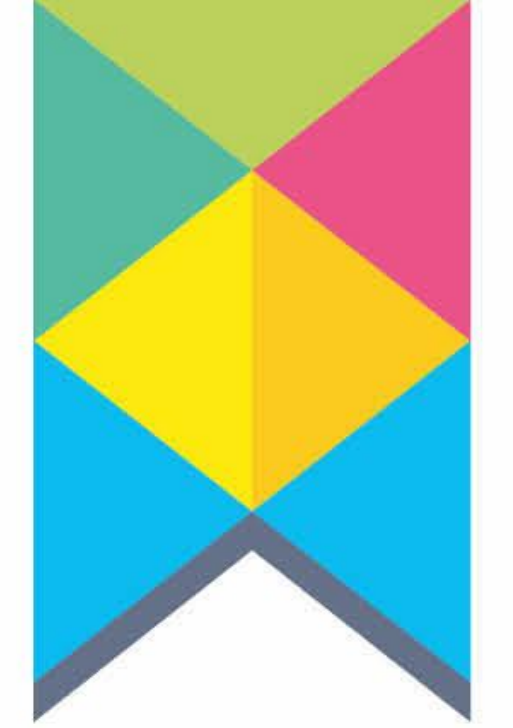


Figure 1: Number of participants in each Index of Multiple Deprivation decile

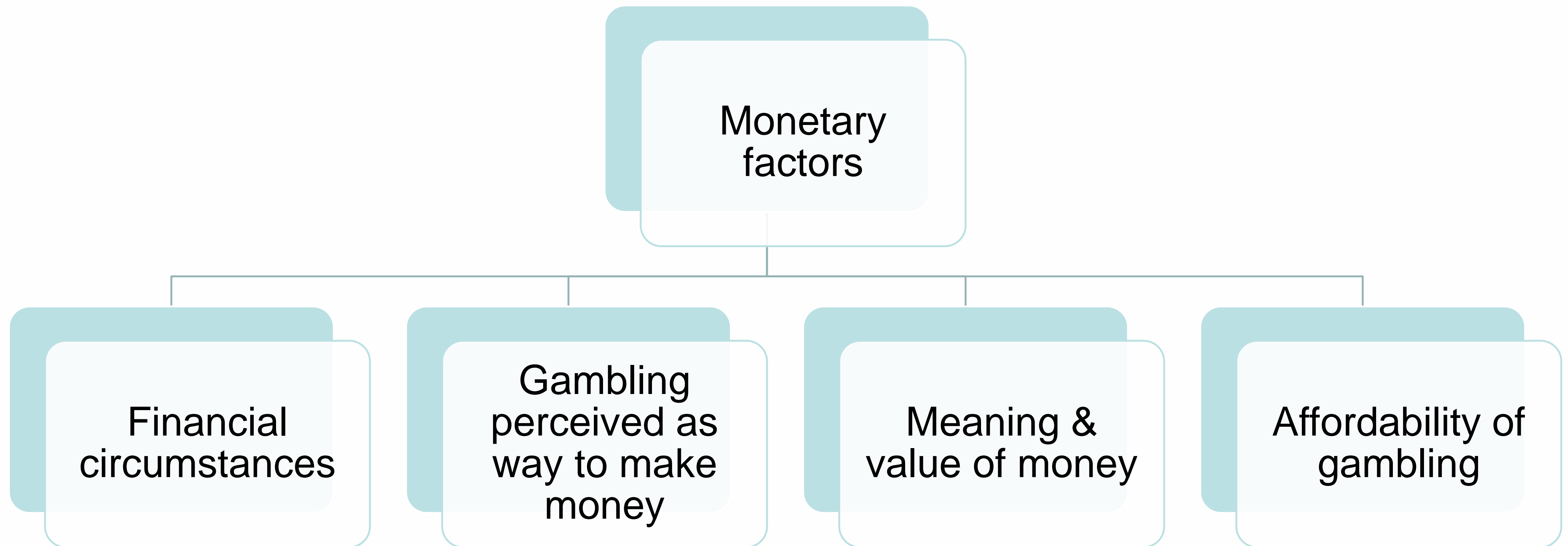
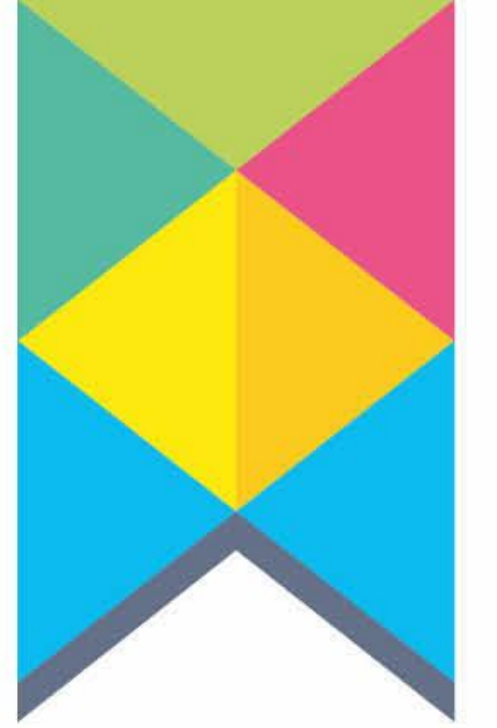


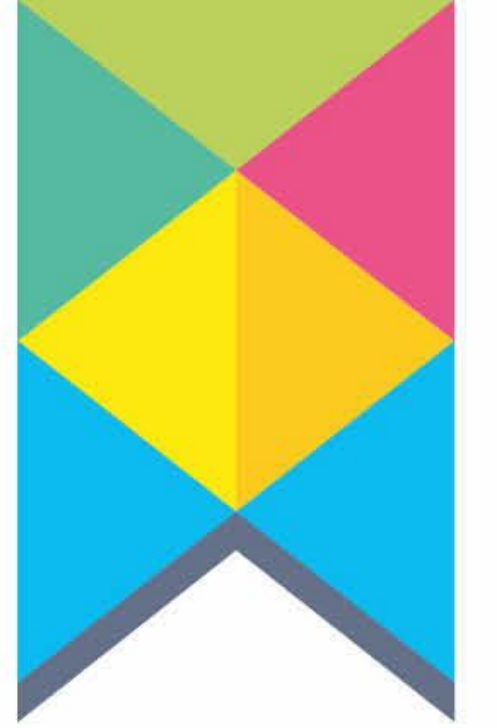
‘Index of multiple deprivation decile’ from postcode data: <http://imd-by-postcode.opendatacommunities.org/>

Overview of themes



Monetary theme & subthemes





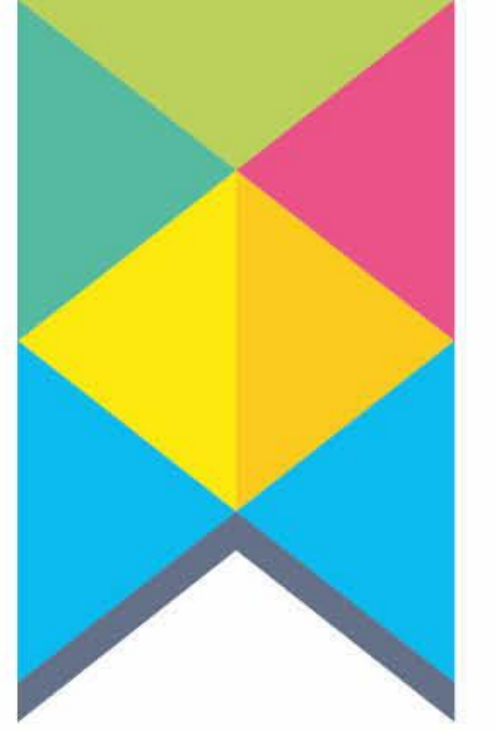
Lack of alternative routes to achieve goals / progression

“I have reached the pinnacle of my career... considering I don’t have a degree. I don’t have things that I would like, such as I don’t own my own home... having a Lottery win... I would achieve my goals faster... they seem quite unreachable at the moment.” (ppt_13)

Not all participants shared this view:

“I feel a bit deprived... we don’t own the house.... But I don’t think personally I see gambling as way of a short cut... no, no it’s down to your work.” (ppt_10)

Financial circumstances

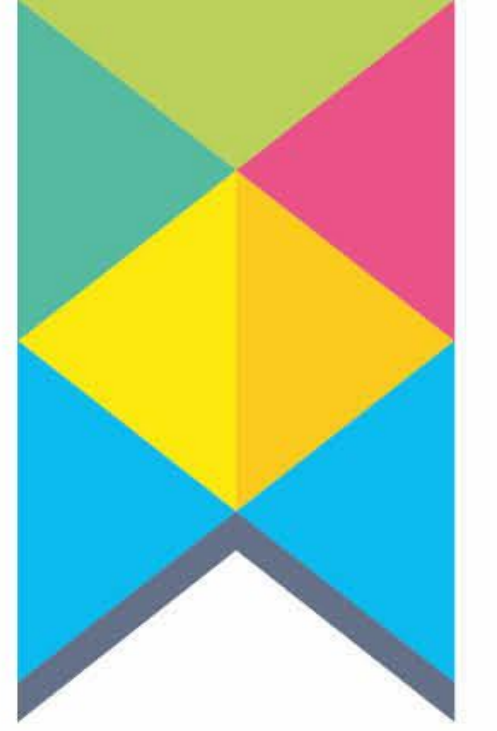


Social competition

“trying to... buy the Versace shoes or the Gucci whatever t-shirts or whatever, some nice brands and just keep up with the Jones’s” (ppt_07).

“I like to follow celebrities... so if they have something that I think ‘oh I like that, I want that’, I would be more inclined to want to win big, to get what they have got” (ppt_16).

Financial circumstances

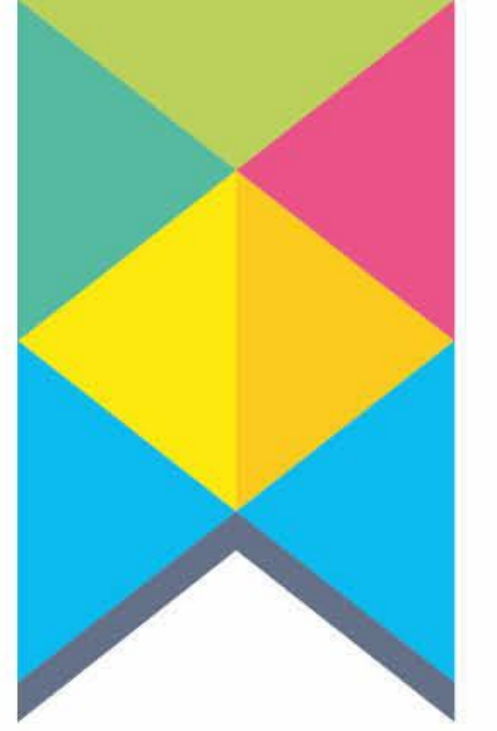


Views on others' gambling & financial circumstances

“in the run up to Christmas... people will try and turn their last £5, £10, £20 into money that will treat kids for presents... you do see people that tend to have less, or have got less money, try and gamble more to get more” (ppt_05)

“it's also your position in that household... kids will gamble because they don't have as much as money as others... it's a desperation to be independent and also show off a bit to their mates” (ppt_17)

Gambling perceived as way to make money



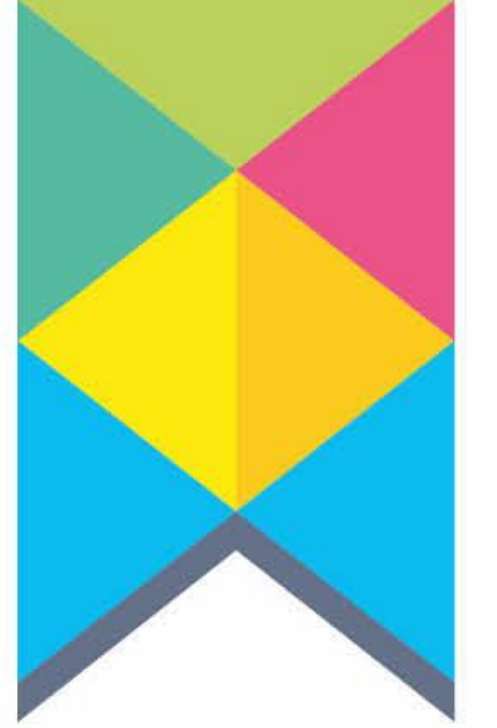
Variation across gamblers in tendency to prioritise money-making

“I put the winnings as the highest priority” (ppt_02)

vs.

“I don’t think it's about money. I think it is just, if you win it, it's great because there is a sense of achievement, but I think it is more about enjoyment.” (ppt_25)

Gambling perceived as way to make money

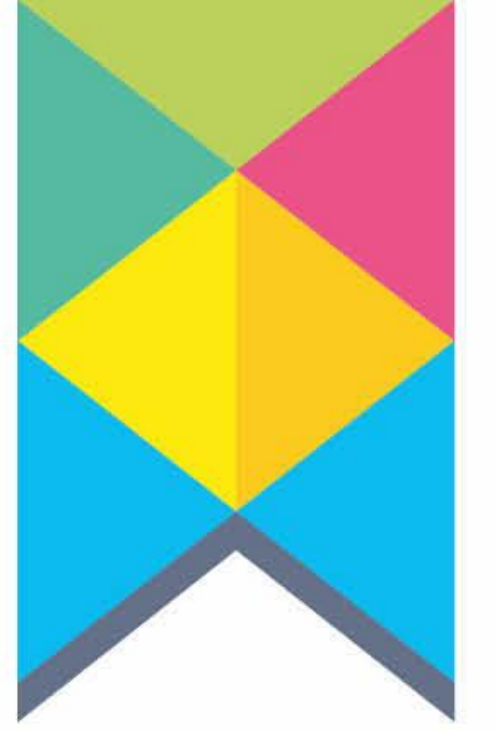


‘Quick’ and/or ‘easy’ money (tendency for this to be mentioned by problem gamblers)

“the whole appeal of gambling is that you can make money without really earning it, just a quick bit of money and its going help you out” (ppt_3)

“it’s an easier route to getting money quicker... but erm, on occasions I’ve lost out rather than what I’ve made, and I’ve really had to question whether it really is an easy route” (ppt_02)

Gambling perceived as way to make money

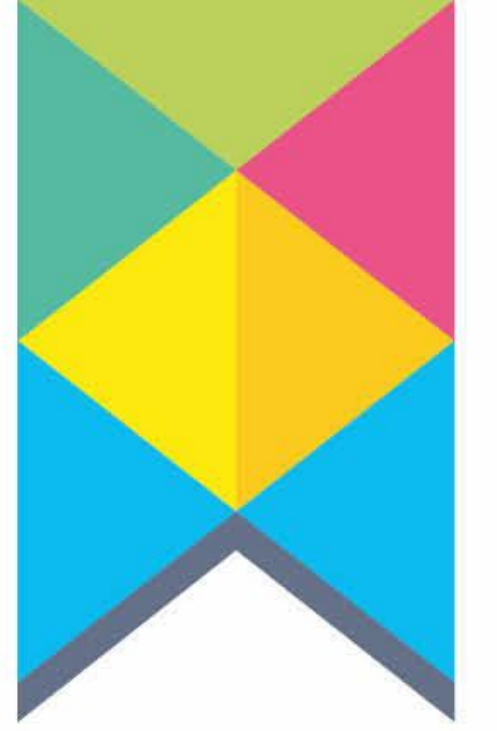


Attraction of potential big wins; especially from a small stake

*“For the price for a cup of coffee, maybe I would win enough money to change my life”
(ppt_17)*

“You can put a quid on and get like twenty grand back” (ppt_12)

Meaning or value of the money



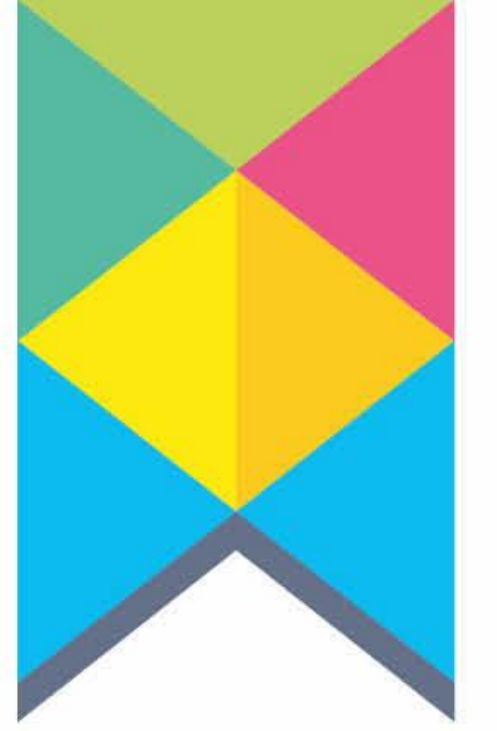
Overlap with ‘gambling as a way to make money’ theme:

Potential for winnings to make life easier

“We have never had any money as a family, so it is more of just trying to earn a little bit more to make things easier, if that makes sense?” (ppt_12)

“I want to win enough money where I feel financially stable” (ppt_07)

Meaning or value of the money



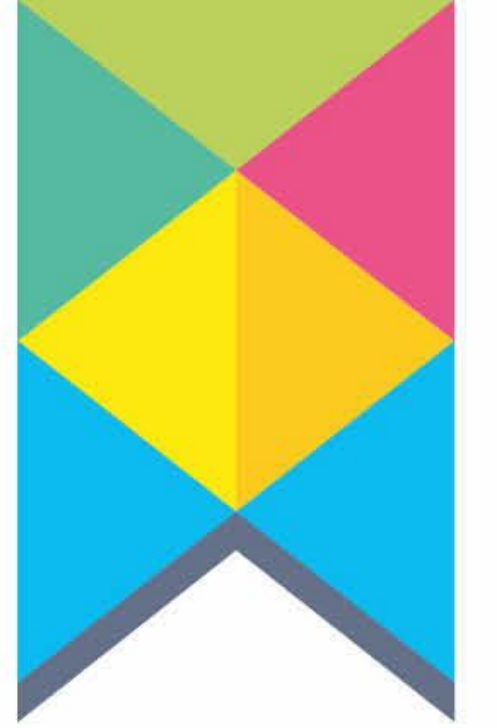
Overlap with 'financial circumstances' theme

A taste of wealth

"I didn't have money back then, and I did see people with more money... it was nice if you had like a big win on the horses, or whatever, you could then splash out a bit and know what it felt like to have money, because I didn't, generally"

"I would probably gamble a lot less if I was wealthy" (ppt_3)

Meaning or value of the money

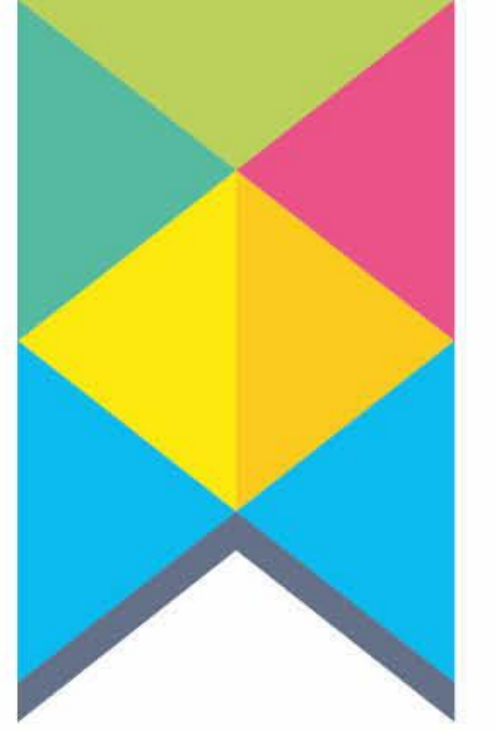


Life-changing potential of a big win

“no matter what level of salary you’re on or wherever you get, sometimes you go ‘that is my way out’” (ppt_18)

“For very religious people... That [religion] is their way of getting through every day, and the bigger picture for them. With me... it [gambling on the lottery] is just the way of looking at the future in a bit more of a positive light... like at the moment, where every day is very similar.” (ppt_17)

Meaning or value of the money



Small luxuries, 'extras'

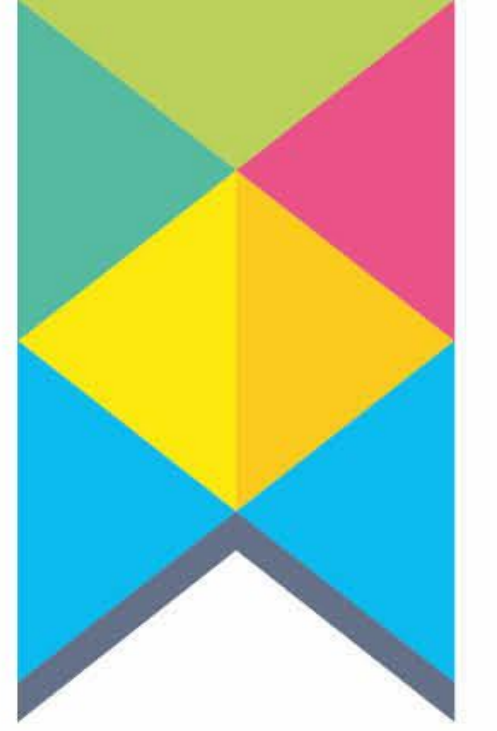
"If I win that is nice - I can buy myself a pair of jeans or whatever" (ppt_04).

"I might want to take the Mrs and the kids out" (ppt_05)

Change in meaning of money as circumstances change

"Now I have got money it's kind of I don't feel that urge to try and make £20 into £100 kind of thing." (ppt_11)

Affordability



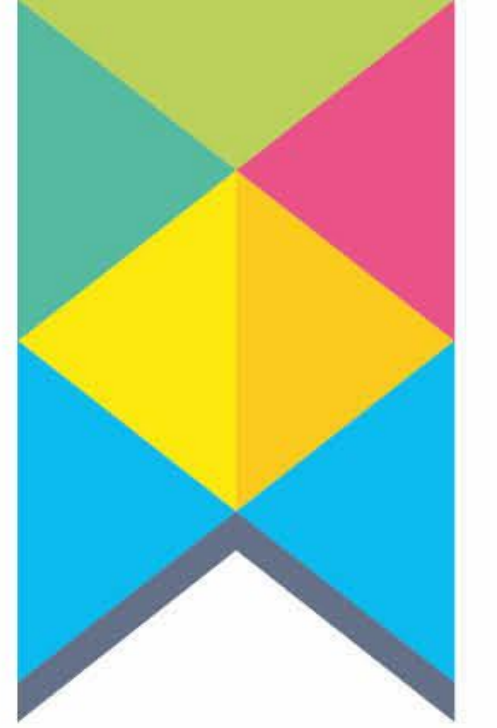
Budgeting; spending disposable income at times when it can be spared

“I take [a sum of money] with me that is surplus to requirements and if I lose it nobody is going to cry” (ppt_04)

Limit-setting

“If I lose, that’s it” (ppt_22)

Affordability



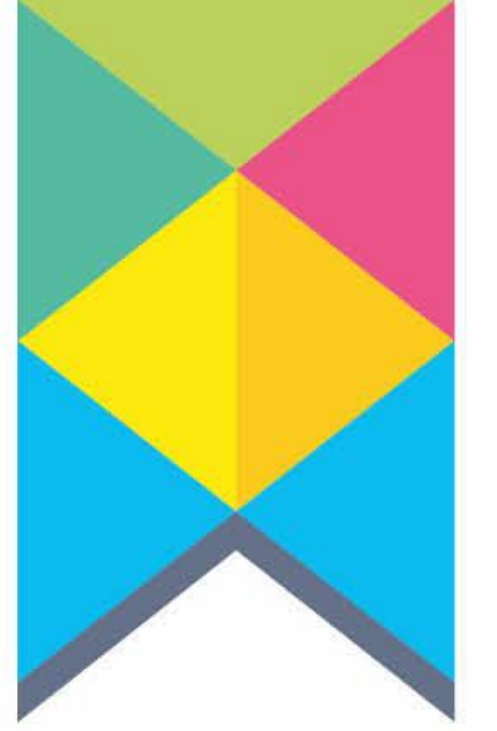
Gambling as a leisure product; paid entertainment , (not expecting profit).

“I know I will have 2 or 3 hours of enjoyment for that £50” (ppt_10).

“I see that money as already spent. I don’t expect to come out with anything. If I do, it's a bonus” (ppt_20)

*‘I work hard, that’s my enjoyment. Like I don’t smoke... my enjoyment is betting.’
(ppt_05)*

Common amongst non-problem & mild problem, but not severe problem gamblers



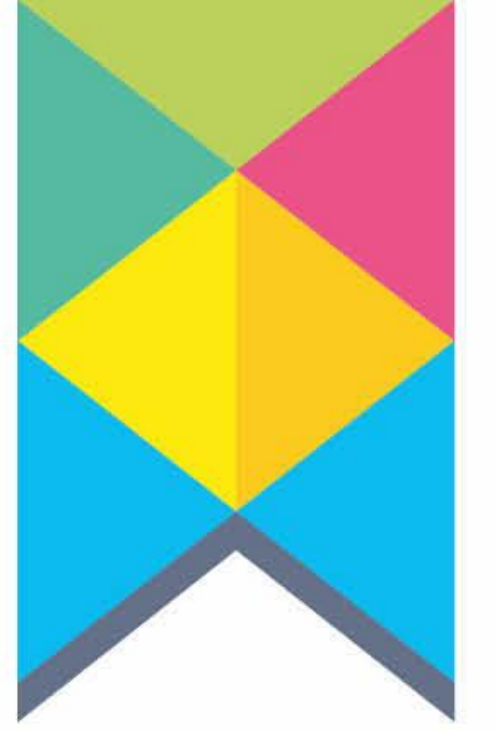
Several themes & subthemes had strong relevance to deprivation

- Gambling as (quick/easy/alternative/only) way of making money for things one (desires/needs but) can't afford
- Gambling as a way to change life; gain stability/status

Relatively few people *explicitly* referred to deprivation (or confirmed that it was a motivator when asked in the final interview question)

- Not a conscious motivator? Stigma? Low perceived deprivation?

Discussion



Monetary motivations appear to be:

- Complex and varied across individuals
- Influenced by economic/financial status
- Prone to change over time

Potential to inform education &/ interventions, e.g. address idea of gambling as a route out of poverty?

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