

Gam Res

NOTTINGHAM
TRENT UNIVERSITY

GAM- GaRD

Gaming Assessment Measure –
Guidance about Responsible
Design
(formerly known as GAM-RiSC)

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Who is vulnerable?



Dimensions of responsible gaming

Design



Behavioural
transparency



Customer support



Designing and Building Responsible Games



What is the acceptable limit of game design?

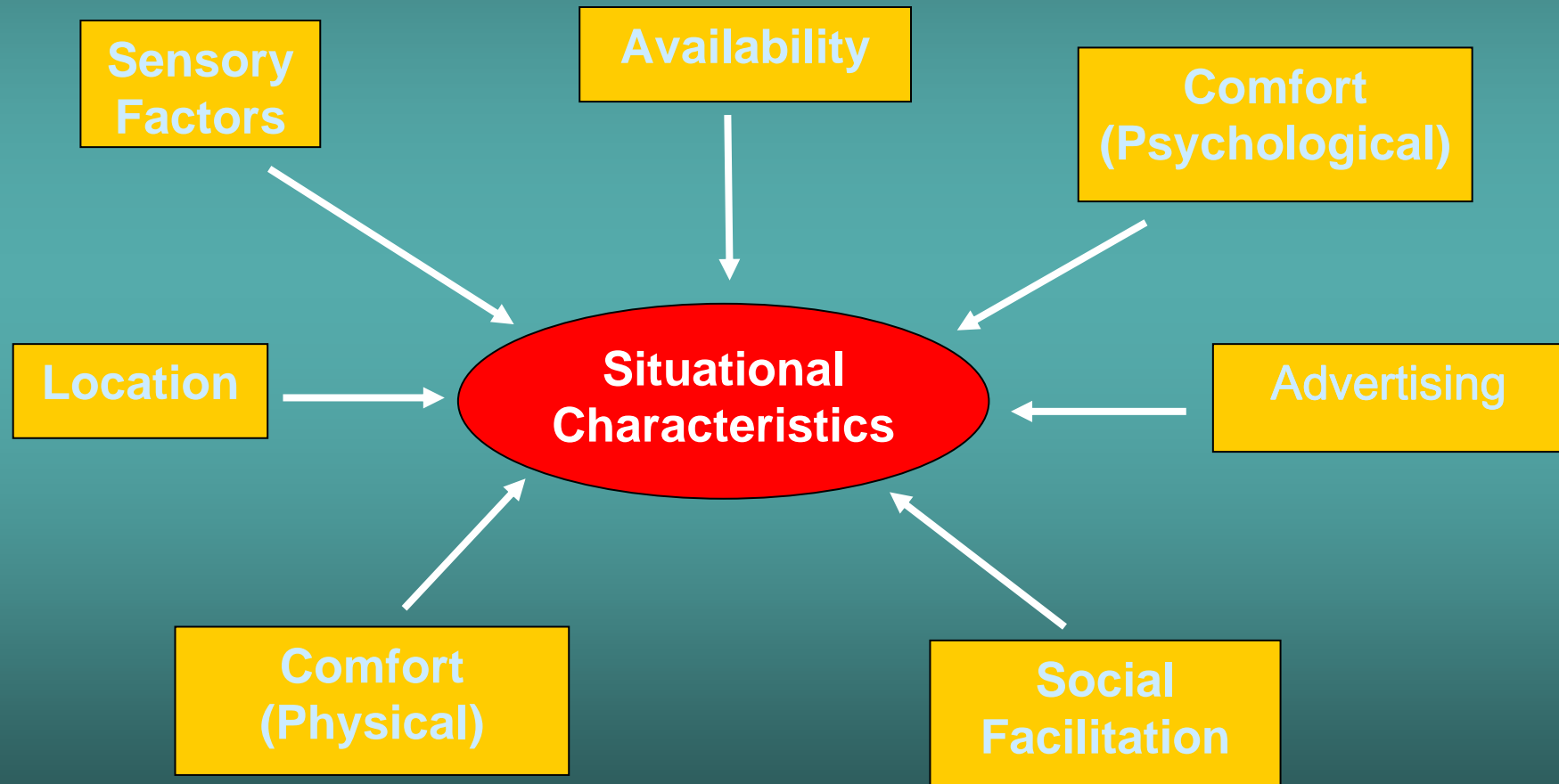
Developing GAM-GaRD

- Commissioned by Camelot
- A design tool
- To identify how risky a new game may be for a 'vulnerable' gambler
- Bringing together world-wide research knowledge
- Putting research into practise
- Develop effective, knowledge based responsible gaming initiatives

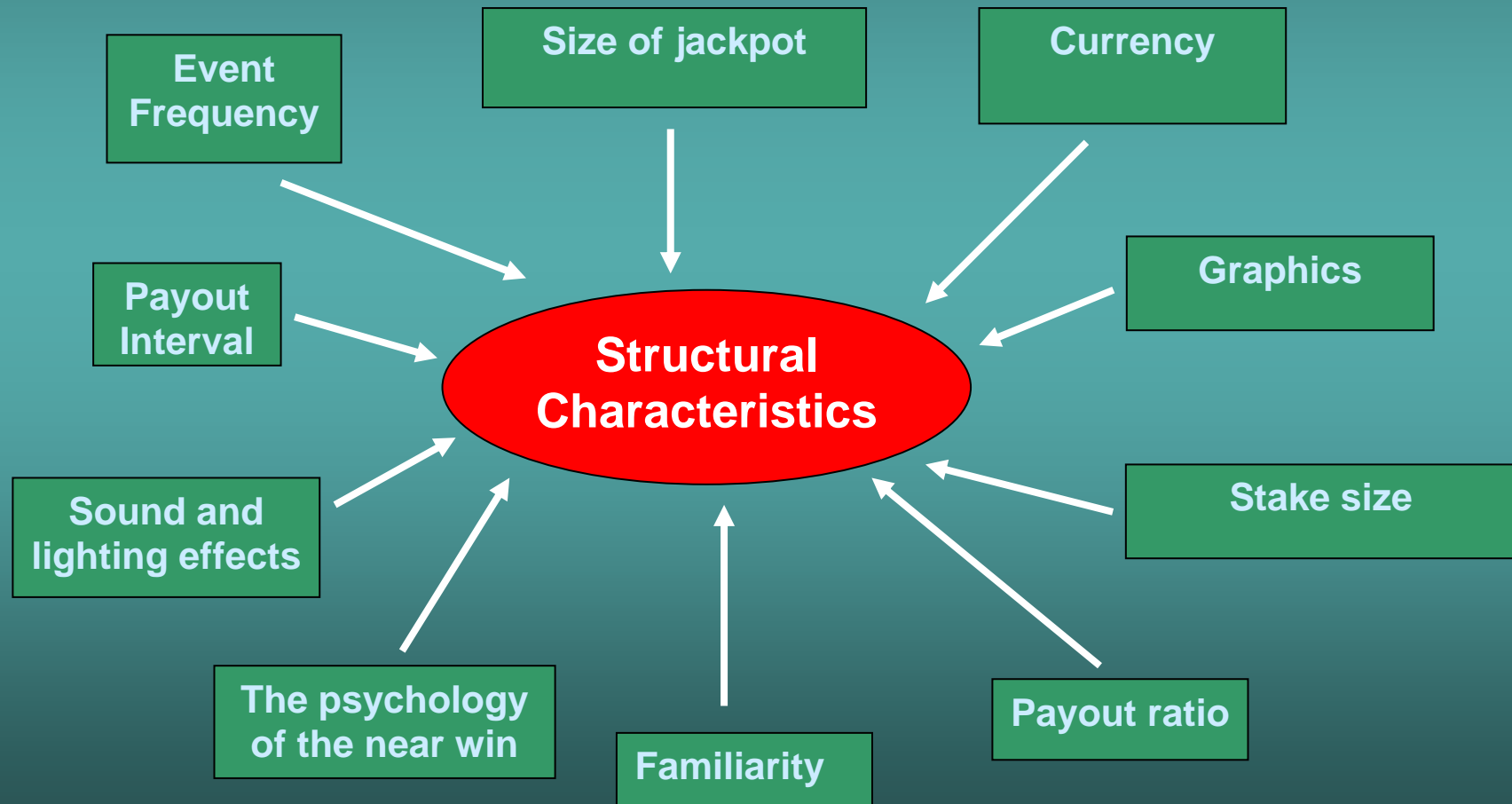
Identifying risky design

- **Structural characteristics** – features of the game responsible for reinforcement and satisfying gamblers' needs
- **Situational characteristics** – persuade people to start gambling

Situational factors



Structural factors



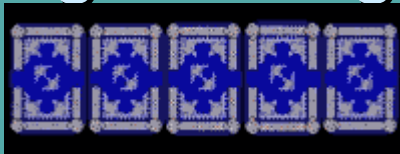
What do we know about these characteristics?

- Delphi method
- Advisory team:

Dr Alex Blaszczyński; Dr Henry Lesieur; Dr Robert Ladouceur; Dr Jeffrey Derevensky; Dr Gerhard Meyer; Dr Jonathan Parke; Dr Mark Griffiths, Dr Richard Wood

Stage One: Item selection

- Scoping all known forms of gambling/gaming



Characteristics

1. Event frequency
2. Multi-game/stake opportunities
3. Stake size
4. Prize-back ratio
5. Jackpot size
6. Near win opportunities

Characteristics

7. Continuity
8. Accessibility
9. Currency/Ease of pay
10. Illusion of control elements

Stage Two: Individual characteristic ratings

- 15 reviewers (researchers & clinicians)
- At what point do these characteristics become a problem?

Example;

“At what point would you say that the event frequency of a game becomes problematic for a typical vulnerable player?”

<5 secs.....>7 days

Stage three: Final score calibration

- Examining the total scores for different games
- Comparing those scores against known problematic effect

Example;

Bi-weekly lotteries = low problem

VLT = higher problem

How is GAM-GaRD scored?

- Each characteristic on the GAM-GaRD has a rating scale representing key elements of the game
- All the scores are added together to give a total risk rating for the game being evaluated

Less than 20

Low risk for vulnerable players

20 to 30

Medium risk for vulnerable players

More than 30

High risk for vulnerable players

What happens if a game is scored as high risk?

- **Change one or more of the individual characteristics of the game to lower the overall score**
- **Employ more market protection and preventative strategies**
(e.g., restrict hours of play, spend limits, player intervention, expenditure prompts, etc.)
- **Abandon the game or re-design it**

Characteristic	Scratch cards	Lotto draw	MP Online bingo	Roulette	Online poker	Slot mach	Online IWG
1. Event frequency	10	2	8	10	6	20	14
2. Multi-game/stake opportunities	3	3	3	3	1	1	1
3. Variable/fixed stake size	1	1	1	3	3	1	1
4. Prizeback ratio	1	1	1	1	3	5	1
5. Jackpot size	2	3	1.5	1.5	1.5	0.5	2.5
6. Near win opportunities	3	1	1	1	1	3	1
7. Continuity of play	1	1	1	5	5	5	3
8. Accessibility points	3	3	5	3	5	3	5
9. Currency/ease of pay	2	2	2	1	2	1	2
10. Illusion of control features	1	1	1	1	1	3	1
Total	27	18	24.5	29.5	28.5	42.5	31.5

EXAMPLE

Characteristic	Scratch cards	Lotto draw	MP Online bingo	Roulette	Online poker	Slot mach	Online IWG
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7. Continuity of play	1	1	1	5	5	5	<u>1</u>
8. Accessibility points	3	3	5	3	5	3	5
9. Currency/ease of pay	2	2	2	1	2	1	2
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EXAMPLE

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EXAMPLE

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4. Prizeback ratio	1	1	1	1	3	<u>1</u>	1
5. Jackpot size	2	3	1.5	1.5	1.5	0.5	2.5
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7. Continuity of play	1	1	1	5	5	<u>1</u>	1
8. Accessibility points	3	3	5	3	5	<u>1</u>	5
9. Currency/ease of pay	2	2	2	1	2	1	2
10. Illusion of control features	1	1	1	1	1	<u>1</u>	1
Total	27	18	24.5	29.5	28.5	22.5	25.5

EXAMPLE

GAM-GaRD

- Represents what we currently know about vulnerable gamblers and triggers for problem gambling
- Updated annually
- “Puts research into practise”
- Available under license by GamRes (Jan 2008)



Thank You

Questions?

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www.GamRes.org