

# MORE THAN RATES OF RETURN: INNOVATIVE COGNITIVE STRATEGIES TO ASSIST PROBLEM GAMBLERS

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# Outline

- Greetings from Down Under
- Funnel diagram
- Factory roof line graph
- Ticket board metaphor to explain poker machine operation
- Metaphor to explain reinforcement schedules

# Greetings from Down Under



Part of the  
issue

Have fun with  
over 1300

1300 & 2000

pokies at Crown.

**CROWN  
POKIES**

Crown Pokies is a 100% owned Crown Entertainment Group Pty Ltd. Crown Pokies is a 100% owned Crown Entertainment Group Pty Ltd. Crown Pokies is a 100% owned Crown Entertainment Group Pty Ltd.

Excessive gambling may cause financial problems for some people.

# Funnel Diagram <sup>(1)</sup>

- Useful for people who place more than minimum bets on electronic gaming machines or other gambling formats

# Funnel Diagram (2)

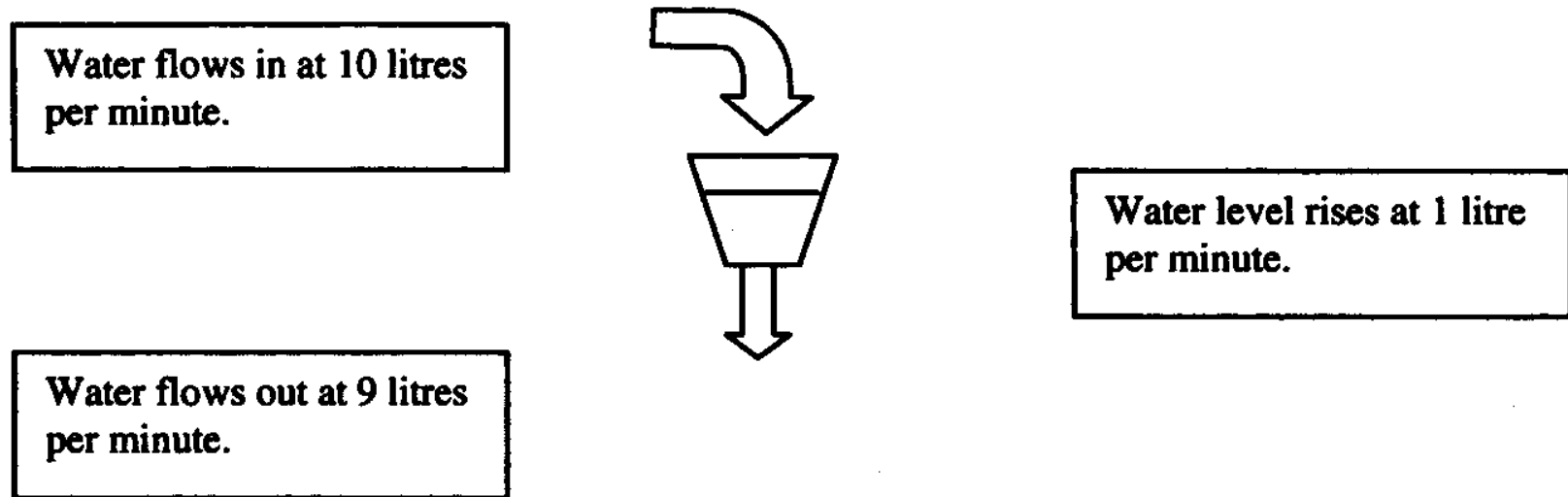


FIG. 1. The funnel diagram, smaller scale.

# Funnel Diagram (3)

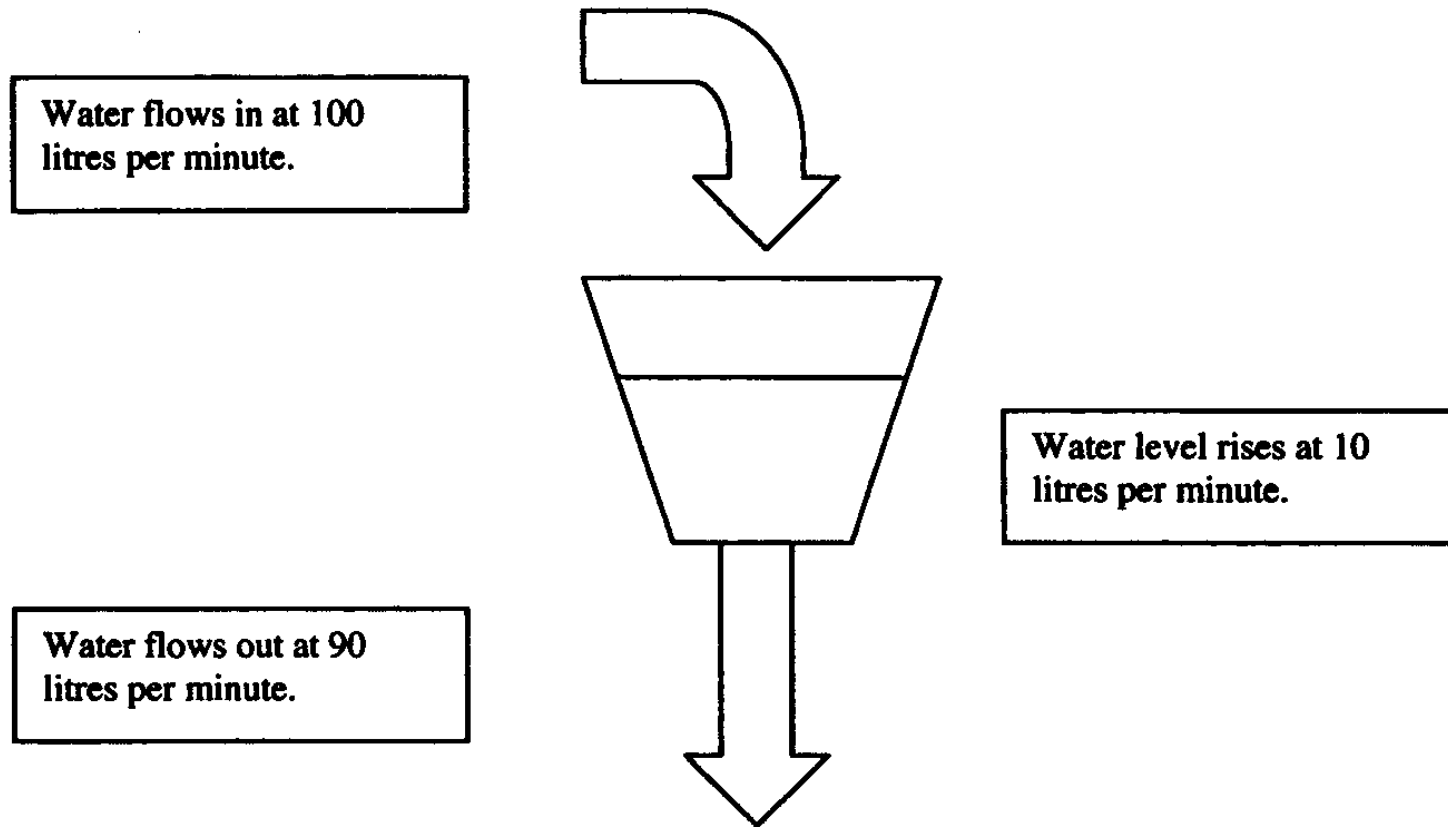


FIG. 2. The funnel diagram, larger scale.

# Funnel Diagram <sup>(4)</sup>

- Connect analogy to gambling behaviour
  - Use amounts relevant to gambler's behaviour
  - Larger bets do mean larger wins – when wins occur
  - Over offset by extra amount invested

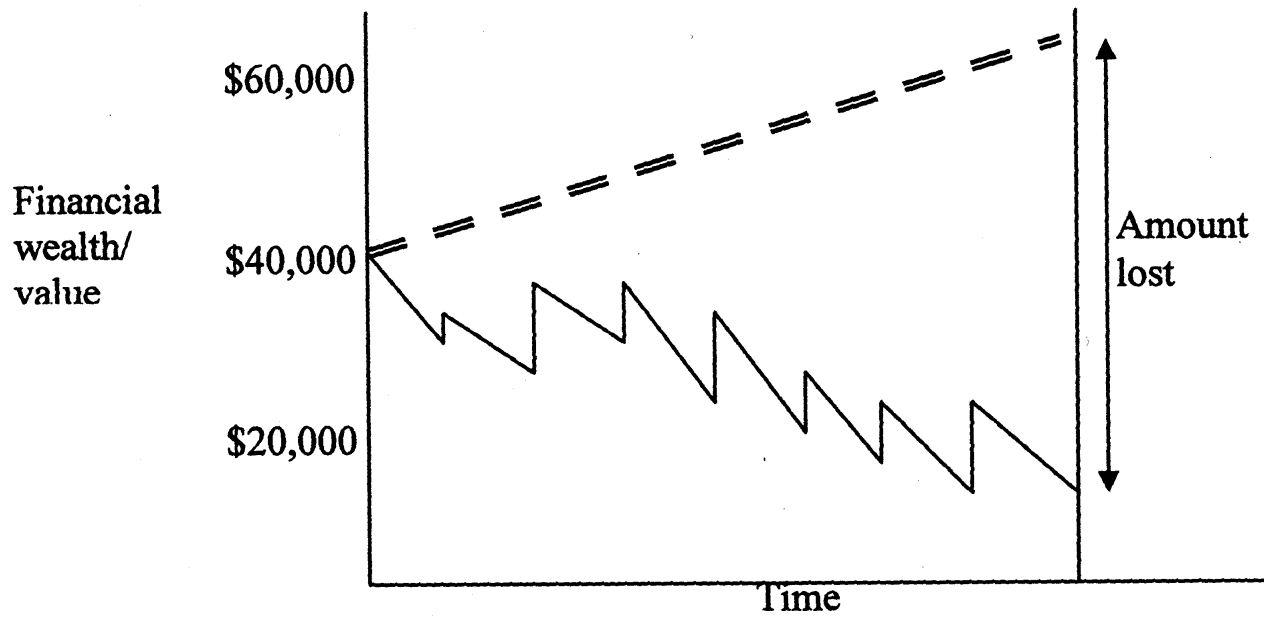
# Factory Roof Line Graph <sup>(1)</sup>

- Useful to chart loss progression
- Doesn't have to be 100% accurate
- Requires constant definition of “financial status”
- Better for gamblers with heavier losses, who have a reduced financial status as a result of gambling

# Factory Roof Line Graph (2)



# Factory Roof Line Graph (3)



# Ticket Board metaphor <sup>(1)</sup>

- Useful to explain concept of returns by an electronic gaming machine
- Helps understanding of concepts of random selection with a fixed rate of return
- Analogy weakness –ticket board options are not replaced after selection

# Ticket Board metaphor (2)

**Ticket Board**

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	89	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

- Tickets are \$1.00 each
- Distribute prizes of different value randomly
- Total value of prizes is x% of \$100
- Draw connection of metaphor with electronic gaming machines
- Identify weaknesses in comparison

# Reinforcement metaphor <sup>(1)</sup>

- Useful to explain the concept of intermittent or random reinforcement schedules
- Highlights way in which the gaming provider “manipulates” the player

# Reinforcement metaphor <sup>(2)</sup>

- Client identifies activity they would like to have someone do regularly for them but they would have to pay for it (eg. ironing clothes)
- Activity (ironing) has to be valuable to them – they want it and are prepared to pay
- Reward has to be wanted and valued by person delivering the activity (ironer)

# Reinforcement metaphor <sup>(3)</sup>

- Use metaphor to illustrate constant reinforcement schedule
  - Activity is rewarded every time
- Use metaphor to illustrate interval reinforcement schedule
  - Activity is rewarded every  $n^{\text{th}}$  time

# Reinforcement metaphor <sup>(4)</sup>

- Use metaphor to illustrate intermittent reinforcement schedule
  - Activity is rewarded randomly

# Reinforcement metaphor (5)

- Make link between metaphor and client's gambling behaviour

	<b>Metaphor</b>	<b>Real life</b>
<b>Activity</b>	Activity	Gambling
<b>Person performing activity</b>	Other person	Client
<b>Manipulator</b>	Client	Venue
<b>Reward</b>	Money	Money

# Conclusion <sup>(1)</sup>

- A range of tools to assist clients with gambling difficulties
- Won't be applicable to all clients
- Use discriminately – ensure illustration or point is relevant to client's gambling situation
- Adapt as required to reflect client circumstances

# Conclusion <sup>(2)</sup>

- Don't have to be an expert drawer
- Visual representation can be a powerful therapeutic intervention to reinforce messages.

Questions??