

Examining Player Engagement with and Attitudes Toward a Gambling Play Management System

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Abstract

Play management systems are prevention tools designed to help people who gamble avoid intemperate gambling outcomes by staying within predetermined budgets. This study examined gaming patrons' reported use of and attitudes towards the PlayMyWay play management system. We report upon the results of a survey of 1951 Marquee Rewards cardholders, including 153 individuals who were currently or previously enrolled in PlayMyWay. Users who did not enroll in PlayMyWay, despite knowing about it, typically said they did so because they believed that they did not need reminders and warnings about gambling. Although PlayMyWay users generally found the system easy to use, most reported that they paid little attention to notifications and tended to react negatively to them. Users who screened positive on the Brief Biosocial Gambling Screen were more likely to un-enroll from PlayMyWay, were less likely to report that they heeded notifications, and were more likely to respond negatively to notifications than users who screened negative. To improve the efficacy of PlayMyWay and similar play management systems, we recommend enhancing or adjusting on-machine messaging and highlighting additional features, such as play-tracking mechanisms, which could help to emphasize the idea that budget self-tracking is for everyone, not just people who might have gambling-related problems. Future research on play management systems should attempt to understand how to make budget compliance aspects of play management more effective.

Keywords: Budget; Gambling; Play management; Pre-commitment.