Tool for Responsible Games

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What is the point...?

• There’s need for deeper understanding of the games and their very features, to be able to discuss and act on the problem gambling phenomenon.

• Some sweeping generalizations of the problematic factors have been made over the years, and a few of them are still nowadays often considered too easily as self-evident truth.

• All the parties would gain from common understanding in this area of research.
  
  – Researchers
  – Regulators
  – Operators

  – Treatment staff
  – Manufacturers
  – Problem Gamblers
  – ...

[Image of logos and text: ray and VEIKKAUS]
Background and co-operation
Background & co-operation

• The Tool for Responsible Games is based on a research project by two Finnish professors (Heikkilä & Laine) in 2003-4. Their typology was based on a synthesis of a number of research results and resources.
• RAY & Veikkaus started a co-operation in producing a tool, based on this typology, in 2005.
• First version has been ready since spring 2006, present version is working online.
• Both companies have employed the tool in their product development process: Existing products as well as new product ideas have been systematically evaluated.
Background & co-operation

- Another Finnish operator, Fintoto joined the process in early 2008.
- The tool has been introduced to Finnish regulators in May 2008, and further negotiations about their role in using the tool are still going on.
- There was a presentation of the tool in EASG Conference, July 2008.
- There is also a pilot case with Loteria De Catalynia in Spain, started in March 2009.
Tool for Responsible Games in a nutshell
The Tool in a nutshell

• The very idea has been a unified model which will enable pinpointing potential hazardous qualities in games, and comparison of games.
• The main target is to improve the control on the risks involved in the gaming.
• Identifying and specifying the potentially harmful features helps to focus on the essential objectives.
  ➢ ’Forces’ to think about concrete product solutions to support responsible gaming.
The Tool in a nutshell

• The tool can be used
  – in product development phase, in order to evaluate product features
  – in launch and production phase, in order to evaluate responsible distribution and marketing measures

• The evaluation results, i.e. profiles, can be compared with other products, and overall maximum values for product categories or distribution channels can be set based on the profiles.
The Typology

- Products are evaluated in nine dimensions
  A. Basic Product Elements
  B. Risk of Financial Loss
  C. Prize and Stake Structure
  D. Role of Skills, Chance, and Rules
  E. Attractiveness of the Product and its Environment
  F. Additional Attractive Aspects
  G. Social Aspects
  H. Distribution & Accessibility
  I. Marketing

- Each dimension has several subcategories, i.e. ‘indicators’.
- The whole evaluation process requires detailed knowledge of the product or product idea.
Tool for Responsible Games

Profile ↔ 9 Dimensions ↔ 50 Indicators

Dimension A
Dimension B
Dimension C
Dimension D
Dimension E
Dimension F
Dimension G
Dimension H
Dimension I

Indicator A1 Game cycle
Indicator A2 Frequency
Indicator A3 Prize payout...

Indicator B3
Indicator C3
Indicator D3
Indicator E3
Indicator F3
Indicator G3
Indicator H3
Indicator I3
Indicators

• Data feed on the very grass root level.
• Questions serving as indicators, answers given in scale 0-4.
  • Every indicator has relevant weighting in the dimension.

After answering all the questions, the tool will create a profile.
Online application
Data feed, log, results, graphics, comparisons…
Results and guidelines for interpretation
Guidelines for interpretation

- Comparisons between games can be made although the significance and role of some features might be debatable.
- From this point of view, the tool leaves some room for some reasonable interpretation, that might be needed in some special cases.
- Vice versa, it is a tool for professionals, so it also requires great proficiency and knowledge from those who carry the results into practice, both from the operators and authorities.
Some basic guidelines for interpretation

• The higher the values are in the indicators and dimensions, the more hazardous the product potentially is.

• High values both in individual indicators and dimensions should be analysed with particular care.

• Even though a product would seem particularly attractive in one dimension, the qualities of another dimension may compensate for that.

• Some qualities are ambiguous, e.g., social aspects of gaming can prevent, or encourage addictive behaviour.
Results, comparing games of Veikkaus
A sports game Vakio & daily Keno

A. Basic Product Elements
B. Risk of Financial Loss
C. Prize & Stake Structure
D. Role of Skills, Chance & Rules
E. Attractiveness of the Product and its Environment
F. Additional Attractive Aspects
G. Social Aspects
H. Distribution & Accessibility

Vakio (Tuotantoversio) :: Kuponkipelit
Keno (Tuotantoversio) :: Kuponkipelit
Results, comparing games of RAY
A classic Pajatso & fruit game Tuplapotti

A. Basic Product Elements

B. Risk of Financial Loss

C. Prize & Stake Structure

D. Role of Skills, Chance & Rules

E. Attractiveness of the Product and its Environment

F. Additional Attractive Aspects

G. Social Aspects

H. Distribution & Accessibility
Comparing games & distribution channels of RAY
Pajatso & fruit game Tuplapotti in basic distribution

A. Basic Product Elements
B. Risk of Financial Loss
C. Prize & Stake Structure
D. Role of Skills, Chance & Rules
E. Attractiveness of the Product and its Environment
F. Additional Attractive Aspects
G. Social Aspects
H. Distribution & Accessibility
Comparing games & distribution channels of RAY
A fruit game Luna in Arcades with age limit 18
Comparing games & distribution channels of RAY
Luna fruit game & Arcades with age limit 18 & basic distribution

A. Basic Product Elements
B. Risk of Financial Loss
C. Prize & Stake Structure
D. Role of Skills, Chance & Rules
E. Attractiveness of the Product and its Environment
F. Additional Attractive Aspects
G. Social Aspects
H. Distribution & Accessibility
I. Marketing

Luna (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)
RAY_pelpiste_K15 (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)
RAY_pelisali_K18 (Tuotantoversio) :: Pelaaja käynnistää (nettiarvat, peliautomaatit)
Experiences so far
Experiences so far

• All the companies have implemented the tool in their product development & game design process.
  – Changes for the games are made already in early stages of game development process.

• Work on the guidelines of interpreting the evaluation results has continued.
  – There can and should be debate on the actual effect of certain factors, e.g. payout percentage. Regardless of the debate, the tool produces comparable data.

• It is easier to analyze games claimed to be problematic.
  – Hard data, e.g. via behavioural tracking could add more value.

• The influence of the tool is meant to be preventive, so it is difficult to pinpoint accurate results at this stage.
Other known tools

GAM-GaRD
Gaming Assessment Measure – Guidance about Responsible Design
Nottingham Trent University, M. Griffiths & R. Wood & alii

AsTERiG
Assessment Tool to measure and Evaluate the Risk potential of Gambling products
Hochschule Bonn-Rhein-Sieg, Gambling Scientific Forum
Thank you for your attention. Comments, discussion…

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