

Online Gambling at the crossroads: the role of big data

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Summer Interactive Symposium

Presentation plan

- ☑ The context
- ☑ Data
- ☑ Feedback loops
- ☑ Discussion

The context

February 10th, 2010
The Government announces that
the “Société des loteries du
Québec” will be authorized to
offer online gambling

Public health directors
Researchers
Health professionnals
The Quebec
Ombudsman

Loto-Québec
Ministry of Finance

STATE CONSTITUENCIES ARE NOT MONOLITHIC

Competing views

SOCIO-SANITARY
HYPOTHESIS

SOCIO-ECONOMIC
HYPOTHESIS

CONTEXT

SOCIO-SANITARY HYPOTHESIS – Wellbeing, prevention and treatment

- LEGAL ONLINE GAMBLING OFFERING
 - ↑ number of gamblers
 - ↑ number of at-risk gamblers
 - ↑ gambling-related problems

CONTEXT

SOCIO-ECONOMIC HYPOTHESIS – Taxation and revenues

- LEGAL ONLINE GAMBLING OFFERING
 - ↓ illegal online gambling
 - ↑ secure and trustful offering

MANDATE

JUNE, 2010 - Establishment of an Online Gambling Working Group

1. Social impact of Quebec legal online gambling offering;
2. Regulatory, technical, economic and legal measures to counter illegal gambling.

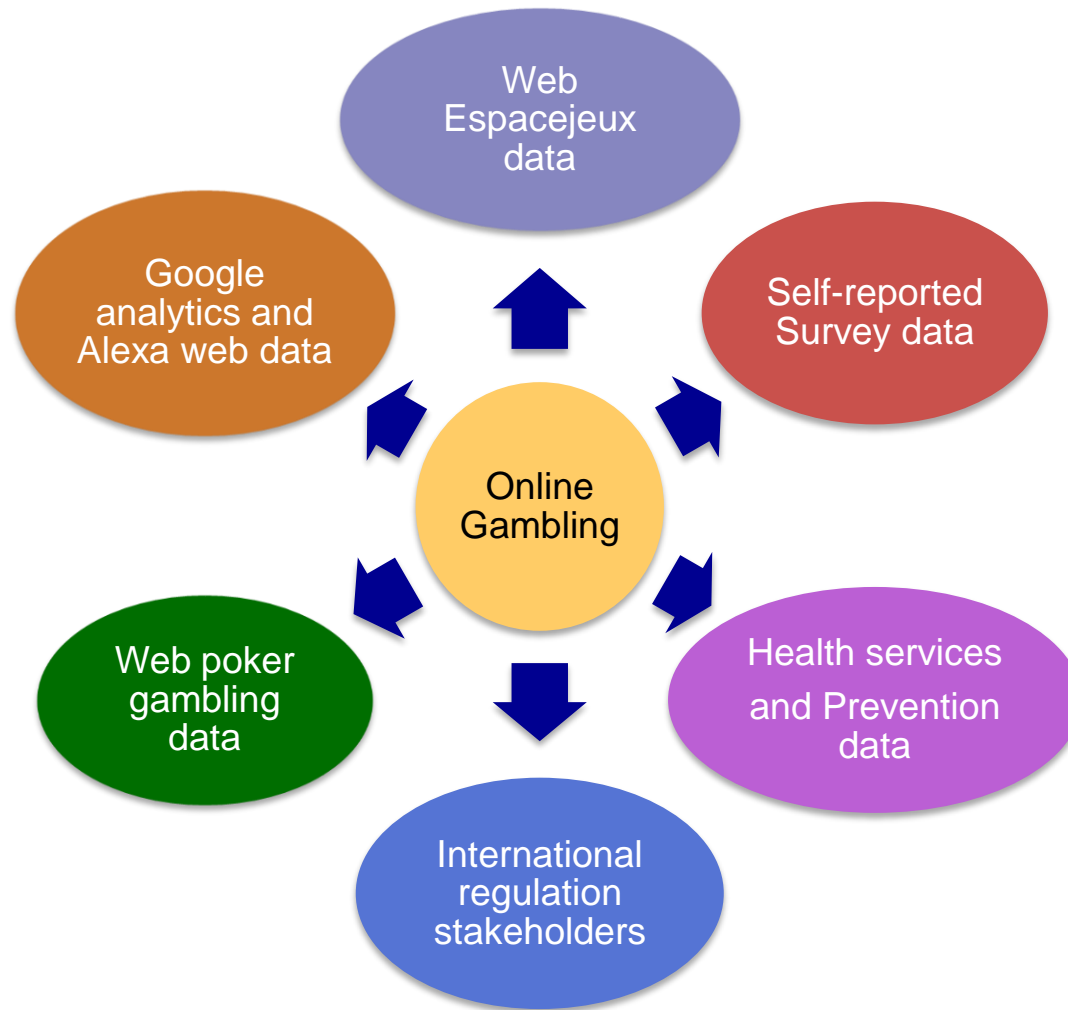
METHODOLOGY

SUMMON THE FACTS

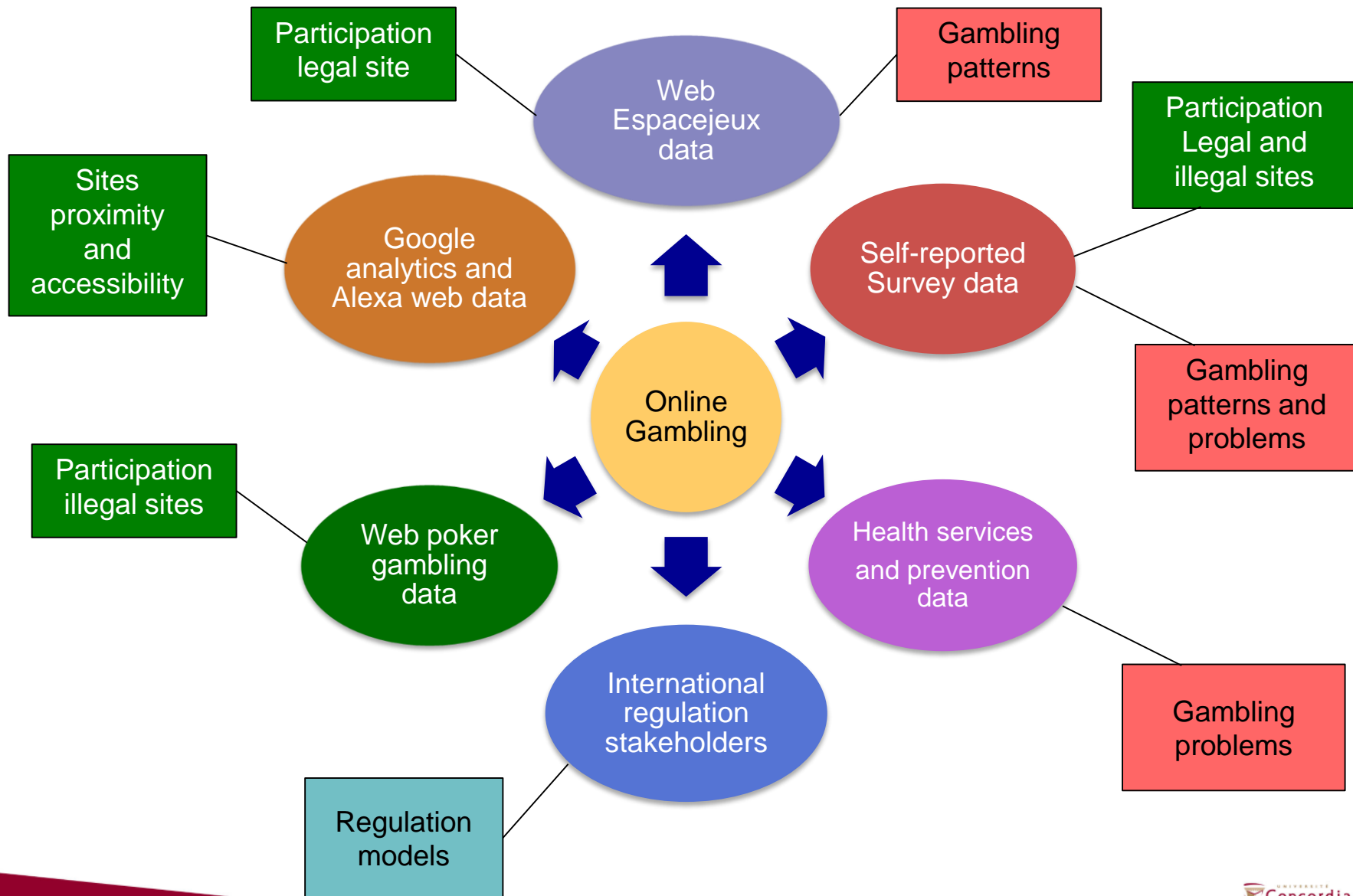
MONITORING SYSTEM

continuous, systematic collection, analysis and interpretation of online gambling-related data

DATA TRIANGULATION

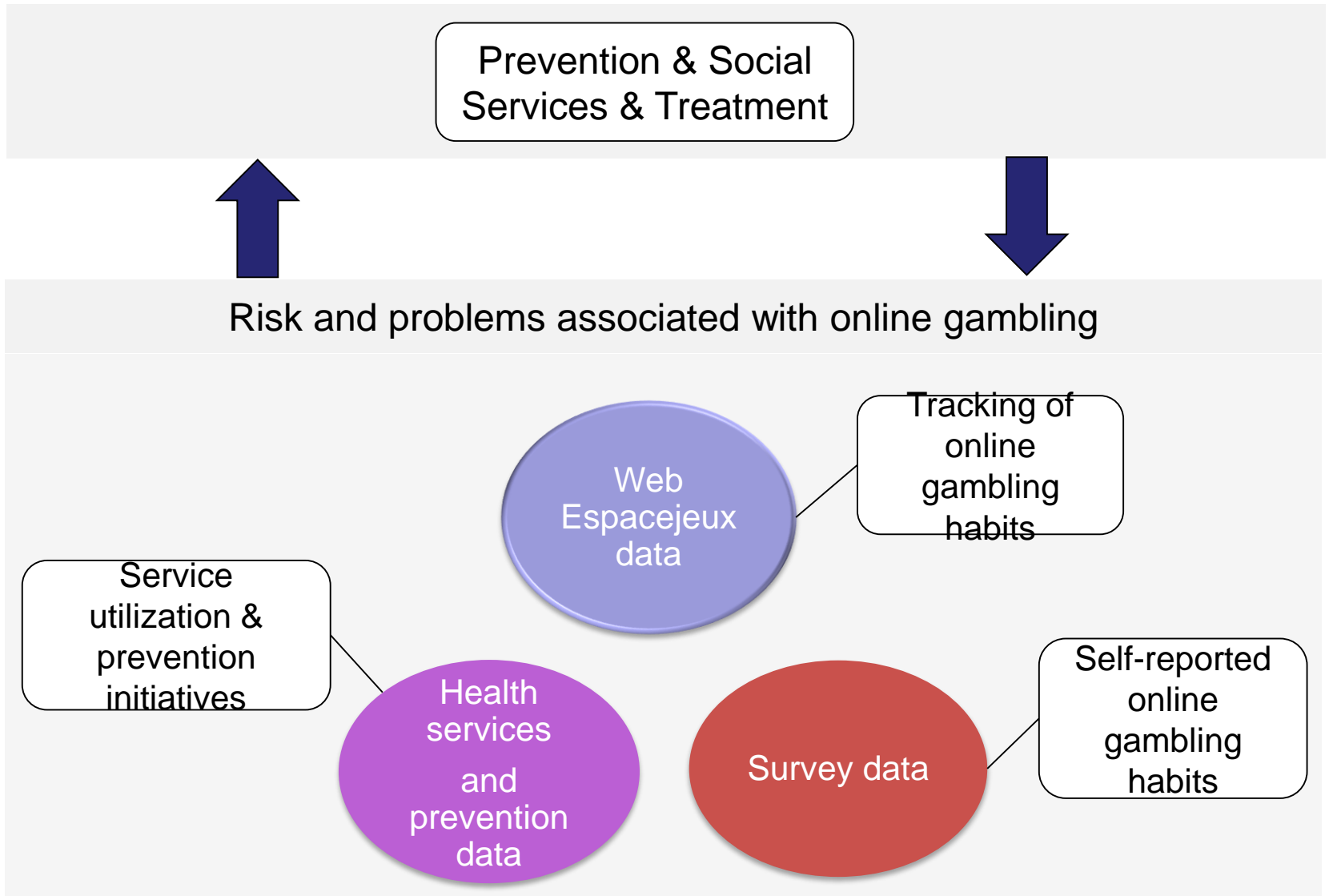


DATA TRIANGULATION



Feedback loops

SOCIO-SANITARY LOOP



Findings

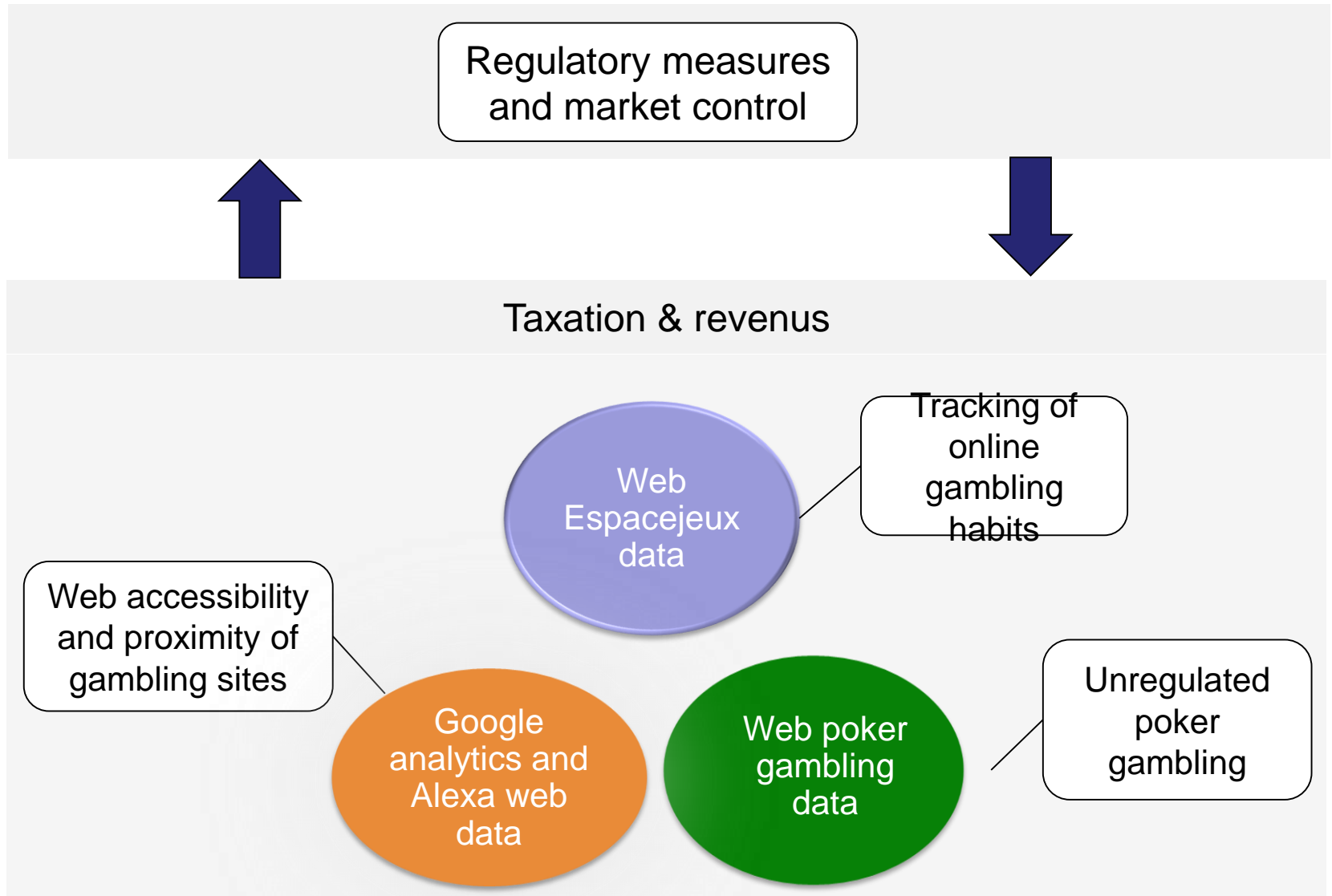
- Online gambling is marginal : 1.3% in 2009 – 1.4% in 2012
 - Not often, not much, not long;
- Treatment services are available; service utilization is low;
- Prevention - Focused on pathology – Shame and harm to others;
- Role of State monopoly in prevention? Opposing messaging between prevention and promotional strategies.

Recommendations

- Redefine Loto-Quebec corporate social responsibility - management of gambling offerings;
- Create and mandate an independent regulatory body (advertisement; offerings; security; integrity of games);
- Adjustment of prevention messaging – risk of stigmatizing gamblers

Feedback loops

ECONOMIC LOOP



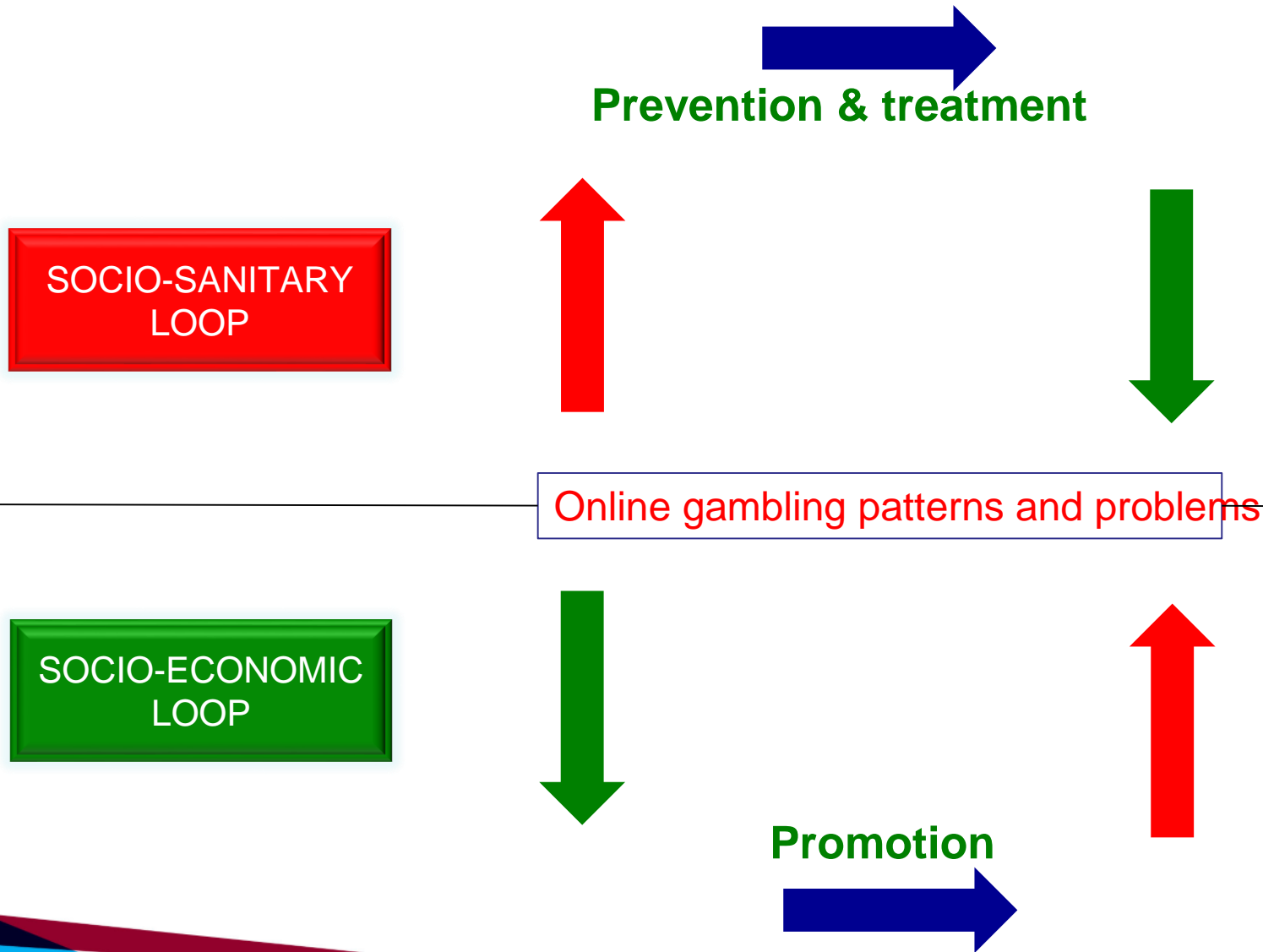
Results

- No channelling of offer
 - Besides Espacejeux, still 2,000 unregulated sites available;
 - 75% of online gamblers played on unregulated sites;
 - Unregulated sites are more accessible and popular;
- Revenues 20.5 M\$ (2011/12) – 31.6 M\$ (2012/2013);
- Supervision and control of State monopoly practices should be entrusted with independent body?

Recommendations

- Take necessary actions to amend the criminal code;
- Continuous tracking and monitoring of online gambling.

Feedback loops

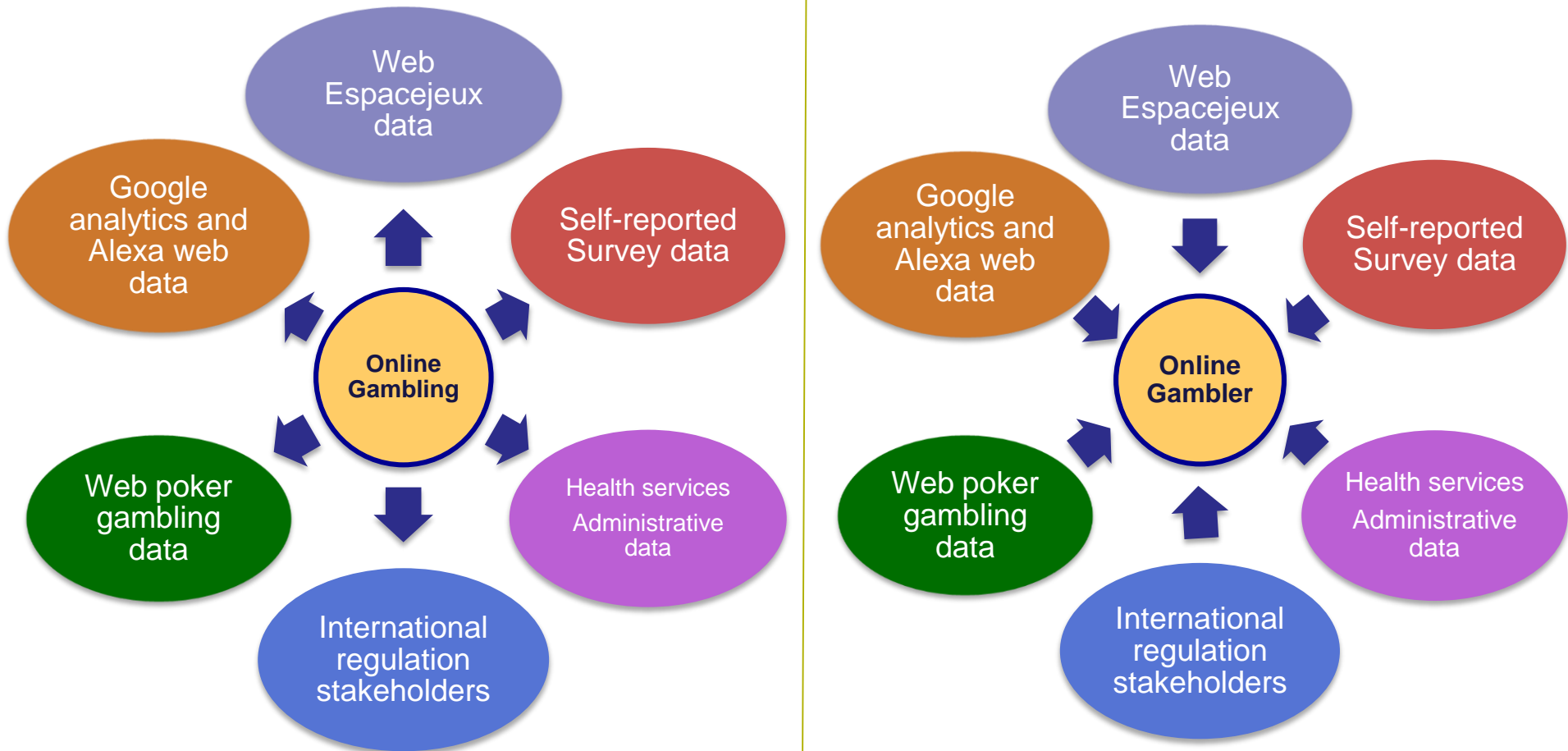




Looping effect
The creation of a category

The online gambler

DATA TRIANGULATION



The online gambler

- Assumption that online gambling = greater risk and problems:
 - Focus on behavioral indicators.
 - Tracking and surveillance using big data?
- Contrast of online/offline gambling is limited:
 - Role of context?
 - Role of digitalization?
 - Role of web interface?



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THANK YOU FOR YOUR ATTENTION