YOUNG PEOPLE, GAMBLING AND GAMBLING-RELATED HARM

Overview of planned research study

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Ipsos MORI with Professors David Forrest and Ian McHale
TWO KEY RESEARCH AREAS

1. Defining and measuring gambling-related harm

2. Exploring the influence and roles of parents
RESEARCH METHODOLOGY

Major phases include:

**Literature review plus expert consultations**
- Behavioural approach

**Qualitative research with young gamblers**
- Motivations
- Feelings and experiences
- Experiences of harm

**Measure the prevalence of harm on large-scale survey of young people**
- Problem gambling assessment using alternative methods

**Analysis of longitudinal parent/child data (ALSPAC), plus primary research**
- Role of parents e.g. parenting styles and later behaviour

**Development of interventions**
- Draw on behavioural research to recommend interventions
DEFINING AND MEASURING GAMBLING-RELATED HARM

- Harmful effects of gambling
  - Extent, longevity of harm
  - Vulnerability to harm
- Do traditional screens fully reflect the harm experienced by adolescents?
- Can exposure promote resilience as well as harmful effects?

- Qualitative research with young gamblers
  - Nature, extent of harm
  - Why some do not experience harm
- Test alternative definitions of harm using large sample of adolescents (2,500 11-16 year olds)
The role of parents
- Introducing children to gambling
- Facilitating access
- Modelling behaviour/attitudes
- Parenting styles

Longitudinal data analysis to explore causal relationships (ALSPAC)
- Primary research via online panel with 1,000 11-20 year olds and parents
- Qualitative research with young gamblers (and parents) to understand motivations and influences
DEVELOPING INTERVENTIONS

- Identify interventions that could help in protecting against harm/promoting resilience
- Test interventions via qualitative focus groups
Any questions?
Thank you!

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