

YOUNG PEOPLE, GAMBLING AND GAMBLING-RELATED HARM

**Overview of planned
research study**

08 December 2016

**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)

UNDERSTANDING PARENTS' ROLE AND INFLUENCE

- 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!

Contacts:

Julia.pye@Ipsos.com

Joanna.Crossfield@Ipsos.com

www.ipsos-mori.com/



Ipsos MORI
Social Research Institute