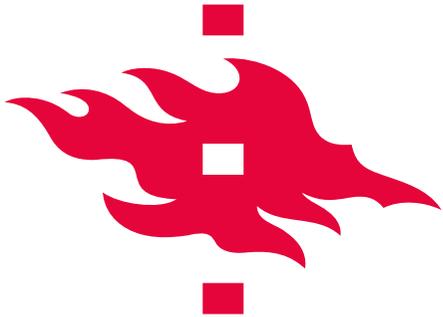


The gambler, the game and the venue – A focus-group study on spaces and cultures of convenience gambling

Michael Egerer & Virve Marionneau
Centre for Research on Addiction, Control, and Governance
CEACG
University of Helsinki

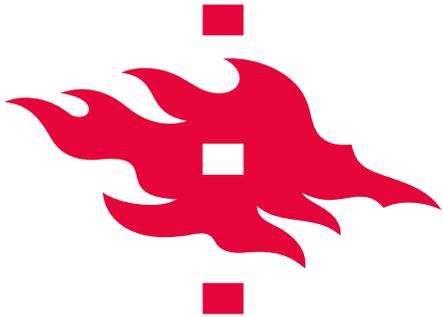
International Gambling Conference,
12 -14 February 2018 Auckland/NZE



Disclosure statement and acknowledgements

Egerer's salary is covered by a project that functions through a cooperation contract between the research group at the University of Helsinki and the National Institute for Health and Welfare (THL). The project is funded by the Finnish Ministry of Social Affairs and Health within the objectives of the §52 Appropriation of the Lotteries Act. The money stems from the gambling monopoly. The monopoly has no influence on how the money is distributed by the Ministry. There are no restrictions on publication.

Egerer's IGC Auckland participation is supported by the Finnish Foundation for Alcohol Studies, which resources to fund gambling related research are based on the Lotteries Act. The Foundation's board members are appointed by the Ministry of Social Affairs and Health, the Federation of Finnish Learned Societies and the Finnish alcohol monopoly (Alko oy).

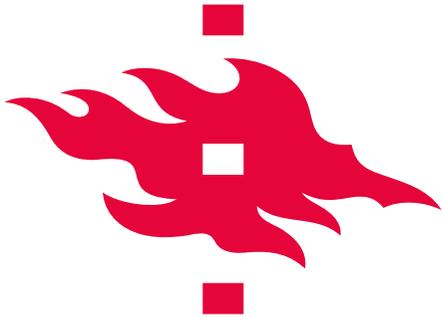


Background

- Convenience gambling locations as gambling space
 - local vs. destination gambling
 - Easy availability as risk factor
- "exceptional" and "mundane" convenience locations
 - gambling arcades vs. supermarkets
 - Different game types and venue characteristics
- Cases: Finland and France
 - FIN: gambling arcades and supermarkets
 - FR: PMU bars and tobacco stores

References

- Quinn, Frank (2001). First do no harm: What could be done by casinos to limit pathological gambling. *Managerial and Decision Economics*, 22 (1-3), 133-142.
- Vasiliadis, S., Jackson, A., Christensen, D., & Francis, K. (2013). Physical accessibility of gaming opportunities and its relationship to problem gambling. A systematic review. *Journal of Gambling Issues*, 28, 1-46.
- Young, M., Markham, F., & Doran, B. (2012). Placing bets: Gambling venues and the distribution of harm. *Australian Geographer*, 43 (4), 425-444.

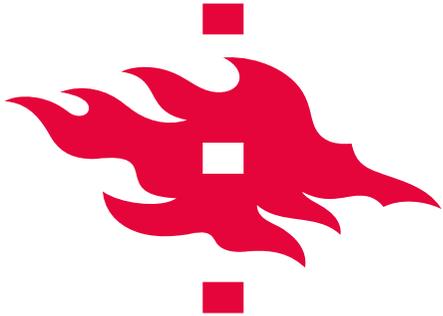


Translating drinking to gambling cultures

- so-called "wet" and "dry" drinking cultures
 - Preferred beverage types
 - Frequency and extent of intoxication
- Gambling cultures
 - Frequency of gambling
 - Extent of "intoxication" → extent of gambling rausch
- Cases of Finland and France:
 - FIN: 780\$/year and capita; 5.8% lifetime abstainers; "WET"
 - FR: 300\$/year and capita; 26% lifetime abstainers; "DRY"

References:

- Palomäki, J. & Laakasuo, M. (2016). Zone out and your money flows away; go with the flow and your money might stay. *Nordic Studies on Alcohol and Drugs*, Vol. 33: 111-113.
- Raylu, N., & Oei, T. P. (2004). Role of culture in gambling and problem gambling. *Clinical Psychology Review*, 23, 1087-1114.
- Room, R. & Mäkelä, K. (2000). Typologies of the cultural position of drinking. *Journal of Studies on Alcohol*, 61 (3), 474-483.
- Schüll, N. (2013). Turning the tables: the global gambling industry's crusade to sell slots in Macau. In: Cassidy, R., Pisac, A., & Loussouarn, C. (eds.). *Qualitative Research in Gambling*. (pp. 92-106). New York: Routledge.



Data

- Self-identified active and recreational gamblers
- Excluded: self-identified problem gamblers
- 110 participants (FIN: 48, F: 62)
- 14 focus-groups in each country
- Recruited in 2009 & 2010
- Finland: Gambling arcades, supermarket notice boards, online gambling forums & snowball → rather difficult
- France: gambling locations & snowball → easy

Marionneau, V. (2015). Socio-Cultural contexts of gambling. A comparative study of Finland and France. Helsinki: University of Helsinki.



Method: Reception Analytical Group Interview RAGI

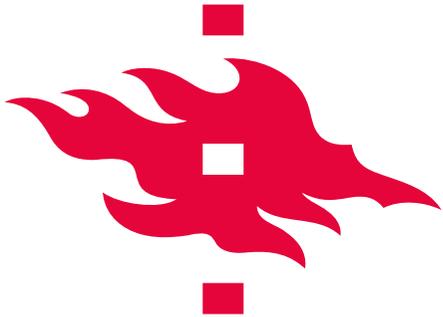
Gambling initiation	Going for Broke (USA, 2003)	Rounders (USA, 1998)
Line between recreational and problem gambling	The Cooler (USA, 2003)	The Gambler (USA, 1974)
Facets of problematic gambling	Bord de mer (F, 2002)	Owning Mahowny (CAN, 2003)

Reception Analytical Group Interviews (RAGI)

- Focus group interviews
- Film clips as discussion stimulus
- Orienting questions
- Very low moderator involvement
- Standardised order of clips

References

Marionneau, V. (2015). Socio-Cultural contexts of gambling. A comparative study of Finland and France. Helsinki: University of Helsinki.
 Sulkunen, P., & Egerer, M. (2009.). Reception analytical group interview: A short introduction and manual. Helsinki: University of Helsinki, Department of Sociology.



Analysis tool: Actor-network-theory ANT

The social as result not explanation

What holds collective together?

Which collective after all?

Actors are not limited to human beings

Who kills: the gun, or the person?

“The toothbrush”

Network of associations

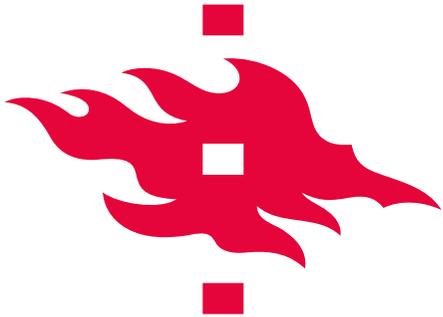
Which associations are possible?

Procedures for composition?

How controversies are settled?

References

Demant, J. (2009). When alcohol acts: An actor-network approach to teenagers, alcohol and parties. *Body & Society*, 15(1), 25-46.
Latour, B. (ed.) (2005). *Reassembling the Social*. Oxford University Press. ProQuest Ebook Central,
<http://ebookcentral.proquest.com/lib/helsinki-ebooks/detail.action?docID=422646>.



Results: Embeddedness in everyday life

Finland	France
Convenience gambling defined on its own	Convenience gambling defined in opposition to casino
Trust in good regulation of convenience gambling	Casino more dangerous, but regulation of convenience questionable
Embedded in daily routines (shopping & left-over coins; waiting for the bus)	Only embedded in daily routines of smokers;
EGMs as actor between people	(Skeptical about any social function of EGMs)
Small bet size (of EGM) at convenience locations protective: stays harmless hobby	Small bet size (of scratch card) problematic: "over consumption" & time loss



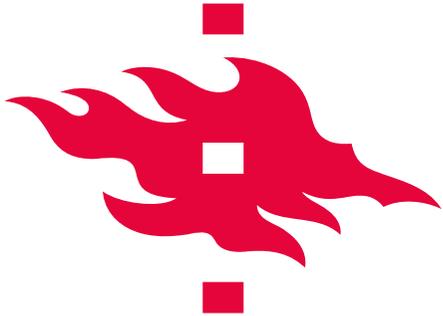
Results: Exceptional and mundane convenience locations?

Finland	France
No difference between exceptional and mundane convenience gambling locations	Difference between exceptional and mundane convenience locations: PMU bar and tobacco stores
	Tobacco store: high proportion of smokers; sell also other goods; → nevertheless: unattractive place to gamble
	PMU bar: -more absorbing games and environment -Social effect: same neighbourhood people (TV screen as different actor as EGM would be)



Results: The gambling rausch and its acceptance

Finland	France
Pensioners example of wrong gambling	PMU bar customers: low socio-economic status
Origin of money	Use of money
Kind of occasion: retirement party, ferry, weekend-trip	



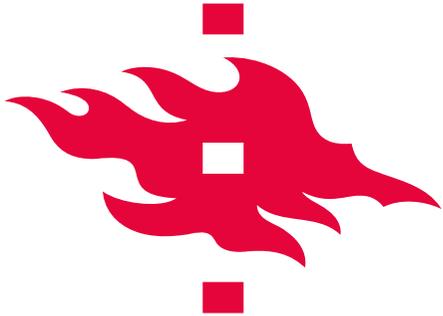
Discussion

Practical:

- Availability discourse may be not only matter of density, degree of changes etc., but also of kind of spaces
- Finnish discourse about prohibiting mundane convenience gambling

Theoretical:

- "wet/dry" not well applicable
- Embeddedness in everyday life and differentiation between convenience locations promising dimensions in comparative gambling research
- Extent/acceptance of gambling rausch still to be established more



- Interaction between gambling profits, operators and beneficiaries
- Legal and welfare justifications
- published by Palgrave Macmillan
- Forthcoming 2018

WORK AND WELFARE IN EUROPE

**Gambling Policies in
European Welfare States**

Current Challenges and Future Prospects

.....
Edited by Michael Egerer,
Virve Marionneau and Janne Nikkinen

