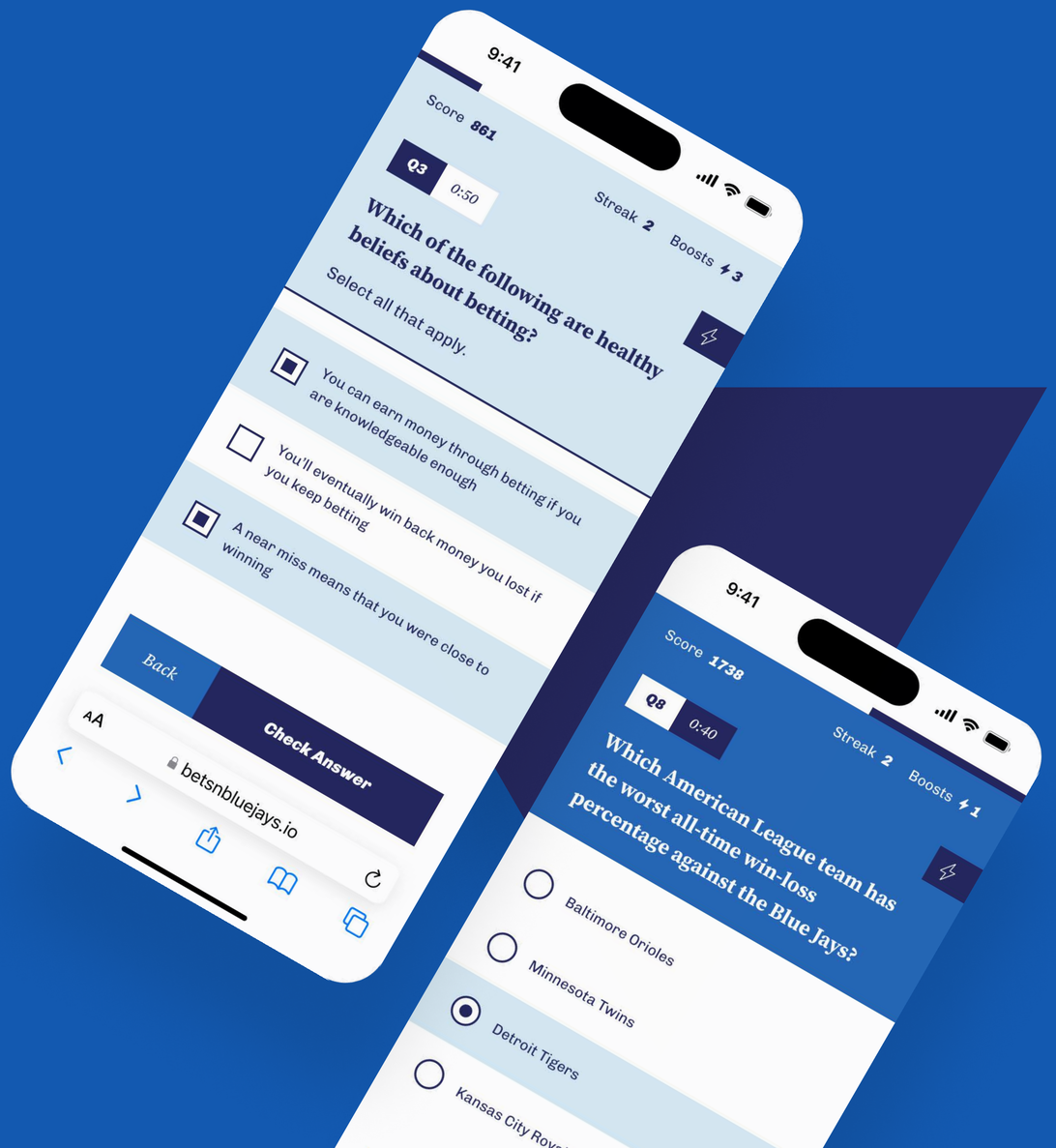
BETS AND BLUE JAYS

Cultivating Responsible Betting Awareness Among Young Adults

Justin Chiu

30-WEEK UNDERGRADUATE THESIS PROJECT

TRY THE FINAL PRODUCT!



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A

RESEARCH

Ontario legalized single-game and live sports betting in April 2022.

How does the legalization of sports betting impact the ***prevalence*** of gambling problems?

How can we help sports bettors ***avoid*** gambling problems?

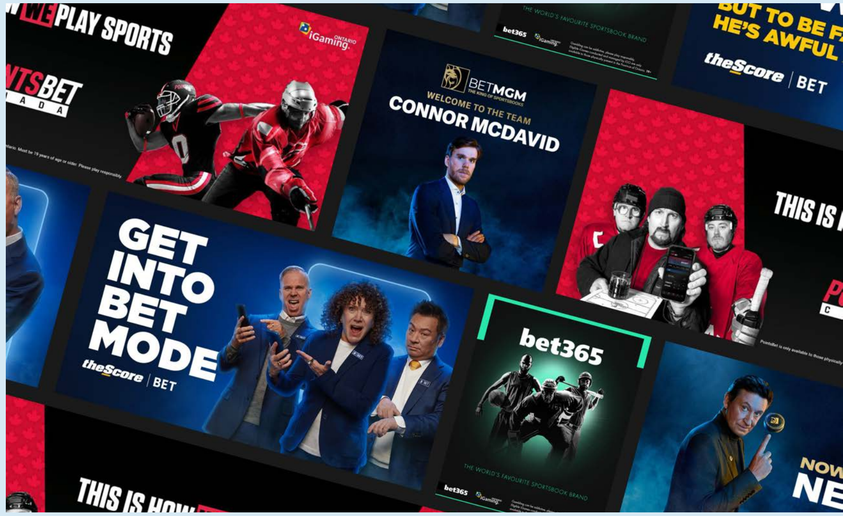


Image from *The Globe and Mail*

I wanted to know what the legalization of sports betting would mean for people who are at risk of gambling problems.

A review of existing literature and solutions

25+ research papers, ***7+*** news articles, ***15+*** other sources

RGC

greo

E·G·R·L
EXPERIMENTAL GAMBLING RESEARCH LABORATORY

NCPG
National Council on Problem Gambling

Victorian Responsible Gambling Foundation

iGaming ONTARIO

CHA Cambridge Health Alliance

Global NEWS

The New York Times

CBC

Statistics Canada Statistique Canada

Deloitte.

Defining the problem

The legalization of sports betting puts ***young adults*** at risk of betting-related harms due to inexperience, risk-taking behaviour, and unhealthy gambling beliefs

- Risk factors for gambling problems include being young, male, single and/or Asian
- Live betting, sportsbook advertising, and app mechanisms for adding funds were key concerns
- Low awareness of responsible gambling tools such as time/money limits, self-exclusion
- Stigma and shame prevent bettors from seeking help

I happen to be in the demographic that is at highest risk of betting-related harms and gambling problems. See Appendix: Other Design Problems.

Target users

Jason, sports bettor

- 26 years old, single, family emigrated from Taiwan in 2004
- Bachelor's degree and stable job as back-end developer for Canadian Tire
- Was introduced to betting by work colleague who also plays fantasy baseball
- Meets up with friends at sports bar to watch games and ends up placing multiple spontaneous live bets of $3-5
- Places spread bets of $5-10 on NHL or MLB games while riding the TTC home from work once a week

Tim, potential bettor

- 20 years old, Canadian-born son of Indian immigrants
- In his sophomore year at York University for a BBA
- Watches illegal streams of the Blue Jays or Raptors two times a week and follows baseball content on Twitter
- Has never wagered through a online sportsbook, but bet $30 on the MLB AL Wild Card game with a friend last year
- His cousin encouraged him to sign up for FanDuel once he turns 19

These personas are derived from existing research on the sports bettors and risk factors for sports betting-related problem gambling. See Appendix: Empathy Maps.

B

IDEATION

A review of existing solutions

Issues with existing solutions

- Minimal uptake of responsible gambling tools – not seen as necessary and fail to resonate
- Stigma of using responsible gambling tools
- Most solutions targeted to moderate- and high-risk gamblers, few preventative tools for low-risk gamblers
- Lack of gamification

Goals for new solutions

- Need to communicate relevance and benefits to user
- Use approachable language instead of negative or technical terms, e.g. “problem gambler”
- Promote understanding on key topics – how games work, erroneous beliefs, safer gambling tips, gambling harms, why you gamble, how much you spend

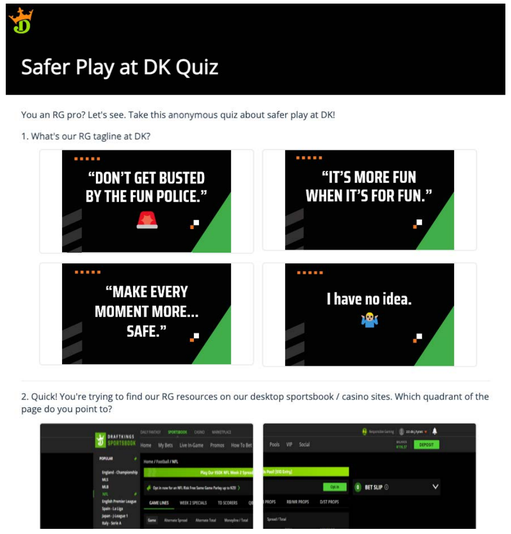
Insights from Responsible Gambling Council’s (RGC) May 2022 report on gambling digital tools. See Appendix: Sources.

Existing solutions

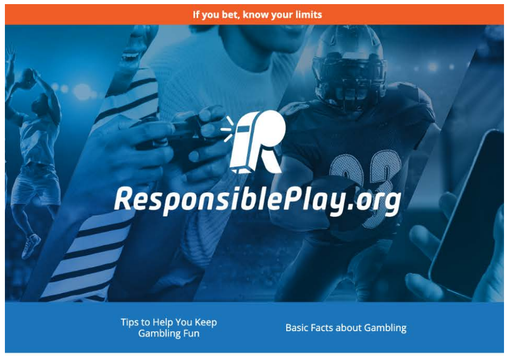
Advertising campaign x5

Audio/video x4

Quiz/screening x6



Informative website x5



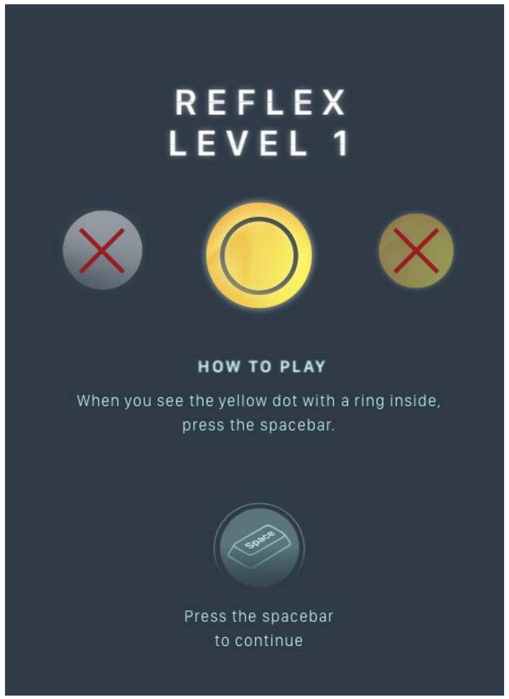
For the majority of adults, gambling can be a fun and entertaining experience, but there are risks involved. It is critical to know the risks and have a plan before you begin gambling.

Left to right: National Gambling Treatment Service, BeGambleAware, Safer Play at DraftKings, ResponsiblePlay.org. See Appendix: All Existing Solutions

Existing solutions: gamification

Check Your (Re)flex (RGC)

Online game and contest



House of Wisdoms (RGC)

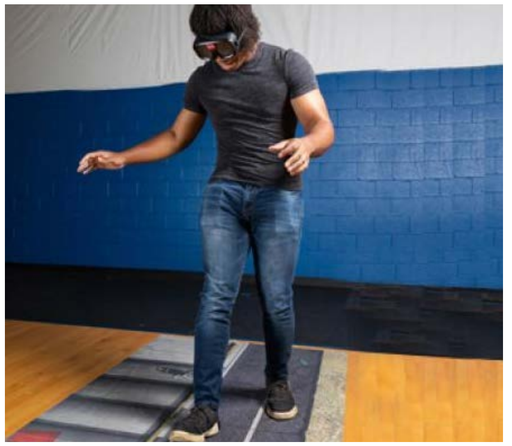
Online mobile game

GAME BRAiN (RGC)

Live game show

Fatal Vision® Goggles

Workshop and experiential activation



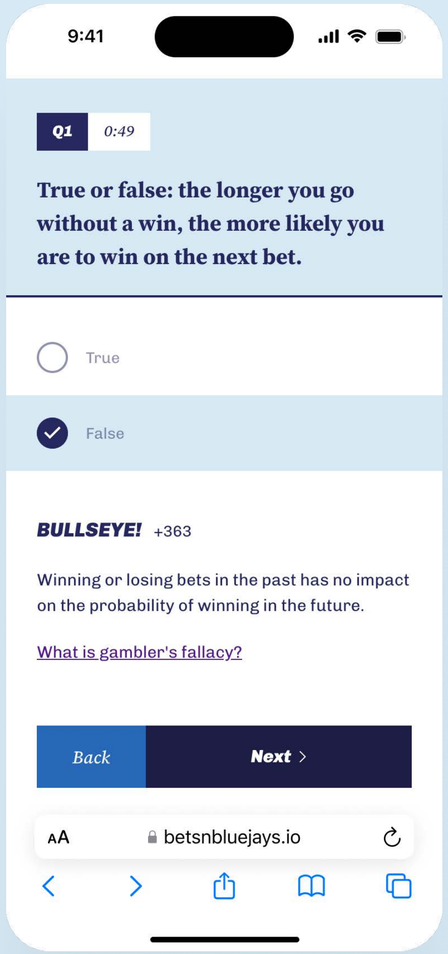
The most notable aspect of RGC's initiatives was the gamification of responsible gambling education, which was highlighted in their May 2022 report on digital tools.

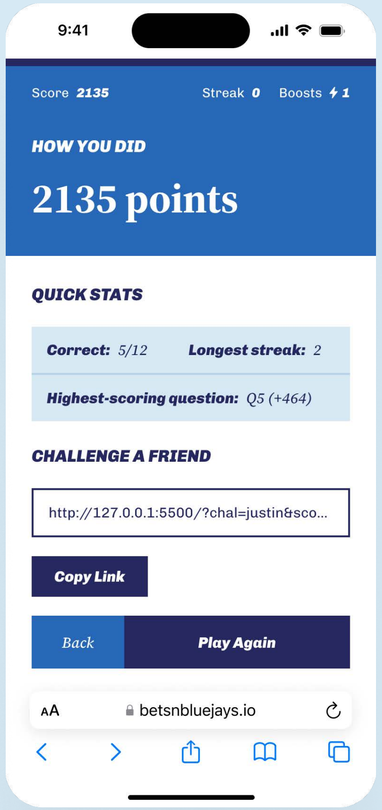
The solution

~~A responsible betting quiz challenge*~~

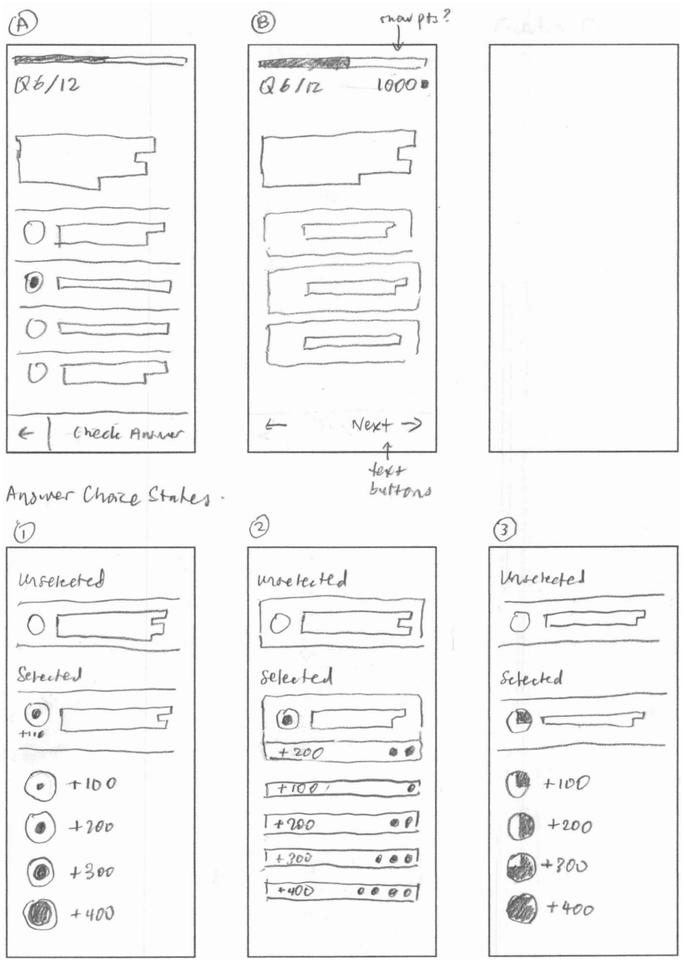
A ***sports trivia*** quiz challenge with Blue Jays questions and responsible betting questions

- Blue Jays trivia questions
- Compete with friends through personalized link
- Explanations for answers and links to learn more
- Power-ups and point bonuses

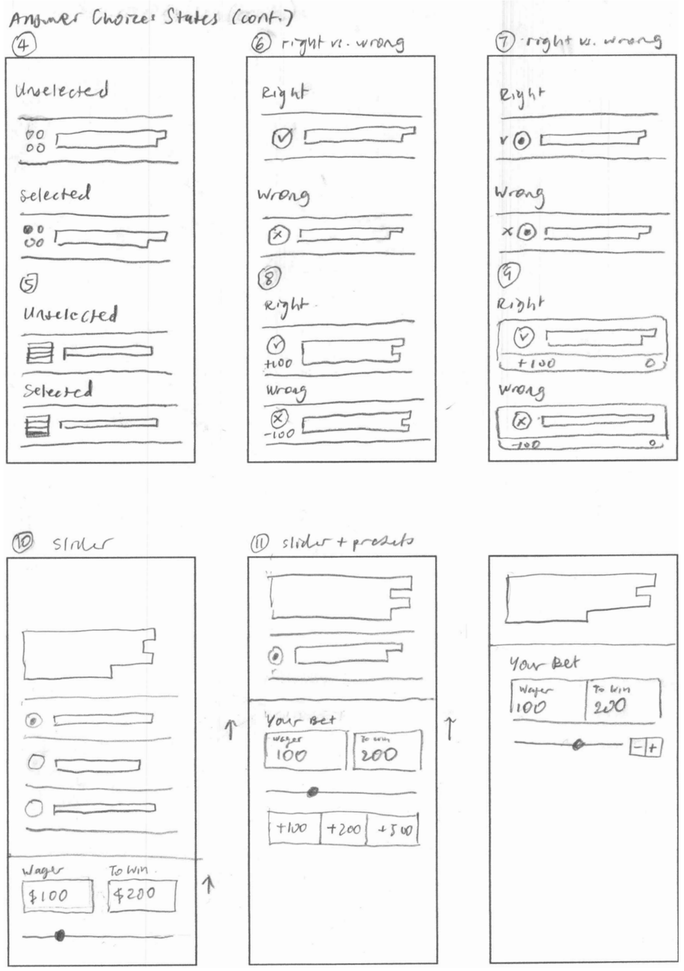




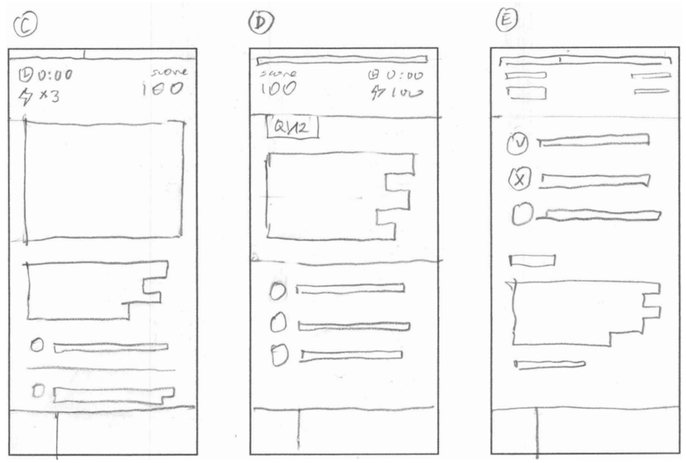
*Researchers I interviewed pointed out that people who don't bet (yet) or think they're responsible would see no reason to do the quiz, necessitating some other value add.



Wireframes A–B: question screens
Wireframes 1–3: answer states, points boost



Wireframes 4–9: points boost, right/wrong states
Wireframes 10, 11: bet on your answers



Wireframes C–E: question screens

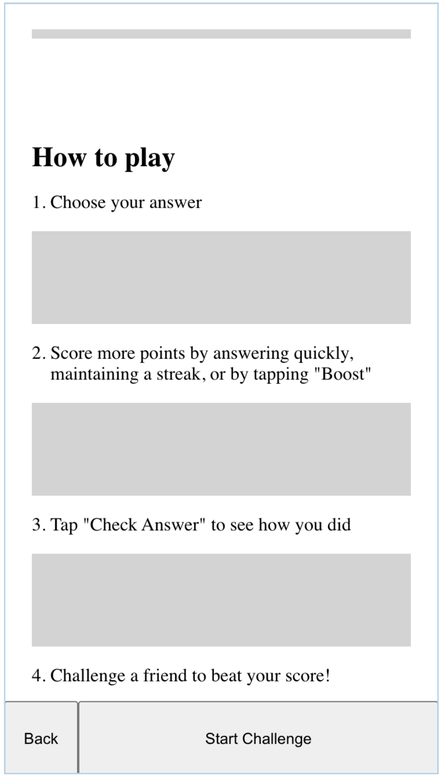
I was trying to solve three problems through sketching: how to fit all the content—plus a potential visual—above the fold, how the quiz would indicate right and wrong answers without cluttering the screen, and how to incorporate betting power-ups into the quiz (featured later scrapped, see p.16).

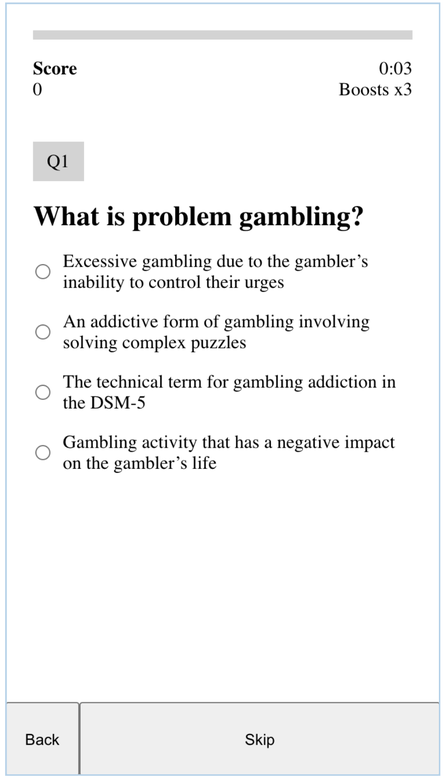
I wanted to fit all the content in the screen height to keep the scrolling and pop-ups to a minimum, eliminating unnecessary user interactions.

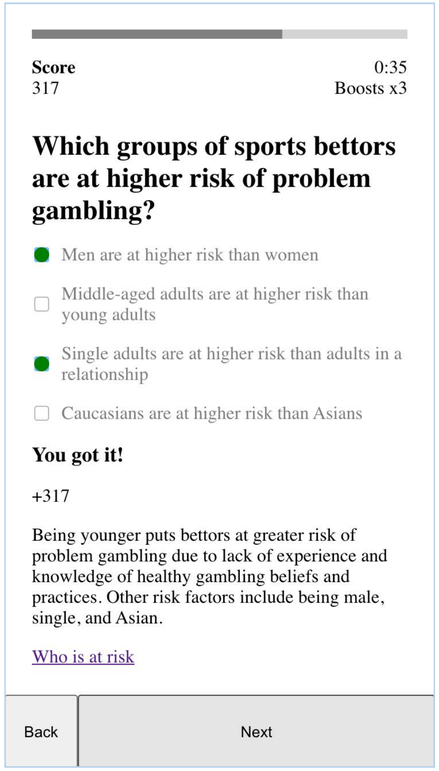
C

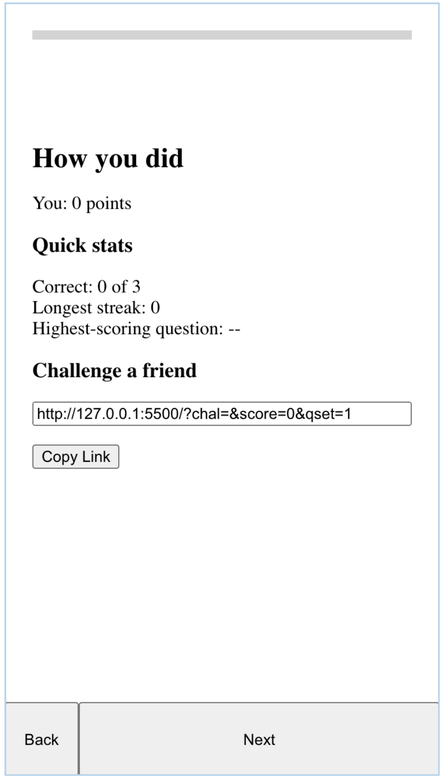
DESIGN + DEV

Low-fidelity prototype HTML, CSS, JavaScript









Instead of creating wireframes in Figma, I to decided to go straight from hand-drawn sketches to HTML/CSS because the UI was fairly straightforward and repetitive.

This decision saved me time, allowing me to get ahead in the development of the product and test many features of the quiz earlier than anticipated.

User test #1 testing questions on Kahoot

- Questions with negatives (e.g. “NOT”) were confusing
- Quiz should explain why answer is correct
- True or false questions may be engaging
- Ideas for fun features include player avatars, King-of-the-Hill-style competition, quiz soundtrack

Interviews two gambling researchers

- Include sports trivia so that the quiz has a broader appeal
- People will not try the quiz if they don’t gamble or think they are responsible gamblers
- Simulated betting feature exposes people to betting, normalizes gambling and encourages risk-taking
- Focus questions on responsible gambling behaviour

User test #2 low-fidelity

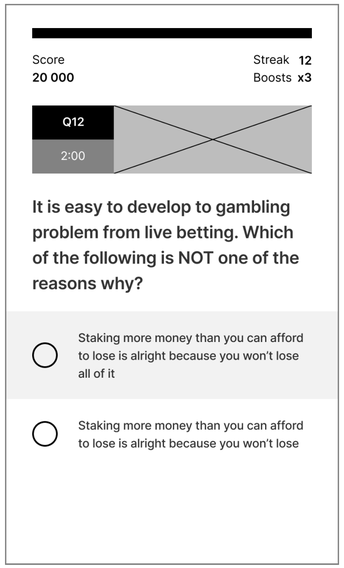
- Nav buttons covered by keyboard and other OS controls
- Instruct players on whether to select one or multiple answers

User test #3 high-fidelity

- Players expected something to happen when tapping “Set Nickname”
- Players may miss text elements when many text elements appear at the same time

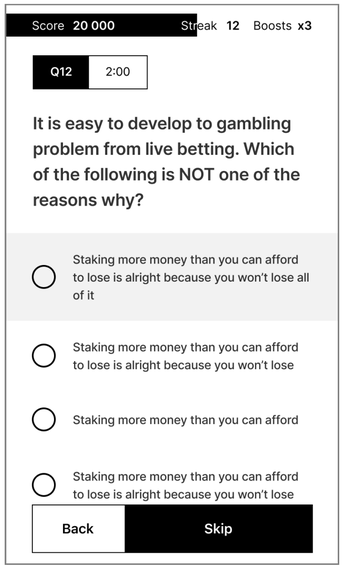
Mid-fidelity question screens

v2

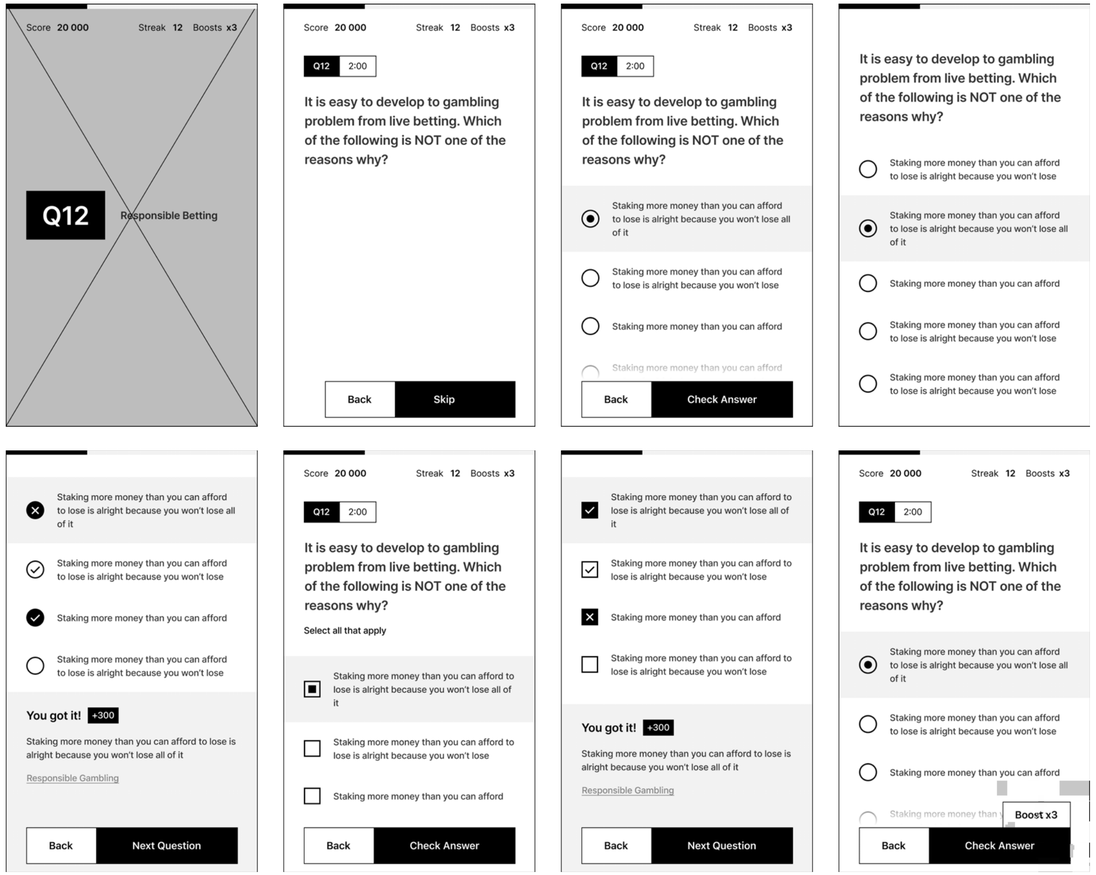


v7

v10

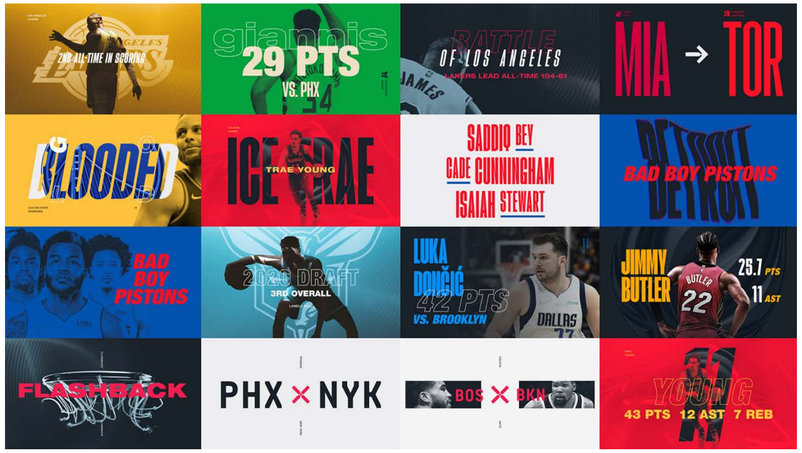


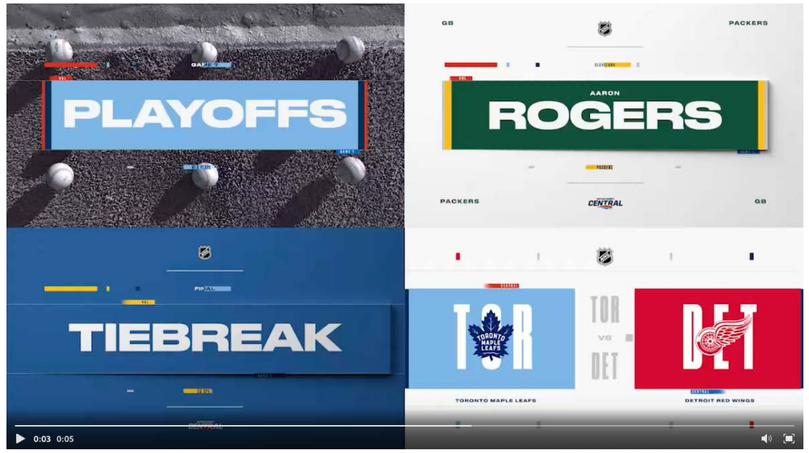
v12 – all states

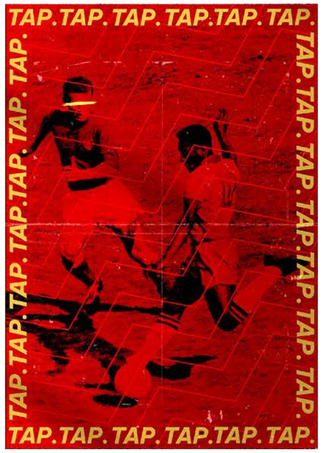


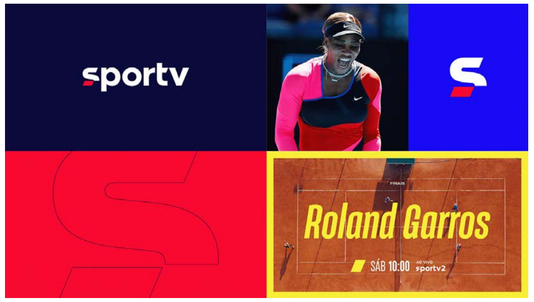
After testing the plain-text prototype, I started experimenting in Figma with the UI design, making improvements based on users' feedback and insights.

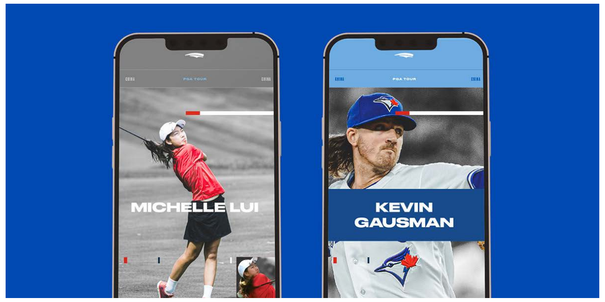
Visual references











For the visual design of the quiz, I wanted an aesthetic that would be recognizable to sports fans and be mentally associated with other sport-related digital products.

Typography

Chivo Bold Italic
48–64pt
–0.01em
All Caps

QUIZ TITLE

Source Serif 4 Bold
20 pt

Quiz question text

Chivo Bold Italic
18 pt All Caps

SUBHEADING

Chivo Regular
14–16 pt –0.005em

Paragraph text large Paragraph text medium Paragraph text small

Chivo Bold Italic
14–16 pt All Caps

BOLD TEXT

Source Serif 4
Medium Italic
14–16 pt

Italics Text and Numbers 1234567890

After testing with six open-source headline typefaces, I chose Chivo Bold Italic as it is reminiscent of many sports and sports betting brands, starting with the famous sports magazine *Sports Illustrated* (SI). Other sports brands that use thick, tightly-tracked type include TheScore, ESPN, Sportsnet, bet365, bwin, and Betway.

To differentiate the design of my quiz from these brands, I paired Chivo with Source Serif 4 to add a sense of refinement to the aesthetic. Source Serif 4 and Chivo Bold Italic have similar skew angle so they can be used on the same line.

See Appendix: Type Experimentation.

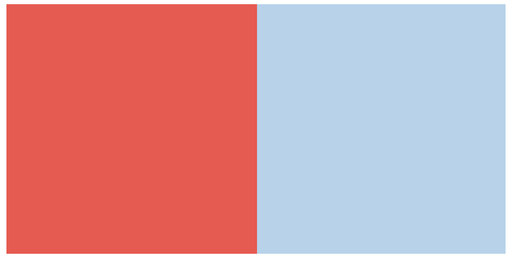
Colours

Primary

Cobalt
RGB 39 104 184
#2768B8

Deep Indigo
RGB 38 40 96
#262860

Secondary



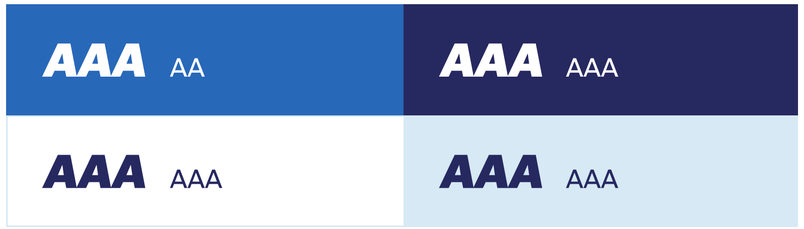
Red
RGB 229 90 81
#E55A51

Overcast
RGB 183 210 233
#B7D2E9

Deck Paint
RGB 214 233 244
#D6E9F4

White
RGB 255 255 255
#FFFFFF

Colour Contrast



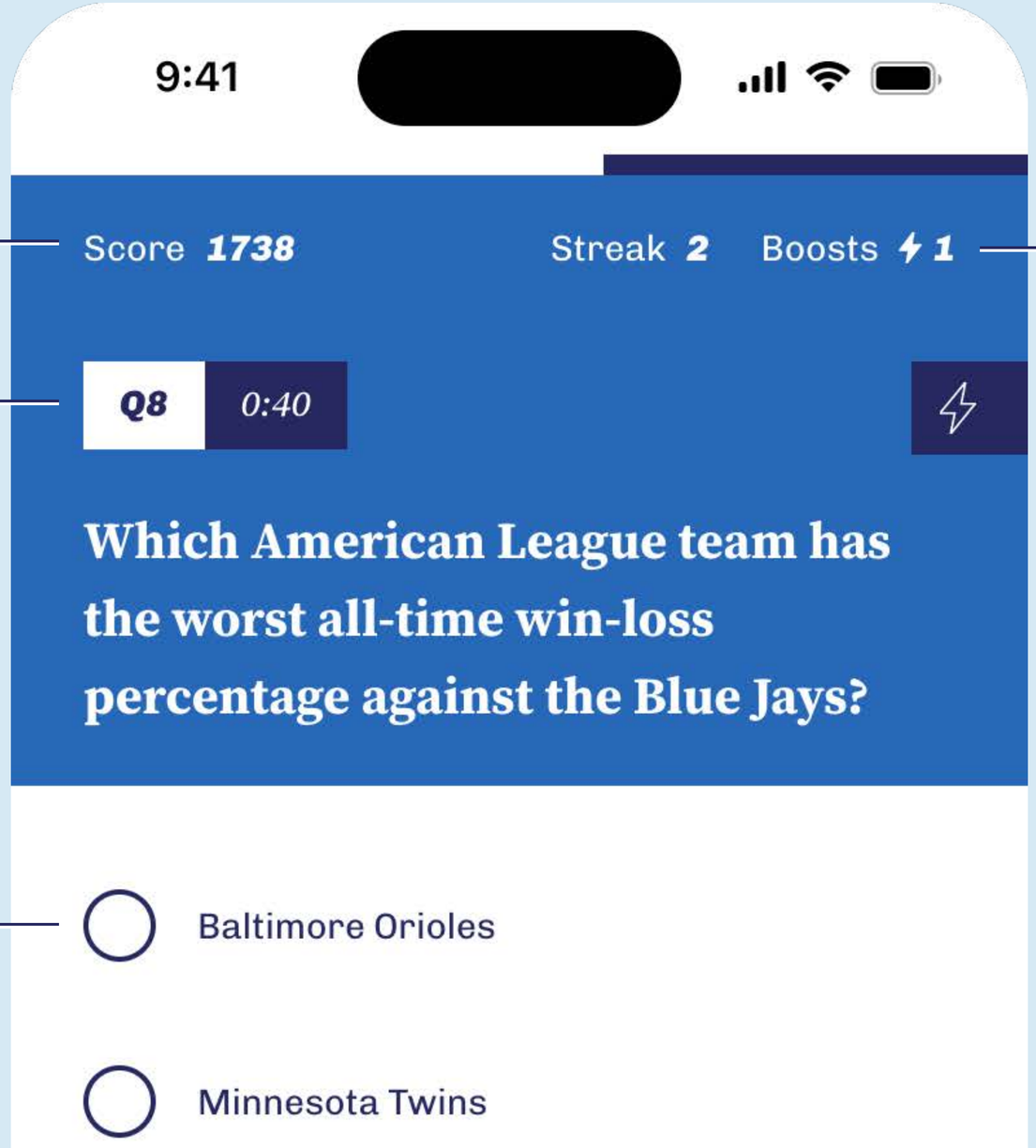
Since the Blue Jays was the topic of the quiz, I incorporated a blue (“Cobalt”) and a red similar to their brand colours. To put a spin on it, I introduced a deep indigo colour and two light blues, one which functions as a background colour (“Deck Paint”) and another as a text accent on dark backgrounds (“Overcast”).

All the colour combinations I use in the quiz meet the WCAG’s AA colour contrast standard at minimum.

See Appendix: Colour Experimentation.

D

CONCLUSION



total score

power-ups

question number and timer

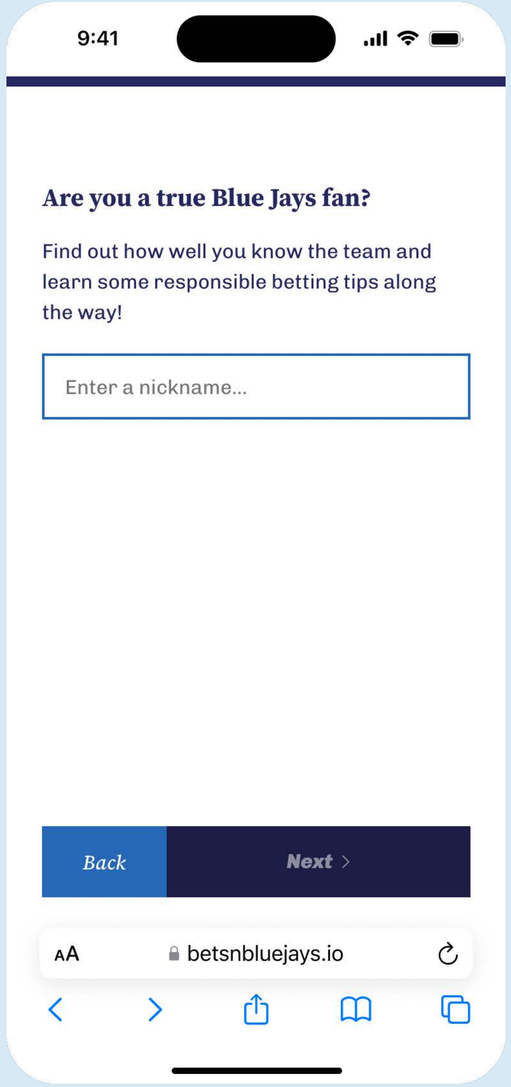
activate power-up

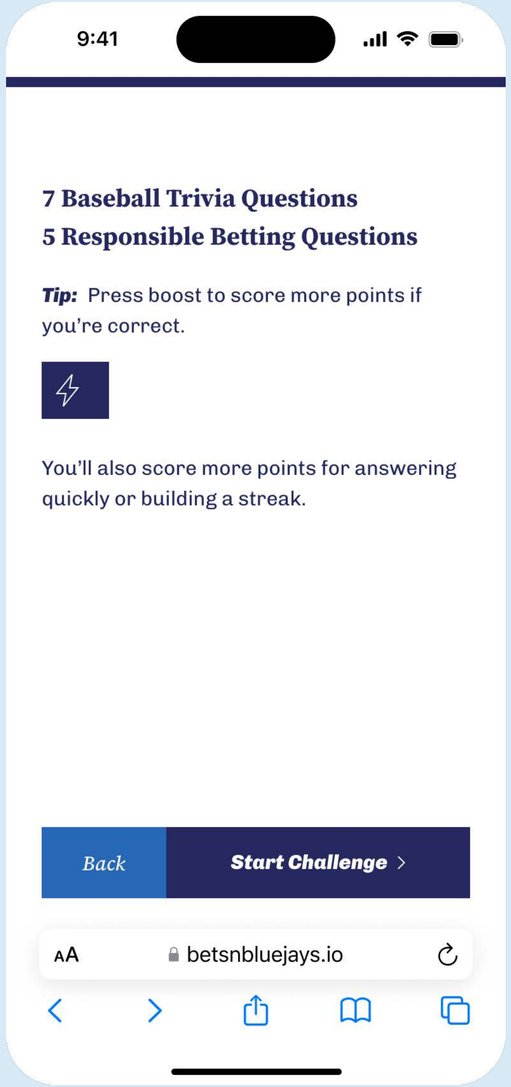
more points scored if correct

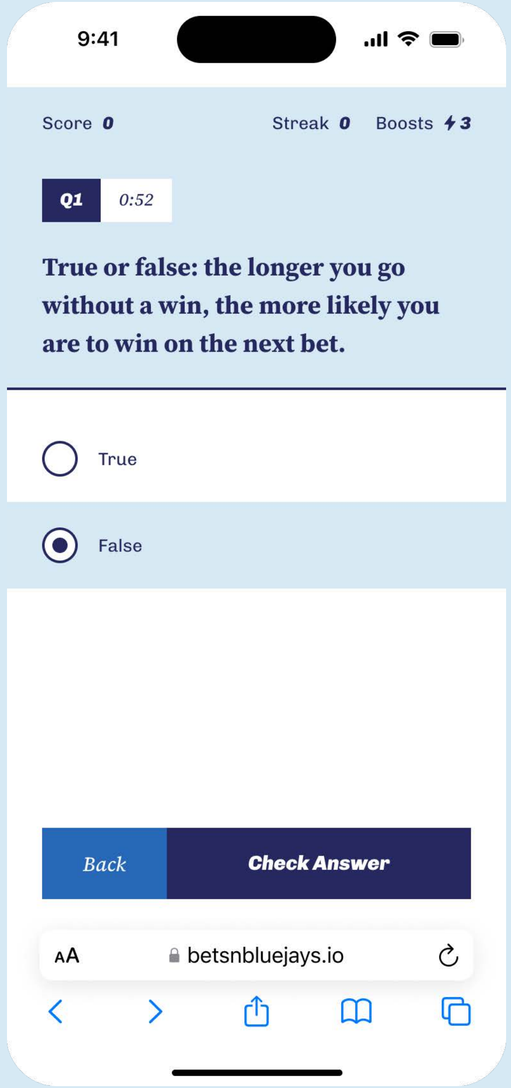
answer option

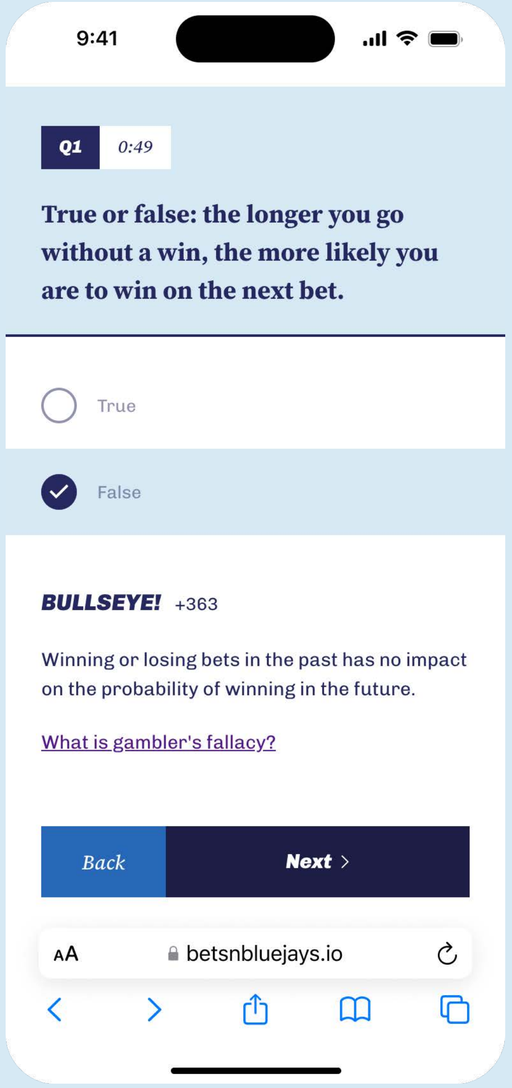
score more points by answering quickly and answering correctly on consecutive questions

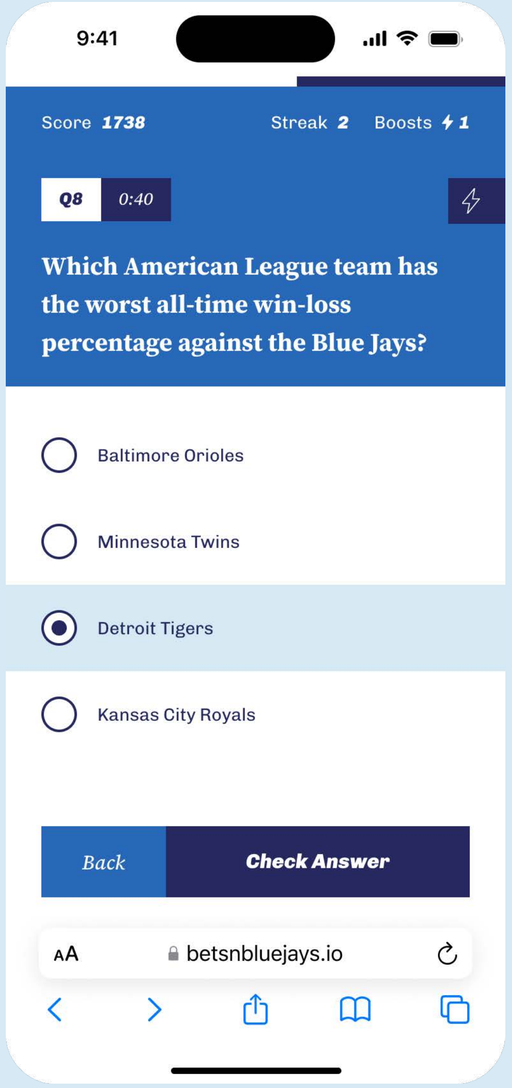
9:41
Baseball + Responsible Betting
Trivia Challenge
BETS AND BLUE JAYS*
Challenged By
J
justin
2135 points
Get Started
AA
betsnbluejays.io

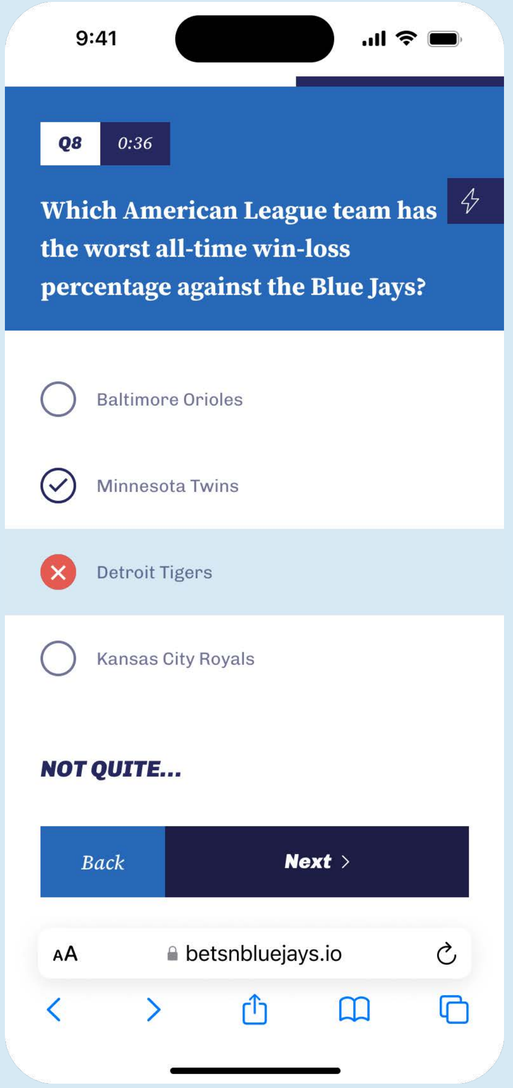

9:41
Are you a true Blue Jays fan?
Find out how well you know the team and learn some responsible betting tips along the way!
Enter a nickname...
Back
Next
AA
betsnbluejays.io

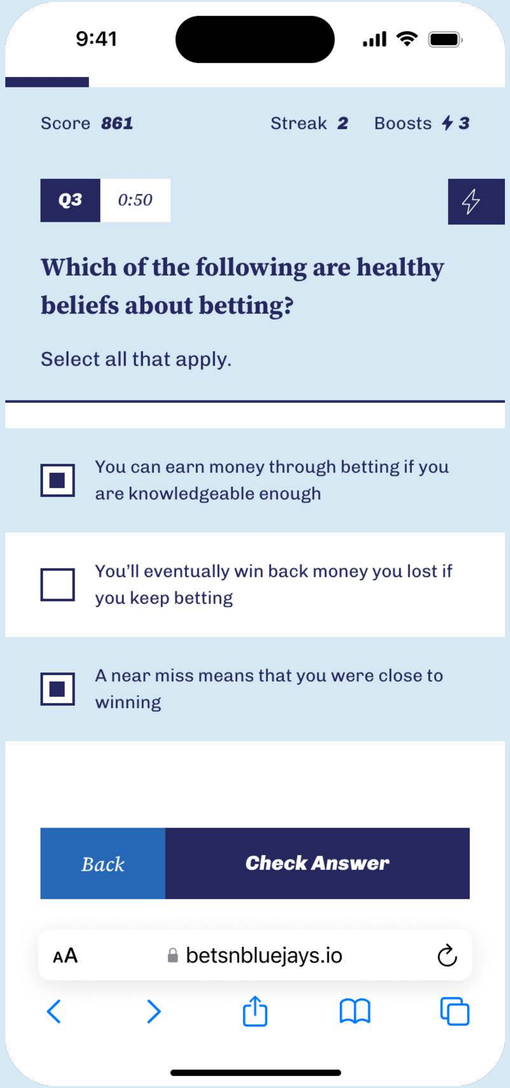

9:41
7 Baseball Trivia Questions
5 Responsible Betting Questions
Tip: Press boost to score more points if you're correct.
You'll also score more points for answering quickly or building a streak.
Back
Start Challenge
AA
betsnbluejays.io

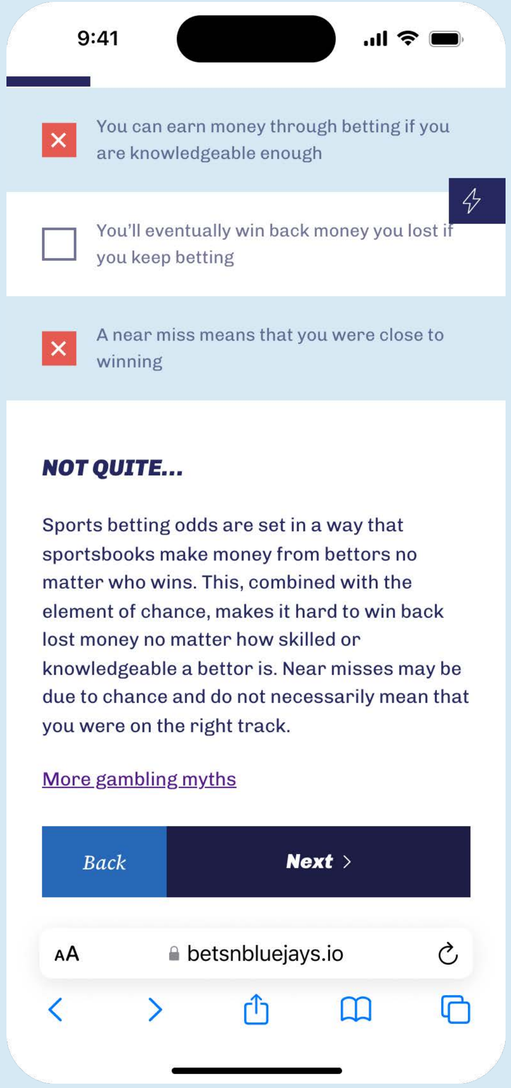

9:41
Score 0
Streak 0
Boosts 3
Q1
0:52
True or false: the longer you go without a win, the more likely you are to win on the next bet.
True
False
Back
Check Answer
AA
betsnbluejays.io

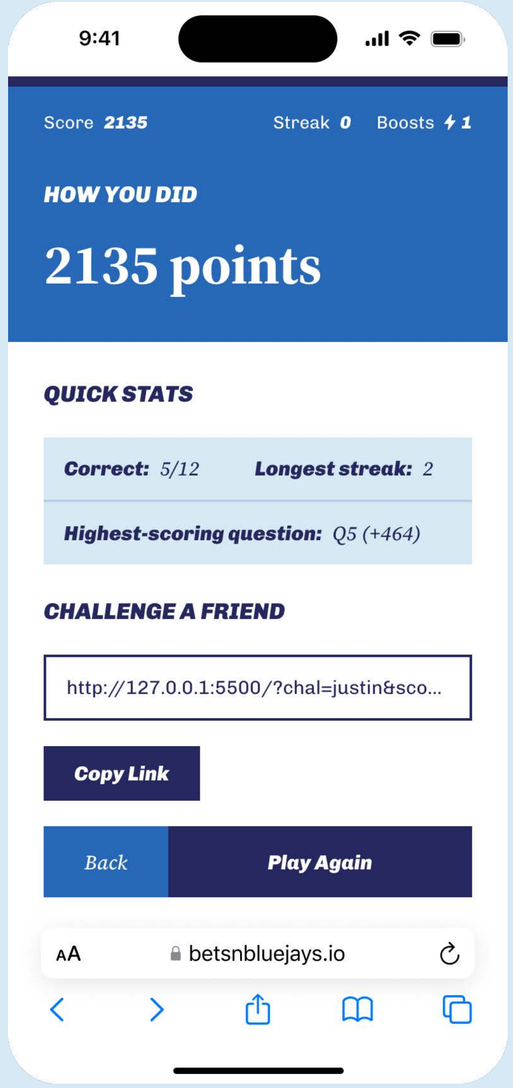

9:41
Q1
0:49
True or false: the longer you go without a win, the more likely you are to win on the next bet.
True
False
BULLSEYE! +363
Winning or losing bets in the past has no impact on the probability of winning in the future.
What is gambler's fallacy?
Back
Next
AA
betsnbluejays.io


9:41
Score 1738
Streak 2
Boosts 1
Q8
0:40
Which American League team has the worst all-time win-loss percentage against the Blue Jays?
Baltimore Orioles
Minnesota Twins
Detroit Tigers
Kansas City Royals
Back
Check Answer
AA
betsnbluejays.io


9:41
Q8
0:36
Which American League team has the worst all-time win-loss percentage against the Blue Jays?
Baltimore Orioles
Minnesota Twins
Detroit Tigers
Kansas City Royals
NOT QUITE...
Back
Next
AA
betsnbluejays.io


9:41
Score 861
Streak 2
Boosts 3
Q3
0:50
Which of the following are healthy beliefs about betting?
Select all that apply.
You can earn money through betting if you are knowledgeable enough
You'll eventually win back money you lost if you keep betting
A near miss means that you were close to winning
Back
Check Answer
AA
betsnbluejays.io


9:41
You can earn money through betting if you are knowledgeable enough
You'll eventually win back money you lost if you keep betting
A near miss means that you were close to winning
NOT QUITE...
Sports betting odds are set in a way that sportsbooks make money from bettors no matter who wins. This, combined with the element of chance, makes it hard to win back lost money no matter how skilled or knowledgeable a bettor is. Near misses may be due to chance and do not necessarily mean that you were on the right track.
More gambling myths
Back
Next
AA
betsnbluejays.io


9:41
Score 2135
Streak 0
Boosts 1
HOW YOU DID
2135 points
QUICK STATS
Correct: 5/12
Longest streak: 2
Highest-scoring question: Q5 (+464)
CHALLENGE A FRIEND
http://127.0.0.1:5500/?chal=justin&sco...
Copy Link
Back
Play Again
AA
betsnbluejays.io

Future improvements

Increasing engagement

- Add baseball images and illustrations
- Allow player to personalize an avatar or jersey number
- Animated visual effects when answer is right for positive reinforcement

Increasing usability

- Allow users to save place in quiz using URL
- See a breakdown of the score calculation
- Time warnings

Increasing efficacy

- Implement privacy policy and back-end data collection to track performance on questions
- Obfuscate question/answer data to deter cheating

Lessons learned

- The best solution isn't always the most flashy or novel, but consider carefully before reinventing the wheel
- While time-consuming, building and testing with the most realistic prototypes possible will allow you to detect more issues earlier in the process

Next time

- Implement back-end to handle friend nomination, group competition, and data collection at the beginning
- Fork an existing trivia quiz API on GitHub instead of coding it yourself
- Design and prototype with more visuals in mind

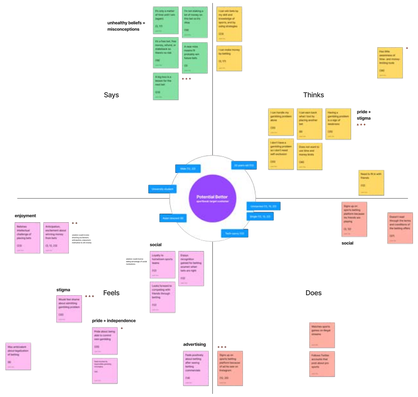
Thank you!

Live site: justin-chiu.github.io/ontario-sports-betting

GitHub: github.com/justin-chiu/ontario-sports-betting

E

APPENDIX



Based on IBM's Enterprise Design Thinking Toolkit, I created an empathy map for the target user. Each insight has a numbered citation which corresponds to a source in my secondary research, ensuring that I'm not making up any of my insights. I then clustered the insights by theme and labeled them with red dots, which indicate how much pain the user experiences or how severe the problem is. From there, I derived problem statements that I could design solutions for. See Appendix: Other Design Problems.

Originally, I created an empathy map for a sports bettor at risk of problem gambling (left). However, as my project developed, I realized the need to include potential bettors, who may not be legally old enough to bet. However, based on my research, potential bettors have many of the same experiences as active bettors, minus experiences directly betting on sports.

Problem Statements

◆ Votes by classmates, instructors, industry professionals

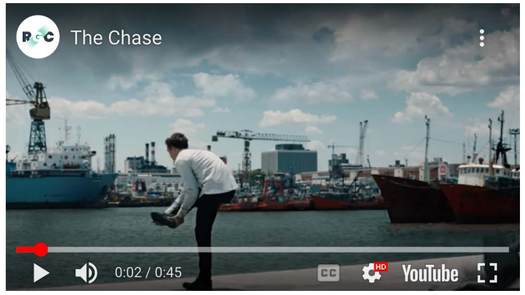
Topic	Existing Solutions	Finances, Dissociation, Impulse Control	Stigma, Pride, and Independence	Stigma, Pride, and Independence	Stigma, Pride, and Independence	Dissociation, Impulse Control	Advertising	Unhealthy Beliefs and Misconceptions	Enjoyment
Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu
Problem	Some bettors find self-exclusion and blocking mechanisms ineffective because they have limited scopes and weak enforcement.	Bettors often end up spending more on betting than they intended to because of easy access to additional funds, dissociative states, and weak controls.	Some bettors avoid seeking professional help or disclosing their gambling problems because of stigma, pride, and sense of independence.	Some bettors avoid seeking professional help or disclosing their gambling problems because of stigma, pride, and sense of independence.	Some bettors avoid seeking professional help or disclosing their gambling problems because of stigma, pride, and sense of independence.	Bettors may enter a dissociative state that causes them to binge on betting, losing track of how many bets they've placed and how long they've been playing for.	Bettors who may have gambling problems and should not be betting are easily persuaded to place bets by sportsbook advertising.	Some bettors, especially young bettors, have unhealthy beliefs about betting that may lead to problem gambling.	Live micro-betting is simultaneously one of the most enjoyable and potentially problematic types of sports betting because of its low stakes and fast pace.
Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu
As Question	How might we make self-exclusion and blocking mechanisms more effective by **improving their enforcement or widening their scope**?	How might we help bettors **control their spending** so that they only spend as much as they planned to before a session?	How might we **reduce the stigma** surrounding gambling problems to **encourage bettors to disclose their problems** and seek help when needed?	How might we make problem gambling interventions **more confidential and private?**	How might we empower bettors to control their gambling problems **without having to disclose their gambling problems** or seek professional help?	How might we **interrupt bettors' dissociative states** so that they can reflect on their play and make a clear-headed decision on whether to stop or to continue?	How might we stop bettors with possible gambling problems from **responding to sportsbook advertising** by placing bets?	How do we **combat unhealthy beliefs** about sports betting to help bettors gamble responsibly?	How might we **redesign live micro-betting** to maximize enjoyment while minimizing problem gambling risk?
Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu	Justin Chiu
			◆ ◆ ◆				◆		

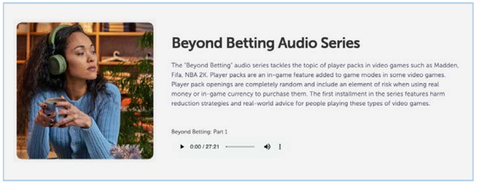
▲ ▲ ▲ most pain points (triangles) ⟵ ▲ least pain points

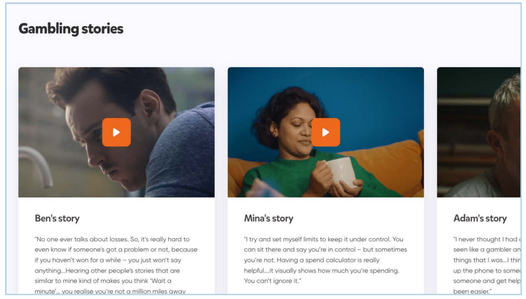
Advertising campaign

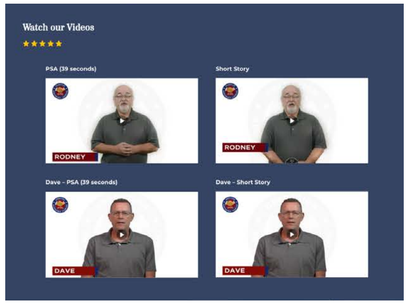
Clockwise from top: National Gambling Treatment Service, BeGambleAware, NHTSA, Ohio for Responsible Gambling, Pennsylvania Dept. of Drug and Alcohol Programs

Audio/video



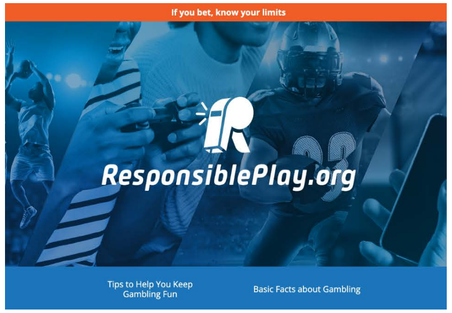


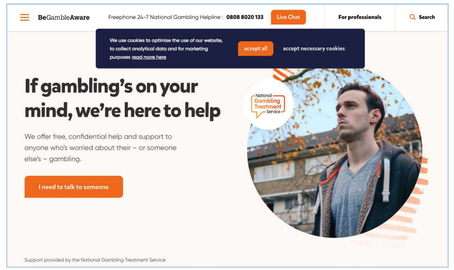


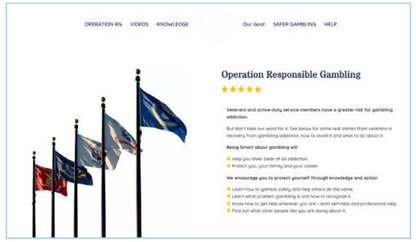


Clockwise from top: Responsible Gambling Council, YMCA, Operation Responsible Gambling, BeGambleAware

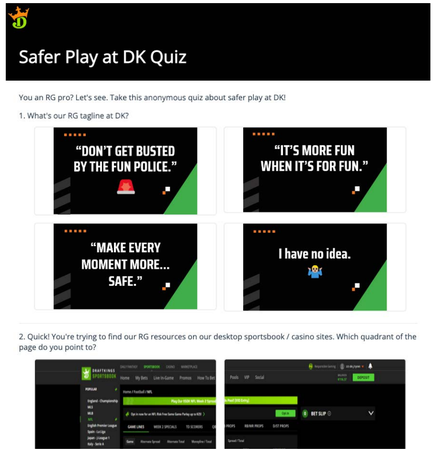
Informative website

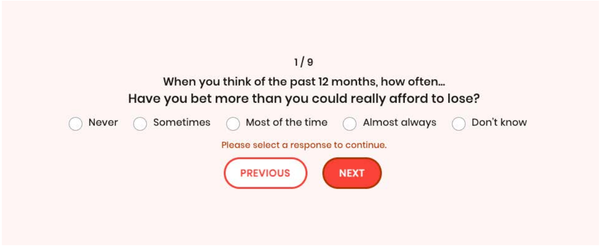


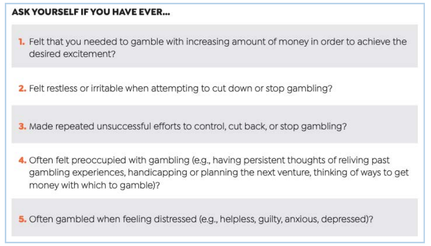


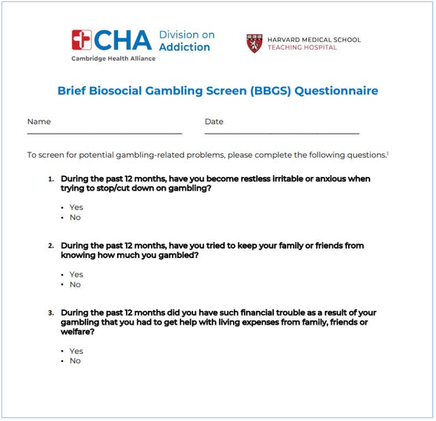


Quiz/screening



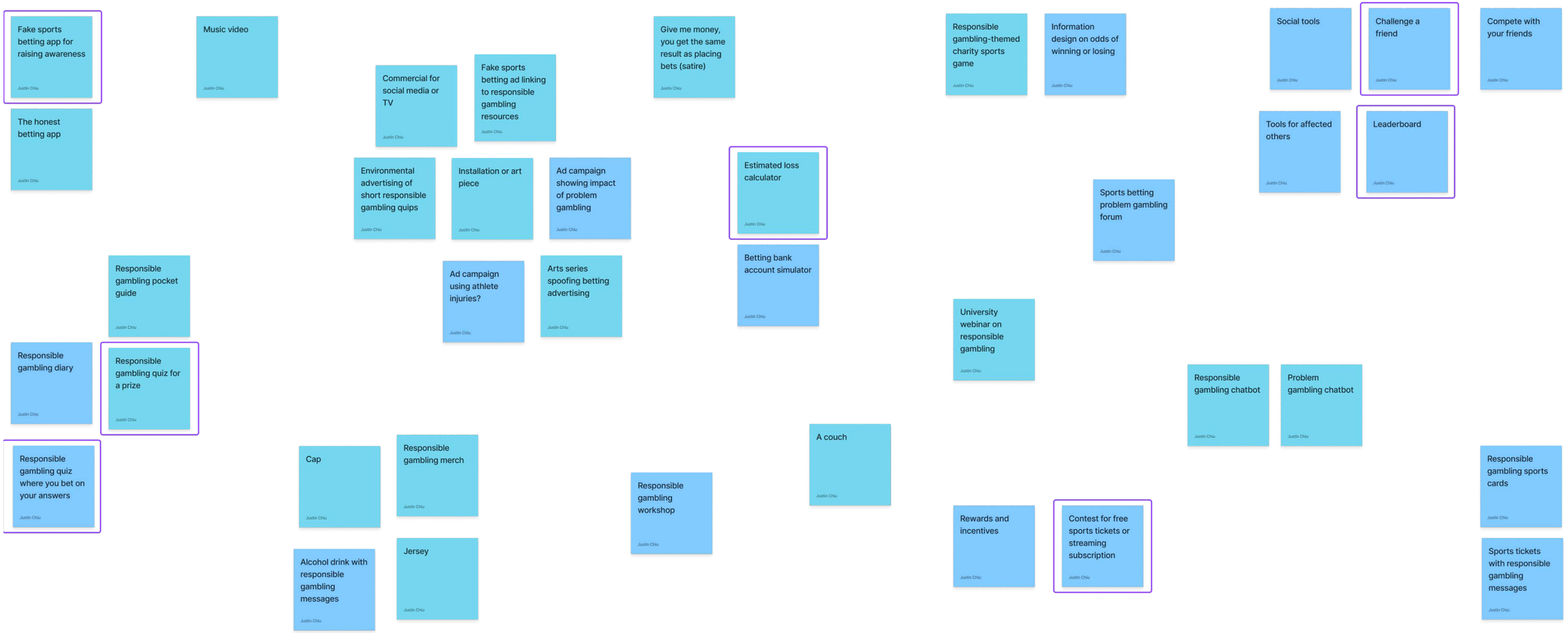






Clockwise from top: National Council on Problem Gambling, BeGambleAware, Operation Responsible Gambling, Gamble Responsibly America

Clockwise from top: Safer Play at DraftKings, Responsible Gambling Council self-assessment, Cambridge Health Alliance BBGS Questionnaire, Your First Step To Change



These ideas were based on my analysis of existing solutions. I grouped the ideas into clusters by theme and selected the ones I thought were most promising or feasible.

Fake sports betting app for awareness

- The UI is designed like a real betting app and is promoted like one
- Parts of the app cover a variety of responsible gambling topics
- Topics include managing money, live betting, advertising, and unhealthy beliefs

Sports betting loss calculator

- Calculates how much money a user will lose through sports betting
- The user can choose frequency of betting and average size of stake
- Calculation can factor in user's self-reported level of skill or luck
- Includes links to more responsible gambling resources

4 question sets

7 Blue Jays questions, 5 responsible gambling questions

Blue Jays questions

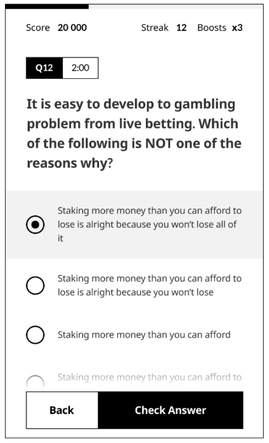
- random trivia
- offensive statistics
- defensive statistics
- team statistics

Responsible gambling questions

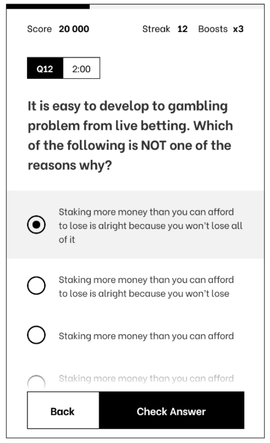
- healthy/unhealthy gambling beliefs
- responsible gambling strategies
- getting help
- gambling controls

1
gambling-beliefs-1
choice-multiple
Question:
Which of the following are a healthy beliefs about betting?
Answer Options:
• You can earn money through betting if you are knowledgeable enough
• You'll eventually win back money you lost if you keep betting
• A near miss means that you were close to winning
• Staking more money than you can afford to lose is alright because you won't lose all of it
• Expecting to win
1
inducements
choice-single
Question:
To safely take advantage of a betting promotion, which of the following should you do?
Answer Options:
• Read the fine print carefully*
• Stop betting when the promotion no longer applies*
• Take advantage of the offer by betting more money
• Sign up for multiple betting platforms so you can take advantage of more offers
1
rg-strategies-1
choice-multiple
Question:
Which of the following are responsible betting strategies?
Answer Options:
• Stop betting if you're not having fun*
• Bet while on alcohol or drugs
• Bet more money when you've been winning
• Set a limit on how often you bet and how much time you play for*
• Don't be swayed by advertisements or promotions
• Don't gamble with other heavy gamblers
• Chasing losses
• Use betting as a form of escape to cope with life
• Cash out losing bets early but don't re-stake the money
• Cash out losing bets early and re-stake the money
1
symptoms-1
choice-multiple
Question:
Which of the following could be signs of harmful betting?
Answer Options:
• You rarely win at betting
• You find it difficult to stop betting*
• You feel that you must hide your betting from others*
• You feel worse when you're not betting*
• You feel that you might have a problem
1
getting-help-1
choice-multiple
Question:
Which of the following are good solutions if you think you have a gambling problem?
Answer Options:
• Talk to a counsellor, support group, or someone you trust*
• Limit your access to money for gambling*
• Block gambling platforms*
• Call an addictions helpline*
• Deal with the problem on your own
2
gambling-beliefs-2
choice-multiple
Question:
Which of the following statements about betting harms are true?
Answer Options:
• If gambling is not affecting your financial health, it's not harmful
• If you don't gamble often, it won't be harmful
• If you're knowledgeable about how betting works, you won't experience betting-related harms
• If you don't gamble, you experience gambling-related harms
2
earning-money
choice-singe
Question:
Why is it hard to earn money from sports betting?
Answer Options:
• People are not knowledgeable enough to win
• A significant number of sports games are rigged
• The sportsbook takes a cut of every bet*
• People are too confident when they are winning
• Oddsmakers have inside information on rigged sporting events
2
unhealthy-motivations
choice-multiple
Question:
Which of the following are bad reasons for betting on sports?
Answer Options:
• To pay bills*
• To have fun
• To compete with others*
• To improve your mood*
• To escape
• To impress someone
• To challenge someone
• To earn extra cash
• To socialize
2
rg-strategies-2
choice-multiple
Question:
Which of the following are responsible betting strategies?
Answer Options:
• Don't bet when you're upset*
• Set a budget and stick to it*
• Take frequent breaks*
• Bet on the spur of the moment when the odds are good
2
odds-favourites
t-f
Question:
True or false: if you always bet on the heavy favourite, you'll gain money over the long term.
Answer Options:
• True
• False*
3
symptoms-2
choice-multiple
Question:
Which of the following could be signs of harmful betting?
Answer Options:
• Betting small amounts of money is boring*
• Betting gets in the way of work or family obligations*
• Betting takes up most of your leisure time*
• Betting is more exciting than other leisure activities
3
funds
choice-single
Question:
What is the best way to avoid losing more money on bets than you can afford to lose?
Answer Options:
• Cash out losing bets early and bet on something else
• Only stop betting when you've broken even
• Stop betting once you've spent what you had planned to spend*
• Use your winnings to place more bets
3
getting-help-2
choice-multiple
Question:
If you are a responsible bettor, which of the following steps are optional?
Answer Options:
• Going to counselling*
• Using platform controls such as money and time limits
• Setting a budget
• Understanding the type of bet you're placing
3
recommended-frequency
Question:
To lower your risk of gambling-related harms, gambling no more than __ days per month
Answer Options:
• 1 day
• 4 days*
• 8 days
• 15 days
3
demographics
Question:
True or false: older people are at higher risk of betting-related harms
Answer Options:
• True
• False*
4
unhealthy-behaviours
choice-multiple
Question:
Which of the following are unhealthy gambling behaviours?
Answer Options:
• Using rent or grocery money for betting*
• Betting on long shots and underdogs
• Borrowing money or selling things to bet*
• Watching sporting events to see how your bets fare
• Betting more than you can afford
4
gambling-controls
choice-multiple
Question:
All legal Ontario sportsbooks are required to provide the following...
Answer Options:
• Time and money limiting tools*
• Self-exclusion, a self-imposed platform ban*
• Information about your betting activity*
• Free counselling services
4
mindset
Question:
Which of the following are healthy mindsets to have when trying to cut down on your betting?
Answer Options:
• If I lost this money, I would feel... *
• If I didn't bet, I could spend the money on..*
• Others might think badly of me if they knew about my betting
• I can prove to myself that I don't have a gambling problem
• Earning or saving this money took a long time*
4
recommended-spending
Question:
To lower your risk of experiencing gambling-related harms, gamble no more than __ % of your household income per month.
Answer Options:
• 1%*
• 2%
• 5%
• 10%
4
gamblers-fallacy
t-f
Question:
True or false: the longer you go without a win, the more likely you are to win on the next bet.
Answer Options:
• True
• False*
Explanation: Sports betting odds are set in a way that sportsbooks make money from bettors no matter who wins. This, combined with the element of chance, makes it hard to win back lost money no matter how skilled or knowledgeable a bettor is. Near misses may be due to chance and do not necessarily mean that you were on the right track.
More gambling myths
https://www.responsiblegambling.org/for-the-public/about-gambling/gambling-myths/
Explanation: Betting offers may have unexpected conditions, so be sure to read the fine print carefully. Promotions often appear to reduce the risk of losing while enhancing the reward for winning but are designed to encourage you to bet more and spend more. If you didn't plan to, don't continue betting once the offer no longer applies.
More tips for safer gambling
Explanation: Rarely winning when you bet on sports is not a sign of harmful gambling. Betting platforms are designed so that you lose money. Want to check in on your gambling habits?
Take ROC's gambling self-assessment
Changing gambling habits
Find support
Explanation: Gambling can be harmful to area of your life other than your finances even if you are knowledgeable about gambling and don't do it often.
Signs of a gambling problem
Explanation: Earning more money than you lose is hard because sportsbook takes a cut of every bet, which is called the "juice" or "vig." For example, if the odds are -110 on both sides, two bettors pay $110 in opposing bets, but the sportsbook takes $10 and the winner is only paid $210 rather than $220.
Understanding juice/vig
Explanation: Only gamble to have fun or entertain yourself. Gambling to pay bills, earn money, challenge other people, or relieve negative feelings are all unhealthy reasons for betting that are correlated to gambling problems.
More tips for safer gambling
Explanation: Placing bets when you're upset, in the heat of the moment, or immersed in the activity for long periods of time can cause you to make impulsive decisions with your money. Be sure to take frequent breaks and stick to your budget.
More tips for safer gambling
Explanation: There is always a chance that the heavy favourite could lose. Sportsbooks set odds for favourites so that you must risk a lot of money for a small reward. The money you forfeit by losing a few times will likely exceed what you gain by winning many times.
Take ROC's gambling self-assessment
Explanation: The best way to avoid losing more money than you can afford to lose is to stop betting once you've spent the amount of money you budgeted for betting, even if you've lost that money. Options to "cash-out" losing bets and reuse winnings to place more bets are correlated with gambling problems because they encourage bettors to continue betting. Recupping lost money by placing more bets is difficult because odds are designed so that the sportsbook makes money from bettors.
Source: Parke et al. (2019)
Explanation: Using platform controls and setting a budget are still highly recommended even if you have good betting habits.
More tips for safer gambling
Explanation: Responsible Gambling Council's guidelines recommend gambling no more than 4 days a month or once a week if you choose to gamble.
Lower-risk gambling guidelines
Explanation: Younger bettors are at higher risk of gambling problems due to lack of experience and knowledge of responsible gambling beliefs and practices. Other risk factors include being male, single, and Asian.
Who is at risk
Signs of a gambling problem
Explanation: All Ontario sportsbooks are required to provide bettors with the ability to set time and money limiting controls, betting account information, and the option to self-exclude. By self-excluding, bettors can ban themselves from a betting platform and opt out of betting-related marketing. In the future, Ontario iGaming is planning to implement a province-wide self-exclusion program that applies to all sportsbooks.
Source: Responsible Gambling Council
Explanation: The stigma and shame of having a gambling problem can prevent gamblers from seeking help. If you're trying to cut down on betting, think instead about what it took to earn the money you would use for gambling, how you would feel if you lost it all for nothing, and what you could spend it on instead.
Source: Hing et al. (2015)
Explanation: Responsible Gambling Council's guidelines recommend gambling no more than 1% of your household income per month if you choose to gamble.
Lower-risk gambling guidelines
Explanation: Winning or losing bets in the past has no impact on the probability of winning in the future.
What is gambler's fallacy

Kantumruy



Be Vietnam



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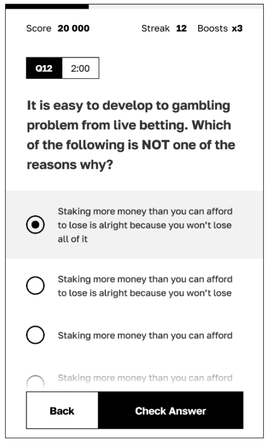
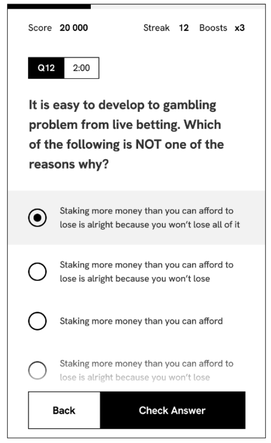


Hanken Grotesk



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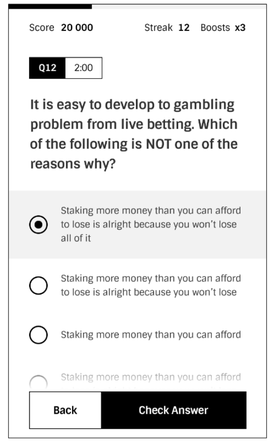

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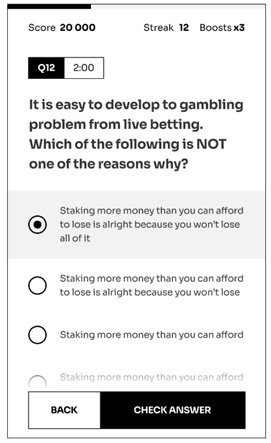

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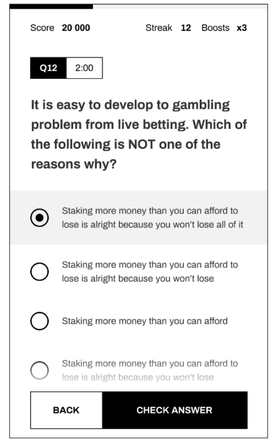
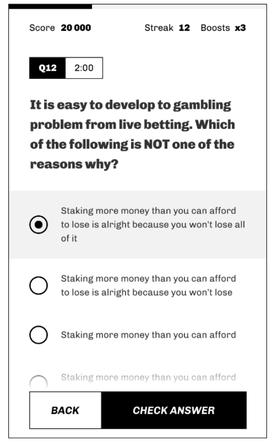
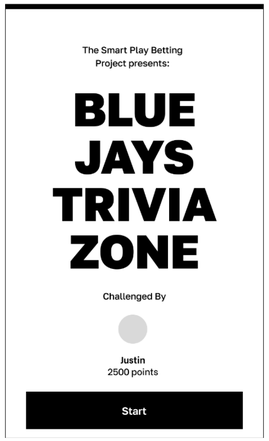


Chivo



Be Vietnam

Golos Text



Hanken Grotesk

Sora

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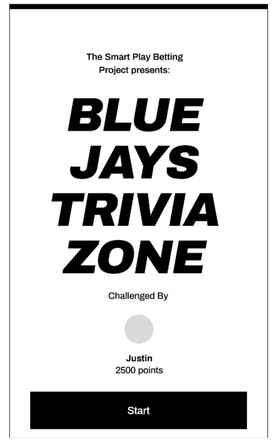
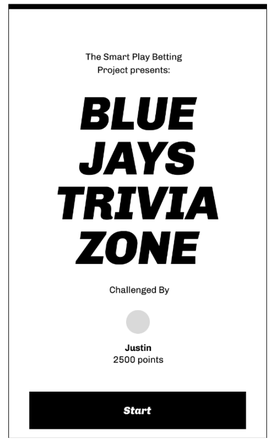


Chivo



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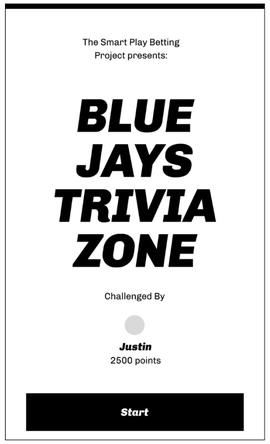

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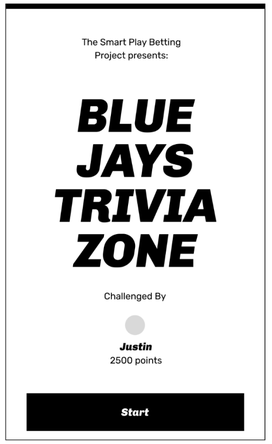

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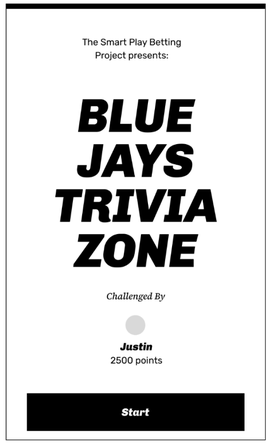

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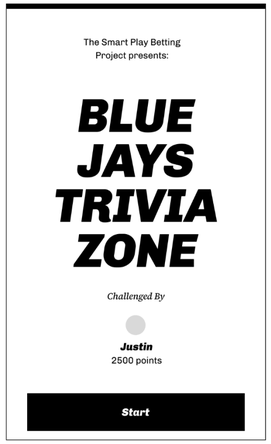

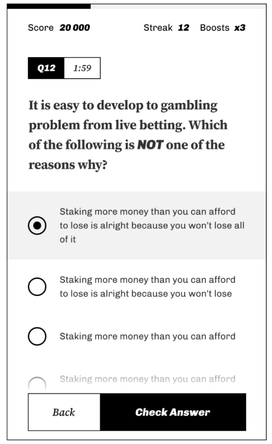

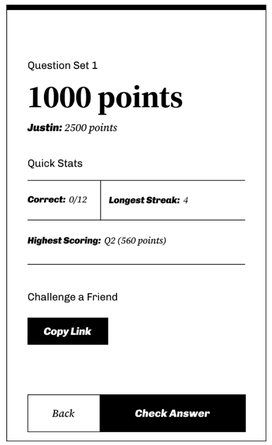

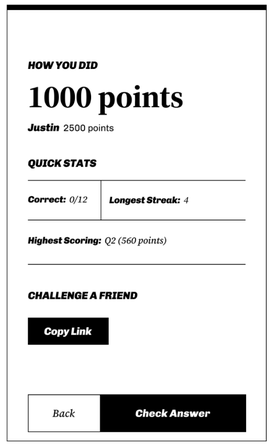

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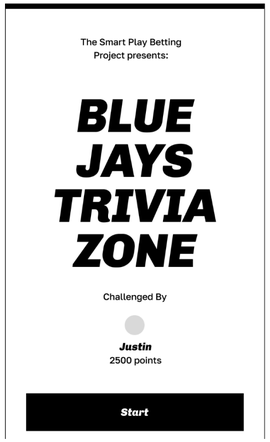

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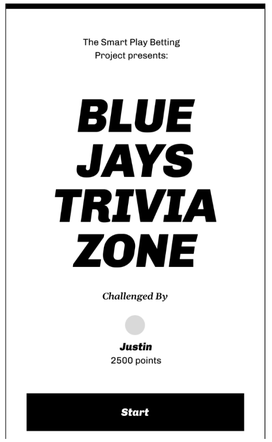

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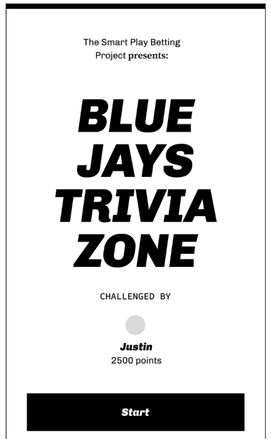
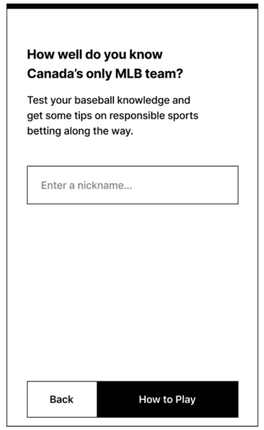
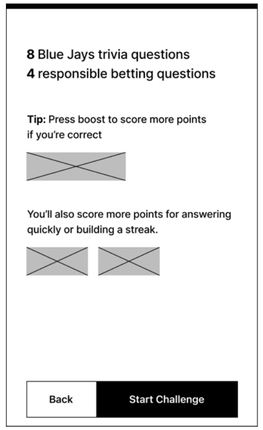
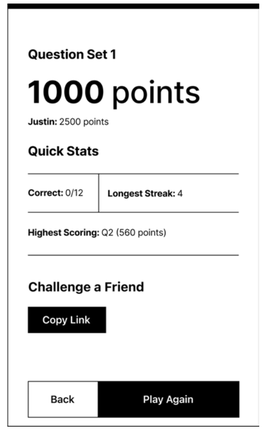


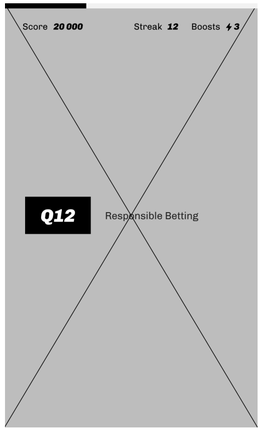
v12 – auxiliary screens

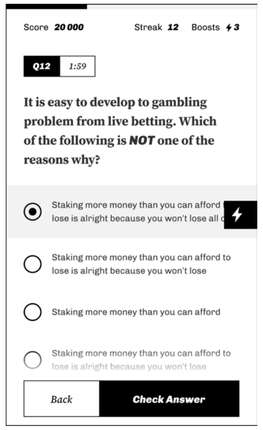


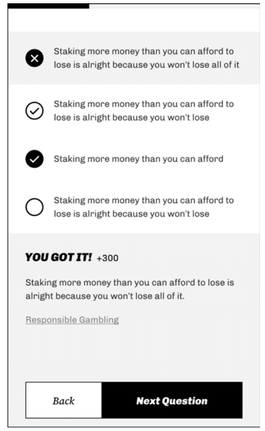


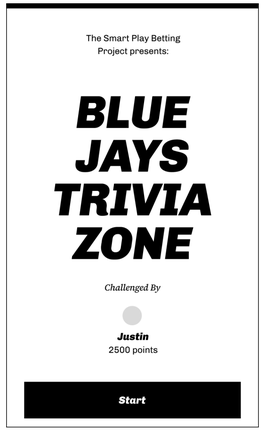


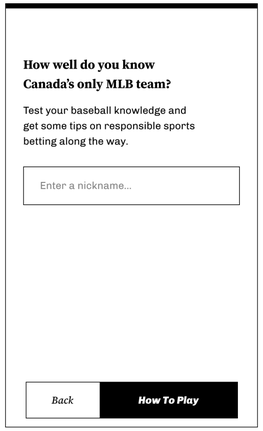
v12 – screens with fonts applied

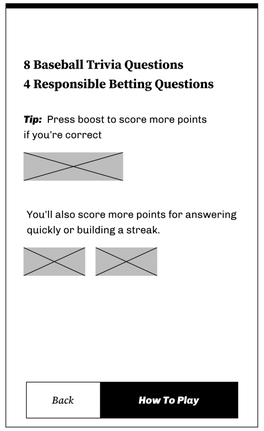


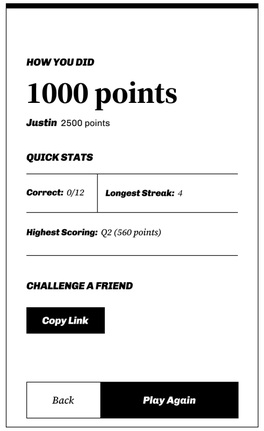


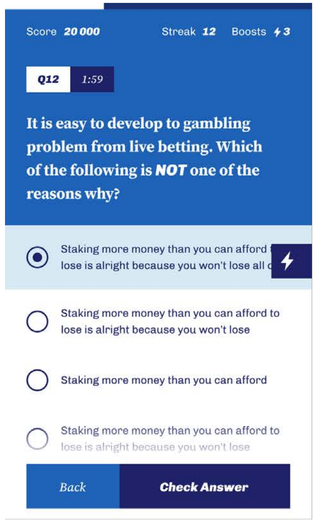








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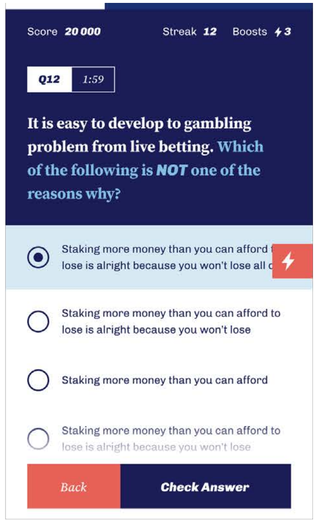
Streak 12
Boosts 3
Q12
1:59
It is easy to develop to gambling problem from live betting. Which of the following is NOT one of the reasons why?
Staking more money than you can afford to lose is alright because you won't lose all
Staking more money than you can afford to lose is alright because you won't lose
Staking more money than you can afford
Staking more money than you can afford to lose is alright because you won't lose
Back
Check Answer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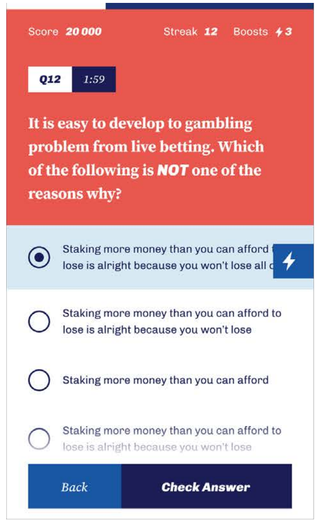
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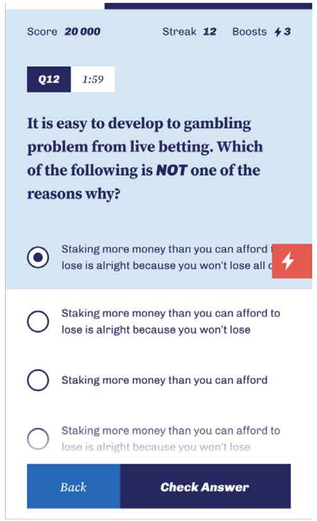
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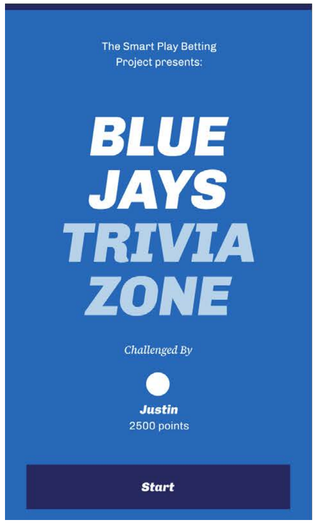
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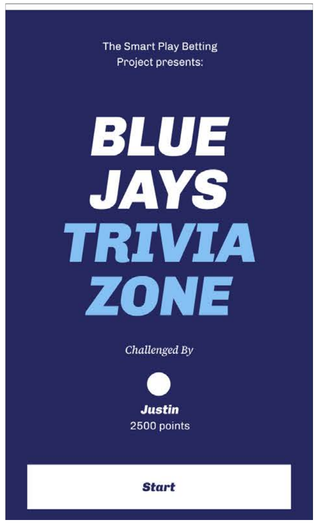
BLUE JAYS TRIVIA ZONE
Challenged By
Justin
2500 points
Start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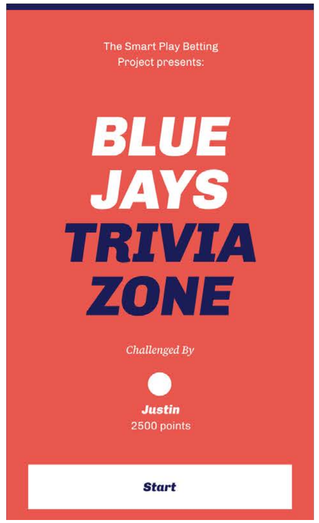
The Smart Play Betting Project presents:
BLUE JAYS TRIVIA ZONE
Challenged By
Justin
2500 points
Start

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