Young Gamers and Gamblers Education Trust

Providing the tools and information to build resilience, inform, educate and safeguard students against gambling and gaming harms

YGAM for Students

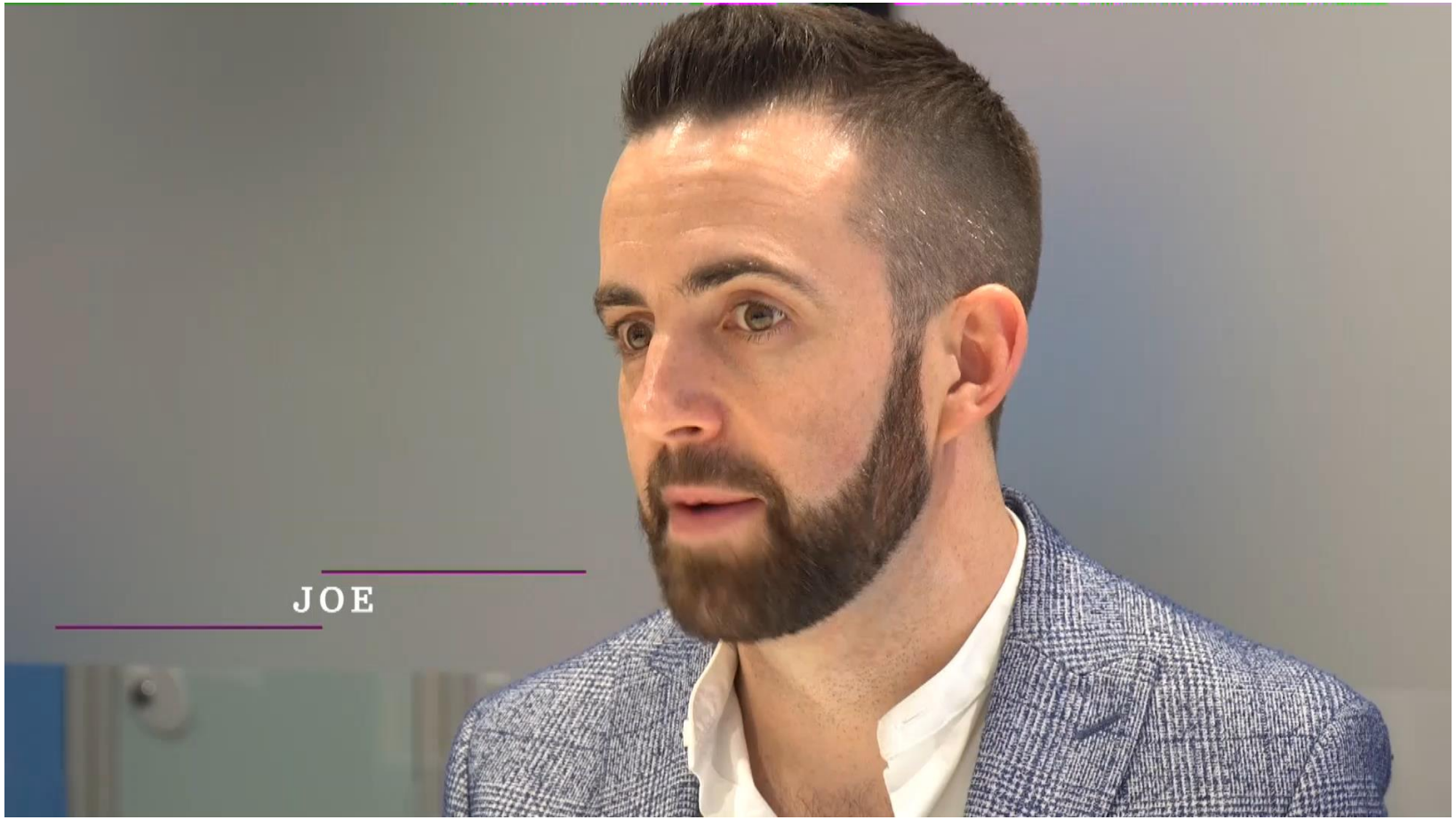
YOUNG PEOPLE'S GAMBLING HARM PREVENTION PROGRAMME
Education | Training | Support
GamCare YGAM

YGAM for Parents

Mindful Resilience

Preventing Gambling Harms in Diverse Communities

Joe: Lived Experience of Gambling-related Harm



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YGAM and Redbrick Research

2,080
current UK students

6
Focus Groups

74% undergraduate
26% postgraduate

3 student gamblers
3 student gamers

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YGAM and Redbrick Research

47%

have gambled in last 12 months

1 in 4

Students who gamble are at risk of developing 'a problem'

1 in 12

student gamblers are already 'problem gamblers

16%

of gamblers 'bet more than they could afford'

56%

'seriously considered' dropping out of university

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Gambling: What is it?

What is gambling?

Betting, gaming, participating in a lottery

What is problem gambling?

Gambling to a degree that compromises, disrupts or damages family, personal or recreational pursuits

Gambling-related harms are the adverse impacts from gambling on the health and wellbeing of individuals, families, communities and society

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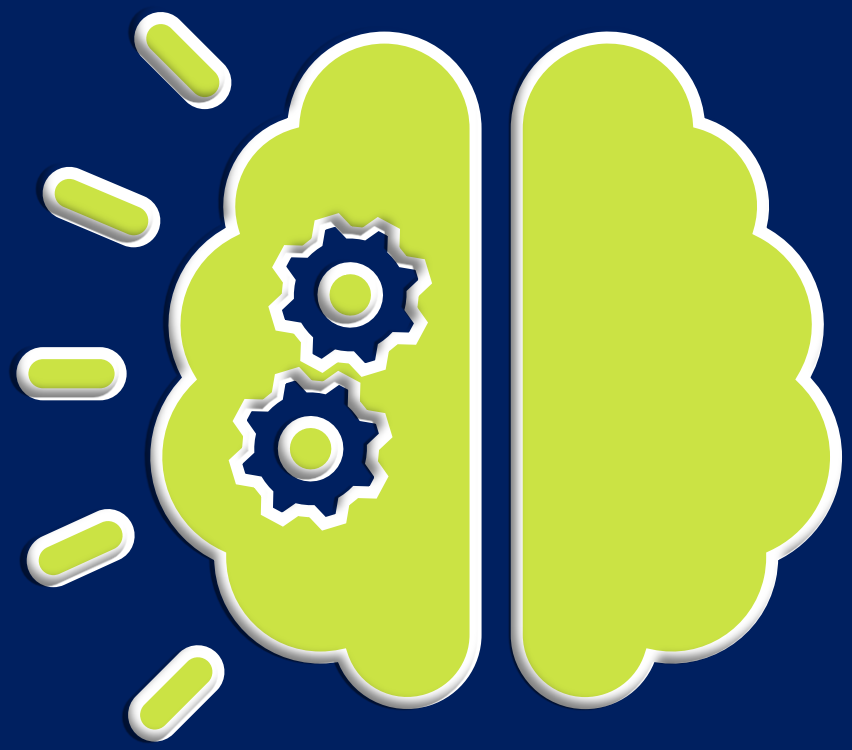

Influences

Advertising

"Betting is increasingly seen as a normal part of supporting your team or following a sport."

—PROFESSOR JIM ORFORD, GAMBLING WATCH UK

90 MINS
Adverts during World Cup

241 TIMES
Match of the Day

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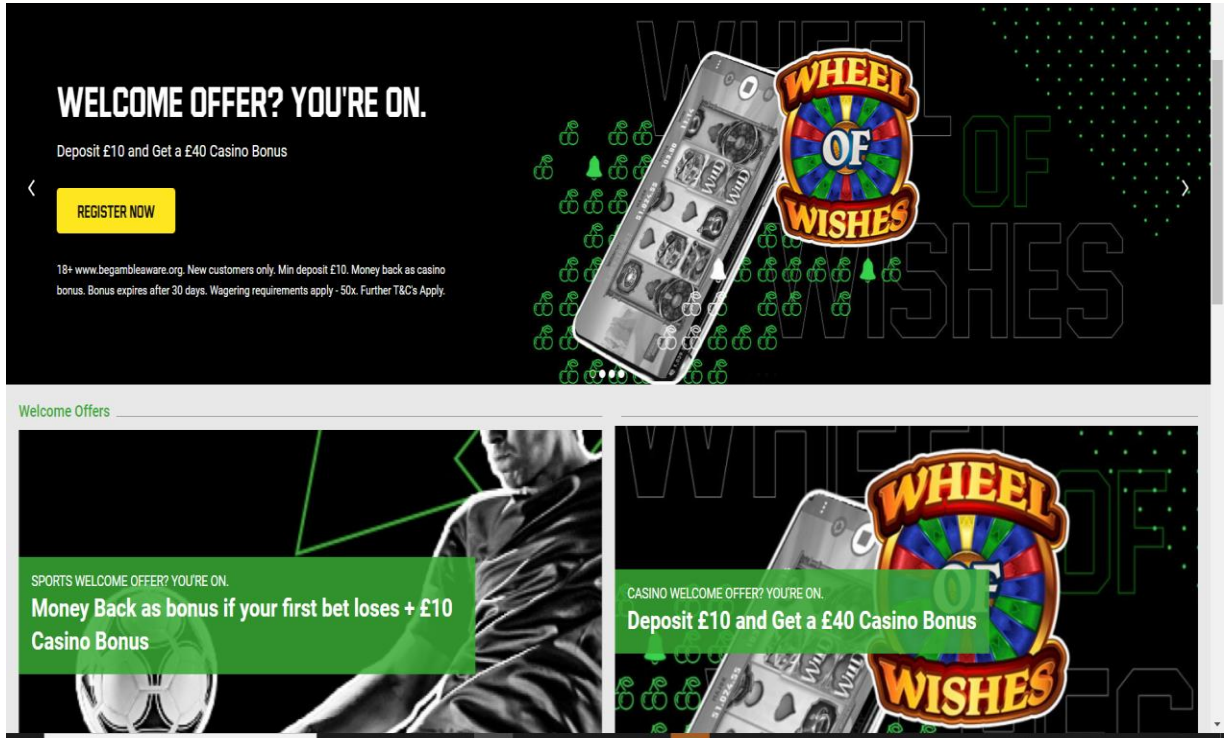
Incentives



'Risk-free' refund bets for new signups, refund with extra bets and rollovers – associated with a greater number of accounts with different providers.

Source: Hing et al. 2017

The most prevalent incentives are: refund/stake back offers (27%), sign up offers (13%), bonus or better odds (13%), and bonus or better winnings (12%).

Source Hing et al. 2017

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HVC's and VIP's

VIP Schemes – bonus offers for customers who spend a lot regularly

One company took 83% of deposits from 2% of customers

Source: The Guardian 2021

Estimated 47,000 VIPs - 8% classed as problem gamblers

Source: The Guardian 2021

Sites are set up with tips tools for how to become and stay a VIP

Source: BeatingBettingUK

Could be a force for good…by studying behaviour you can incentivise 'at-risk' customers with rewards if they engage with responsible gambling tools

Source: Wohl 2017

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Mental Health & Wellbeing

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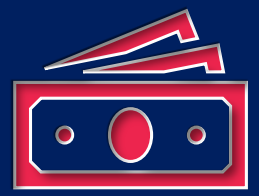
Finances and Mental Health



1 in 7 students worried about money also generated money online eg via social media, OnlyFans etc

5% of students surveyed said taking out a payday loan changed their minds about dropping out or deferring a year due to money constraints.

Students in the NE and NW are more likely to have had to forgo a meal (46% and 42%), compared to those in the East of England (29%) and Wales (28%)

Quote: I've entered competitions to try to win money, radio competitions, and the lottery, which has increased my mobile phone bill.

Source: Blackbullion, How Financial Wellbeing Impacts Students, 2021

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Student Mental Health

Lockdowns increased isolation with students more likely not to have left their home or accommodation in the 7 days (Students between 2 and 3:10) (general public less than 1 in 10).

Source: ONS 2020

In 2021, **27,600** Students sought support from Shout for mental ill health.
Anxiety: 40%
Depression: 33%
Suicidal Ideation: 28%

Source: Student-reportV4.pdf

16-24yr Olds. Attempted suicide **9X** higher for men and **5X** higher for women who were experiencing problem gambling compared to non problem gamblers.

Source: The Lancet 2021

Depression, stress and anxiety increased for Non-Gamblers, Non-Problem Gamblers and Potential Problem Gamblers – highest levels were for the potential problem gamblers before and during the first lockdown.

Source: KCL 2021.

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Gaming

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74%
use their mobile phone to play digital games

79%
of students had gamed in last 12 months

92%
say the digital device is last thing they look at before sleep

48%
say it has got in the way of academic performance

36%
say it has got in the way of their social life

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What is this item?

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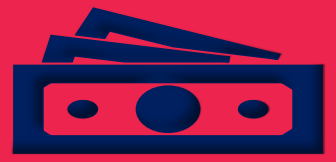
What's the Problem?



UK loot box market = £700m.

5% make ½ that revenue.

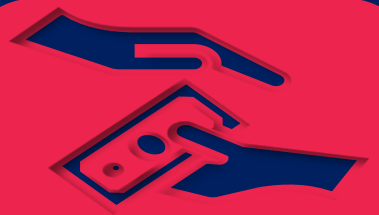
1/3 fall into the problem gambling category

Source: Close et al 2021

1:4 spend on average over £100 on loot boxes. 31% of said they struggled to keep track.

33%)said they did not feel in control.

Source: RSPH and GHA 2020



15% money from their parents. 1:10 had borrowed more than they could afford .11% had either used their parent's card, or borrowed money

Source: RSPH and GHA 2020

Nearly 1/4 feel addicted to loot boxes, 44% feel frustrated and angry as a result of loot boxes

Source: RSPH and GHA 2020

12 studies link Loot boxes to gambling

Source: Close et al.2021

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Esports

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Esports

397.8 Million

Global Esports audience

Source: Statista

$40 Million

The prize pool for the International DotA 2

Source: Guinness World Records

$7.4 Million

Highest earning player

Source: BBC 2021

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Tech Advances and Esports Gambling

AI allows more tailored, personalised advertising

Source: igamingbusiness 2021

As AI Micro-Betting accessibility will too

Source: igamingbusiness 2021

High frequency betting is associated with problem gambling

Source: Hing et al. 2017

Longer videos on social media enables advertisers to target a new, wider audience

Source: igamingbusiness 2021

Through social media 'betting operators can …drum up interest in Esports… build interest in this growing sector of the betting world and help introduce brand loyalty by connecting with a younger generation of bettors.'
Source: igamingbusiness 2021

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Cryptocurrency and Other High-risk Investments

10% of university students have invested in Cryptocurrency

Source: Education Technology 2021

59% claim that a loss on investments would have a fundamental impact on their current or future lifestyle

Source: FCA 2021

Crypto-gaming enables the selling/trading of in game items for crypto currency

Source: Scholten et al. 2019

Multiple in game currencies and values and crypto currency value changes may increase spending inadvertently

Source: Huang, Lim & Lin 2017

Bigger Crypto investments correlates with higher risk investments and problem gambling severity

Source: Mills & Nower 2019

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Gaming: Signs of Harm

Health

Self-neglect
Poor diet
Low mood
Depression
Lethargy
Headaches
Hand pain
Obesity

Financial

Poor budgeting
No money left
Borrowing
Fraud
Theft

Relationships

Easily Bored
Quick to Anger
Blame
Fear
Isolation
Mistrust
Deception

Leisure/Social

Ltd interactions
Soc development
skills eroded
Digital world all
consuming

Education

Poor attendance
Lack of focus
Dec in standards
Tiredness

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Gambling: Signs of Harm

Health

Self-neglect
Poor Diet
Low Mood
Depression

Financial

Poor budgeting
No money left
Borrowing
Fraud
Theft

Relationships

Broken promises
Hiding problems
Isolation
Lower intimacy
Arguments
Mistrust

Leisure/Social

Ltd interactions
Hours lost to gambling
Soc development skills eroded

Education

Poor attendance
Lack of focus
Decline in work standards
Tiredness

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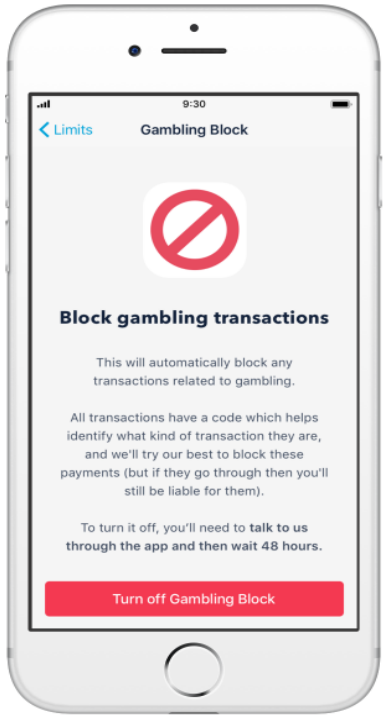
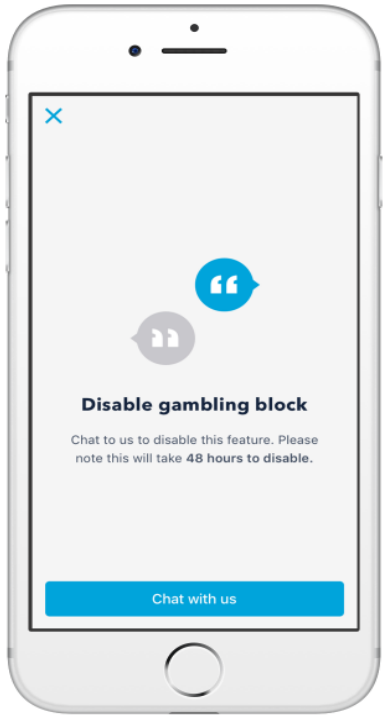
Self Exclusion and Support





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Support

GORDON MOODY

Link

GamCare
Gambling Support Starts Here

Link

GA

Link

NHS

Link

YGAM for Students

Link

GamAnon
Serenity
Courage
Wisdom

Link

YGAM for Parents

Link

GamFam

Link

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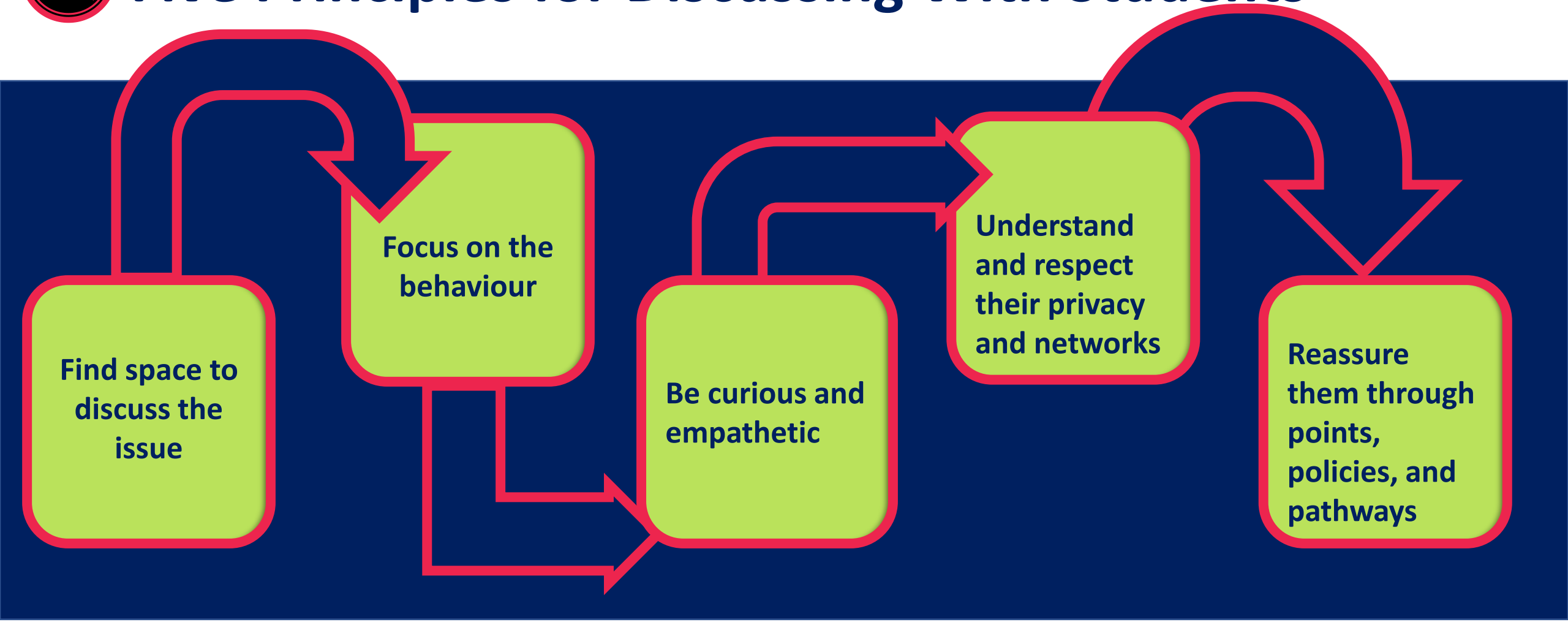
Five Principles for Discussing With Students



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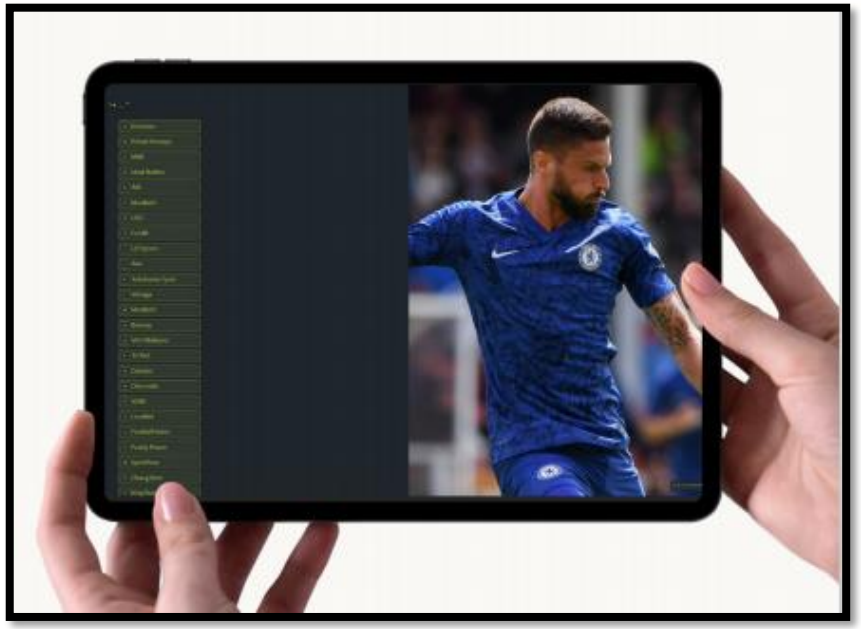
YGAM Student Hub



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The YGAM Offer

- Student Hub – written by students for students
- City & Guilds training for university staff
- Equip student leaders with tools to discuss topics
- Support with events on campus
- Offer regular insight

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