

Do gambling motivations depend on the gambler?

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Introduction / Issues OR Introduction and Aims: Online gambling is becoming increasingly popular, and with increasing prevalence, online gamblers may be at risk of harm. The purpose of this study was to understand the difference the psychological experience of gambling (i.e., outcome expectancies) between mixed (online and offline) gamblers, and offline-only gamblers.

Method / Approach OR Design and Methods: This study used secondary data analysis of the 2015 Northern Territory Gambling Prevalence and Wellbeing Survey, which used CATI to sample 1,207 individuals in the Northern Territory who had gambled at least once in the past 12 months. Participants were assessed on their severity of gambling problems using the PGSI, and on their motivations for gambling using the GOES. Confirmatory factor analysis with invariance testing was used to ascertain if gamblers endorsed differing outcome expectancies, based on their mode of gambling.

Key Findings OR Results: Invariance testing of the structural model held for the entire sample. When restricted to 'any risk', invariance testing was not satisfied. Specifically, the offline-only gambler sample showed a significant path from excitement to PGSI score, whereas mixed gambler sample showed a significant path from escape to PGSI score.

Discussion and Conclusions: The results add to the existing literature about different motivational patterns between mixed and online-only gamblers.