Interactive Gambling

Background
Interactive gambling refers to the range of gambling activities that occur through interactive media, including the Internet, mobile phone and digital television. While the provision of sports betting, wagering and lotteries via interactive media is legal in Australia, the provision of casino, poker and other forms of gaming is not. Yet, gambling is one of the top six Internet activities in Australia and is linked with problem gambling and associated social and psychological problems, financial, employment and educational difficulties and severe disruptions to life and well-being. However, very little current knowledge exists on interactive gambling by Australians.

Aims
A national study to determine who, what, when, why and how people are gambling using interactive technology in Australia.

Methods
Primary methods include a nationally representative telephone survey (N=15,000), online survey of interactive gamblers (N=1,000), telephone interviews with interactive gamblers (N=75), qualitative survey of gamblers in treatment for interactive gambling problems (n=50), and data collection from treatment agencies across Australia.

This study is the first comprehensive examination of interactive gambling in Australia and will advance knowledge and inform government and public health policy about:

- the motivations, characteristics and behaviours of interactive gamblers
- game play and medium preferences of interactive gamblers
- current prevalence of interactive gambling in Australia
- current prevalence of problem gamblers among interactive gamblers
- the contribution of computer/internet to problem gambling in interactive gamblers