# Appendix

1. Invitation Letter for Prolific
   * 1. Recruitment

**Introduction**  
We invite you to participate in a research study called “Player Engagement in Online Gambling Websites”. This research will explore player attitudes towards casino bonuses (e.g., cash bonuses and free spins) offered by online gambling websites. The online study will address the player’s perspective.

**Eligibility Criteria**Participants who have regularly bet on the online slot and roulette games (i.e., daily or weekly recurring gambling activity) in the previous 12 months, who are over 18 years old, and who are fluent English speakers can participate in the study.

**Important Note**  
This study is intended for moderate gamblers. (i.e., gambling within reasonable and proper limits). If you are under treatment or if you are experiencing any negative consequences as a result of your gambling, please do not participate in this study.

A screening survey will be conducted prior to the study to measure gambling-related behaviours and those found to require support for their gambling behaviours will be excluded from the study.

If you think you may need support in terms of your gambling behaviours, we encourage you to contact with relevant support services for free and confidential help.

* BeGambleAware: <https://www.begambleaware.org>
* GamCare: <https://www.gamcare.org.uk>

**Duration**Initially, you will be asked screening questions to confirm that you are eligible to participate in the study. Those who are eligible will take part in the study. The study will be carried out in three phases over the course of three weeks. You will be notified when the next phase is ready. Below you can see how long each phase will take. In total, the study will take 20 minutes.

* Screening – 2 minutes
* First Phase – 3 minutes
* Second Phase (one week after the first phase) – 10 minutes
* Third Phase (one week after the second phase) – 5 minutes

**Compensation**  
Participants who fill in the screening questions will receive £0.20 for their participation. To claim your reward, you will need to enter the completion code provided at the end of the screening phase.

Participants who are eligible to take part in the study and who successfully complete all three phases of the survey will receive an additional £2.50. Any participant who provides false or contradictory responses will be disqualified by the researchers. To claim the £2.50 reward, you will need to enter the completion code provided at the end of phase three. If you don't complete all three phases you will not be compensated.

In total participants who complete the study will receive £2.70 (£0.20 + £2.50) for their participation in the study.

**Contact for further information**   
If you have any questions about this survey or difficulty accessing the site or completing the survey, please contact Deniz Cemiloglu by email at [dcemiloglu@bournemouth.ac.uk](mailto:dcemiloglu@bournemouth.ac.uk)

* + 1. Phase 1

Welcome to the first phase of the research study “Player Engagement in Online Gambling Websites”.

This phase will approximately take 3 minutes.

After you finish the first phase, the link to the second phase will be emailed to you in a week.

**Contact for further information**   
If you have any questions about this survey or difficulty accessing the site or completing the survey, please contact Deniz Cemiloglu by email at [dcemiloglu@bournemouth.ac.uk](mailto:dcemiloglu@bournemouth.ac.uk)

* + 1. Phase 2

Welcome to the second phase of the research study “Player Engagement in Online Gambling Websites”.

This phase will approximately take 10 minutes.

After you finish the second phase, the link of the last phase will be emailed to you in a week. Your payment will be issued upon completion of the final phase.

**Contact for further information**   
If you have any questions about this survey or difficulty accessing the site or completing the survey, please contact Deniz Cemiloglu by email at [dcemiloglu@bournemouth.ac.uk](mailto:dcemiloglu@bournemouth.ac.uk)

* + 1. Phase 3

Welcome to the last phase of the research study “Player Engagement in Online Gambling Websites”.

This phase will approximately take 5 minutes.

Your payment will be issued upon completion of this phase.

**Contact for further information**   
If you have any questions about this survey or difficulty accessing the site or completing the survey, please contact Deniz Cemiloglu by email at dcemiloglu@bournemouth.ac.uk

* + 1. Study Exclusion Message

According to your answers to the screening survey you are not eligible to take part in the study. Thank you for your time and interest.

If you think you may need support in terms of your gambling behaviours, we encourage you to contact with relevant support services for free and confidential help.

* BeGambleAware: <https://www.begambleaware.org>
* GamCare: <https://www.gamcare.org.uk>

1. Participant Information Sheet and Consent Form

**What is the purpose of the research?**  
You are being invited to take part in a research project conducted by Deniz Cemiloglu, a postgraduate researcher in the Department of Computing and Informatics, Faculty of Science and Technology, Bournemouth University, UK. This study is part of her PhD thesis and is supervised by Dr Nan Jiang. Before you decide, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part. This research explores player attitudes towards casino bonuses (e.g., cash bonuses and free spins) offered by online gambling websites. Accordingly, player perspectives will be addressed by an online study. The project will take place over the next year.

**Why have I been chosen?**   
You have been invited to the study because, in the past 12 months, you have regularly bet online on slot and roulette games (i.e., daily or weekly recurring gambling activity), you are over 18 years old, and you are a fluent English Speaker. In total, around 300 participants will be recruited for this study.

*Important Note*   
This study is intended for moderate gamblers. (i.e., gambling within reasonable and proper limits). If you are under treatment or if you are experiencing any negative consequences as a result of your gambling, please do not participate in this study. A screening survey will be conducted prior to the study to measure gambling-related behaviours and those found to require support for their gambling behaviours will be excluded from the study. If you think you may need support in terms of your gambling behaviours, we encourage you to contact relevant support services for free and confidential help.  
   
 BeGambleAware: https://www.begambleaware.org  
 GamCare: https://www.gamcare.org.uk  
   
**Do I have to take part?**  
It is up to you to decide whether or not to take part. You can withdraw from participation at any time and without giving a reason simply by closing the browser page. Please note that once you have completed and submitted your responses, we are unable to remove your anonymised responses from the study. Deciding to take part or not will not impact upon you.  **How long will the study take to complete?**Initially, you will be asked screening questions to confirm that you are eligible to participate in the study. Those who are eligible will take part in the study. The study will be carried out in three phases over the course of three weeks. You will be notified when the next phase is ready. Below you can see how long each phase will take. In total, the study will approximately take 20 minutes.  
   
 Screening – 2 minutes  
 First Phase – 3 minutes  
 Second Phase (one week after the first phase) – 10 minutes  
 Third Phase (one week after the second phase) – 5 minutes  
   
**What would taking part involve?**  
In the first phase of the study, you will be asked to answer questions relating to your gambling attitudes and behaviour. In this phase, we will also ask you questions about your general understanding of and attitude towards casino bonuses offered on online gambling websites. In the second phase, which will occur a week after the first phase, we will ask you to watch a 5-minute video and answer some questions. In the third phase, which will occur one week after the second phase, we will ask you to read a scenario and answer several questions. In the last phase, we will also ask you several demographic questions.  
   
**What are the advantages and possible disadvantages or risks of taking part?**  
Whilst there are no immediate benefits to you participating in the project, it is hoped that this work will improve understanding of how the design of online gambling platforms can help people gamble responsibly. There are no anticipated risks associated with taking part in this study.

**What type of information will be sought from me and why is the collection of this information relevant for achieving the research project’s objectives?**  
Two types of information will be sought from you. First, your demographic information (e.g., age and gender), and information about your online gambling attitudes will be collected. This information will help the researcher make sure that the recruited participants are fit for the study and will allow for a more in-depth analysis of the research topic. Demographic data will be anonymised and held securely separate from the project data. Second, your answers on your attitudes towards online casino bonuses will be collected. Your feedback will help with developing and refining the structure and content of this research from the players’ perspective.  
   
**Use of my information**  
Participation in this study is on the basis of consent: you do not have to complete the survey, and you can change your mind at any point before submitting the survey responses. We will use your data on the basis that it is necessary for the conduct of research, which is an activity in the public interest. We put safeguards in place to ensure that your responses are kept secure and only used as necessary for this research study and associated activities such as a research audit. Once you have submitted your survey response, it will not be possible for us to remove it from the study analysis because you will not be identifiable. The anonymous information collected may be used to support other research projects in the future and access to it in this form will not be restricted. It will not be possible for you to be identified from this data. Anonymised data will be added to BU’s Online Research (a central location where data is stored) and which will be publicly available.  
   
**Compensation**  
Participants who fill in the screening questions will receive **£0.20** for their participation. To claim your reward, you will need to enter the completion code provided at the end of the screening phase.  
   
Participants who are eligible to take part in the study and who successfully complete all three phases of the survey will receive an **additional £2.50.** Any participant who provides false or contradictory responses will be disqualified by the researchers. To claim the £2.50 reward, you will need to enter the completion code provided at the end of phase three. If you don't complete all three phases you will not be compensated.  
   
Participants who complete the study, in total will receive **£2.70** (£0.20 + £2.50) for their participation in the study.  
   
**Contact for further information**  
If you have any questions or would like further information, please contact Deniz Cemiloglu by email to dcemiloglu@bournemouth.ac.uk.  
   
*In case of complaints*  
Any concerns about the study should be directed to Professor Tiantian Zhang, The Faculty of Science and Technology, Bournemouth University by email to researchgovernance@bournemouth.ac.uk.   
   
**Consent to Participate**  
Please indicate that you have read and understood the Participant Information Sheet for this research project and that you consent to take part in this questionnaire before continuing:

* **I confirm that I am not experiencing gambling related harms.**
* **I have read and understood the Participant Information Sheet and consent to take part in this study.**
* **I give permission for members of the Research Team to have access to my anonymised responses. I understand that my anonymised responses may be reproduced in reports, academic publications and presentations but I will not be identified or identifiable.**
* **I understand that my data may be included in an anonymised form within a dataset to be archived at BU’s Online Research Data Reposito**

1. Screening

**Start of Block: Prolific ID**

Q2 Please enter your unique Prolific ID  
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**End of Block: Prolific ID**

**Start of Block: Screener 1**

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Q3 **Are you 18 or older?**

* Yes (1)
* No (2)

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Q4 **Thinking about the last 12 months, do you regularly spend money on online slot or roulette games?**

* Yes (1)
* No (2)

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| --- | --- |
| Page Break |  |

Q5 The scale below assesses your gambling behaviour.   
  
Some of the next questions may not apply to you, but please try to be as accurate as possible.   
**Thinking about the last 12 months…**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Never (0) | Sometimes (1) | Most of the time (2) | Almost always (3) |
| How often have you bet more than you could really afford to lose? |  |  |  |  |
| How often have you needed to gamble with larger amounts of money to get the same feeling of excitement? |  |  |  |  |
| How often have you gone back another day to try to win back the money you lost? |  |  |  |  |
| How often have you borrowed money or sold anything to get money to gamble? |  |  |  |  |
| How often have you felt that you might have a problem with gambling? |  |  |  |  |
| How often have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true? |  |  |  |  |
| How often have you felt guilty about the way you gamble or what happens when you gamble? |  |  |  |  |
| How often has your gambling caused you any health problems, including stress or anxiety? |  |  |  |  |
| How often has your gambling caused any financial problems for you or your household? |  |  |  |  |

**End of Block: Screener 1**

**Start of Block: Thank you**

Q6 Thank you for your responses. You will be notified if you are eligible to take part in the study.

Q7 Your completion code to enter to Prolific is   
**CTCUELSY**

**End of Block: Thank you.**

1. Phase 1

**Start of Block: Prolific ID**

Q1 Please enter your unique Prolific ID  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Block: Prolific ID**

**Start of Block: Phase 1**

Q2 This study consists of 3 phases. Please press next to start **Phase 1.**

**End of Block: Phase 1**

**Start of Block: Gambling Experience**

Q3 **Other than online slot or roulette games, what other forms of online gambling, if any, have you spent money on in the last 12 months? (sports betting, bingo, lottery etc.)**

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Q4 **Thinking about all your online gambling activities, how many days per week do you spend money on these activities?**

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Q5 **Thinking about all your online gambling activities, how many online accounts do you currently have with gambling companies?**

* 1 account (1)
* 2 accounts (2)
* 3 accounts (3)
* 4 accounts (4)
* 5 accounts (5)
* More than 6 accounts (6)

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Q6 **Do you or have you ever worked in the gambling industry?**

* Yes (1)
* No (2)

**End of Block: Gambling Experience**

**Start of Block: Introduction Online Casino Bonuses**

Q7 In this part, we would like to learn about your general understanding and attitude towards online casino bonuses offered in online gambling websites.   
   
**Online casino bonuses** are in-game rewards offered by gambling websites. The most commonly offered online casino bonuses are cash bonuses (i.e., extra cash offer for betting) and free spins (i.e., free play for betting).   
   
Please press next to continue.

**End of Block: Introduction Online Casino Bonuses**

**Start of Block: T1\_Attitude Towards the Use of Online Casino Bonuses**

Q8 Please indicate your answer to the following questions.

Q9 **Claiming online casino bonuses (e.g., cash bonuses and free spins) while gambling is...**

Foolish (1) – Wise (7)  
Unacceptable (1) – Acceptable (7)  
Wrong (1) – Right (7)  
Unfavourable (1) – Favourable (7)  
Bad (1) – Good (7)  
Negative (1) – Positive (7)

**End of Block: T1\_Attitude Towards the Use of Online Casino Bonuses**

**Start of Block: T1\_Intention to Claim Online Casino Bonuses**

Q10 On a scale from 0 (no probability) to 100 (certain probability), what is the likelihood you will claim an online casino bonus (e.g., cash bonuses and free spins)?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| --- | --- |
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**End of Block: T1\_Intention to Claim Online Casino Bonuses**

**Start of Block: T1\_Issue Involvement with Responsible Gambling**

Q11 Please indicate your answer to the following questions.

Q12 **In my gambling experience, staying in control of time and money is …**

Unimportant (1) – Important (7)  
Irrelevant (1) – Relevant (7)  
Nonessential (1) – Essential (7)  
of no concern (1) – of concern to me (7)  
Does not matter (1) – Matters to me (7)  
Useless (1) – Useful (7)  
Trivial (1) – Fundamental (7)

**End of Block: T1\_Issue Involvement with Responsible Gambling**

**Start of Block: End of Phase 1**

Q13 This is the end of Phase 1. We will notify you when the next phase is ready.

Q14 Your completion code to enter to Prolific is   
**C1FAZZ5Z**

**End of Block: End of Phase 1**

1. Phase 2
   * 1. Inoculation Condition

**Start of Block: Phase 2**

Q1 Welcome to Phase 2. Please press next to continue.

**End of Block: Phase 2**

**Start of Block: Prolific ID**

Q2 Please enter your unique Prolific ID  
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**End of Block: Prolific ID**

**Start of Block: Inoculation**

Q3 On a scale from 0 (no knowledge) to 100 (high knowledge), how well do you know how online gambling websites can motivate you to gamble?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| Page Break |  |

Q4 In this phase, we would like you to watch a 5-minute video and answer several multiple choice and open-ended questions.   
  
This video contains audio. Please make sure you are able to hear it well.  
  
Please press next to continue.

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| Page Break |  |

Q5 Please confirm that you have watched the video.

* I confirm I have watched the video. (1)

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| Page Break |  |

Q6 Please answer the questions below. If you'd like you can refer back to the video.

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Q7 Approximately how many people struggle to control their gambling behaviour in United Kingdom?

* 1.4 million people (1)
* 2.5 million people (2)
* 5 million people (3)

Q8 What claims do gambling sites make to promote online casino bonuses (e.g., cash bonuses and free spins)?

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Q9 In what ways might online casino bonuses (e.g., cash bonuses and free spins) have a negative impact on gambling behaviour?

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**End of Block: Inoculation**

**Start of Block: T2\_Elicited Threat**

Q10 Imagine that you are at the end of your gambling session for the day and are ready to leave the gambling website. You receive a notification offering you an extra £20 bonus to spend on a new game if you deposit £20. This notification intends to cause you to rethink your decision of leaving the gambling website. We want to know how this would make you feel.

Q11 **The idea that the gambling website may try to convince me to gamble more with a casino bonus offer is...**

Unintimidating (1) – Intimidating (7)  
Non-threatening (1) – Threatening (7)   
Not risky (1) – Risky (7)  
Not harmful (1) – Harmful (7)  
Safe (1) – Dangerous (7)

**End of Block: T2\_Elicited Threat**

**Start of Block: T2\_Attitude Towards the Use of Online Casino Bonuses**

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| Page Break |  |

Q12 **Claiming online casino bonuses (e.g., cash bonuses and free spins) while gambling is...**

Foolish (1) – Wise (7)  
Unacceptable (1) – Acceptable (7)  
Wrong (1) – Right (7)  
Unfavourable (1) – Favourable (7)  
Bad (1) – Good (7)  
Negative (1) – Positive (7)

**End of Block: T2\_Attitude Towards the Use of Online Casino Bonuses**

**Start of Block: T2\_Intention to Claim Online Casino Bonuses**

Q13 On a scale from 0 (no probability) to 100 (certain probability), what is the likelihood you will claim an online casino bonus (e.g., cash bonuses and free spins)?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| --- | --- |
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**End of Block: T2\_Intention to Claim Online Casino Bonuses**

**Start of Block: T2\_Issue Involvement with Problem Gambling**

Q14 **In my gambling experience, staying in control of time and money is …**

Unimportant (1) – Important (7)  
Irrelevant (1) – Relevant (7)  
Nonessential (1) – Essential (7)  
of no concern (1) – of concern to me (7)  
Does not matter (1) – Matters to me (7)  
Useless (1) – Useful (7)  
Trivial (1) – Fundamental (7)

**End of Block: T2\_Issue Involvement with Problem Gambling**

**Start of Block: End of Phase 2**

Q15 This is the end of Phase 2. We will notify you when the final phase is ready.

Q16 Your completion code to enter to Prolific is   
**C12YDFL1**

**End of Block: End of Phase 2**

* + 1. Control Condition

**Start of Block: Phase 2**

Q1 Welcome to Phase 2. Please press next to continue.

**End of Block: Phase 2**

**Start of Block: Prolific ID**

Q2 Please enter your unique Prolific ID  
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**End of Block: Prolific ID**

**Start of Block: CONTROL VIDEO**

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| Page Break |  |

Q3 In this phase, we would like you to watch a 5-minute video and answer several multiple choice and open-ended questions.   
  
This video contains audio. Please make sure you are able to hear it well.  
  
Please press next to continue.

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| --- | --- |
| Page Break |  |

Q4 Please confirm that you have watched the video.

* I confirm I have watched the video. (1)

|  |  |
| --- | --- |
| Page Break |  |

Q5 Please answer the questions below. If you'd like you can refer back to the video.

|  |
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|  |

Q6 The first mention of organised gambling dates back to...

* First Millennium B.C. (1)
* Second Millennium B.C. (2)
* Third Millennium B.C. (3)

Q7 What influence did technological advancements have on gambling industry throughout history?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q8 Do you think online gambling has fundamental differences to non-online forms of gambling?

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**End of Block: CONTROL VIDEO**

**Start of Block: T2\_Elicited Threat**

Q9   
Imagine that you are at the end of your gambling session for the day and are ready to leave the gambling website. You receive a notification offering you an extra £20 bonus to spend on a new game if you deposit £20. This notification intends to cause you to rethink your decision of leaving the gambling website. We want to know how this would make you feel.

Q10 **The idea that the gambling website may try to convince me to gamble more with a casino bonus offer is...**

Unintimidating (1) – Intimidating (7)  
Non-threatening (1) – Threatening (7)   
Not risky (1) – Risky (7)  
Not harmful (1) – Harmful (7)  
Safe (1) – Dangerous (7)

**End of Block: T2\_Elicited Threat**

**Start of Block: T2\_Attitude Towards the Use of Online Casino Bonuses**

Q11 **Claiming online casino bonuses (e.g., cash bonuses and free spins) while gambling is...**

Foolish (1) – Wise (7)  
Unacceptable (1) – Acceptable (7)  
Wrong (1) – Right (7)  
Unfavourable (1) – Favourable (7)  
Bad (1) – Good (7)  
Negative (1) – Positive (7)

**End of Block: T2\_Attitude Towards the Use of Online Casino Bonuses**

**Start of Block: T2\_Intention to Claim Online Casino Bonuses**

Q12 On a scale from 0 (no probability) to 100 (certain probability), what is the likelihood you will claim an online casino bonus (e.g., cash bonuses and free spins)?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

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| --- | --- |
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**End of Block: T2\_Intention to Claim Online Casino Bonuses**

**Start of Block: T2\_Issue Involvement with Problem Gambling**

Q13 **In my gambling experience, staying in control of time and money is …**

Irrelevant (1) – Relevant (7)  
Nonessential (1) – Essential (7)  
of no concern (1) – of concern to me (7)  
Does not matter (1) – Matters to me (7)  
Useless (1) – Useful (7)  
Trivial (1) – Fundamental (7)

**End of Block: T2\_Issue Involvement with Problem Gambling**

**Start of Block: End of Phase 2**

Q14 This is the end of Phase 2. We will notify you when the final phase is ready.

Q15 Your completion code to enter to Prolific is   
**CXVUFERV**

**End of Block: End of Phase 2**

1. Phase 3
   * 1. With Disclosure Statement About Persuasive Intent

**Start of Block: Phase 3**

Q1 Welcome to Phase 3. Please press next to continue.

**End of Block: Phase 3**

**Start of Block: Prolific ID**

Q2 Please enter your unique Prolific ID

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Block: Prolific ID**

**Start of Block: Persuasive Attack**

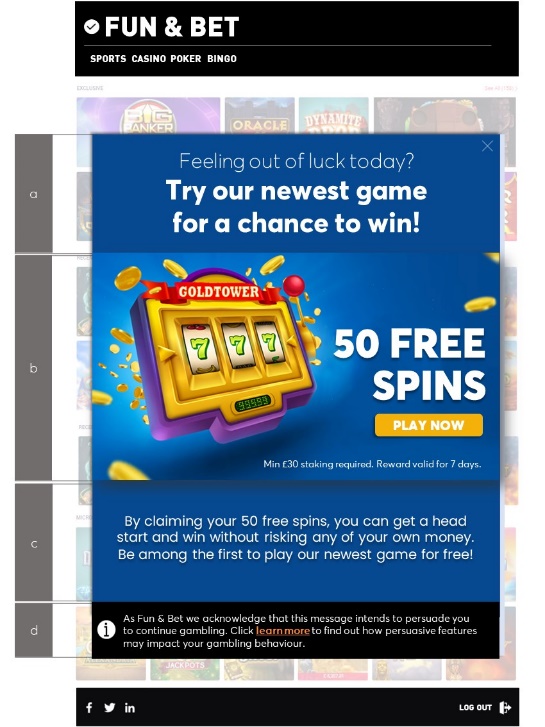
Q3 In this part, we would like you to read a scenario and answer some questions.  
  
Please press next to continue.

|  |  |
| --- | --- |
| Page Break |  |

Q4 **Scenario**:  
  
*Imagine you have been gambling at a gambling website called Fun & Bet Casino. You realise that you lost more money than you expected in your gambling session and are considering leaving the website. Just before you close the website, a pop-up message appears.*  
  
Please press next to see the pop-up message.

|  |  |
| --- | --- |
| Page Break |  |

Q5 Below, you can see the pop-up message. Please take your time to read sections labelled a,b,c,d.



Q6

* I confirm I have read sections labelled a,b,c,d. (1)

|  |  |
| --- | --- |
| Page Break |  |

Q7 Please answer the questions below.

Q8 How likely is it that you would click learn more to find out how persuasive features may impact your gambling behaviour?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very Unlikely (1) | Unlikely (2) | Neutral (3) | Likely (4) | Very Likely (5) |
|  |  |  |  |  |  |

|  |
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|  |

Q9 Please can you explain why you gave your answer (minimum 100 characters required).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**End of Block: Persuasive Attack**

**Start of Block: T3\_Counterarguments**

|  |
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Q10 Please write down all the thoughts that had passed through your mind while you viewed the pop-up message. Please write one thought per box and do not worry about spelling, punctuation, or writing in complete sentences.

Click to write Thought 1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 4\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 5\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 6\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 7\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 8\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 9\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 10\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- |
| Page Break |  |

Carry Forward All Choices - Entered Text from "Q10"

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|  |

Q11 For each thought you have written down, please indicate whether it is about the pop-up message or not.

|  |  |  |
| --- | --- | --- |
|  | The thought is about the pop-up message (1) | The thought is not about the pop-up message (2) |
| Click to write Thought 1 |  |  |
| Click to write Thought 2 |  |  |
| Click to write Thought 3 |  |  |
| Click to write Thought 4 |  |  |
| Click to write Thought 5 |  |  |
| Click to write Thought 6 |  |  |
| Click to write Thought 7 |  |  |
| Click to write Thought 8 |  |  |
| Click to write Thought 9 |  |  |
| Click to write Thought 10 |  |  |

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| --- | --- |
| Page Break |  |

Carry Forward All Choices - Entered Text from "Q10"

|  |
| --- |
|  |

Q12 For each thought you have written, please indicate whether it is a **negative** thought, a **neutral thought**(neither negative nor positive thought) or a **positive thought**about the pop-up message.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Negative (1) | Neutral (2) | Positive (3) |
| Click to write Thought 1 |  |  |  |
| Click to write Thought 2 |  |  |  |
| Click to write Thought 3 |  |  |  |
| Click to write Thought 4 |  |  |  |
| Click to write Thought 5 |  |  |  |
| Click to write Thought 6 |  |  |  |
| Click to write Thought 7 |  |  |  |
| Click to write Thought 8 |  |  |  |
| Click to write Thought 9 |  |  |  |
| Click to write Thought 10 |  |  |  |

**End of Block: T3\_Counterarguments**

**Start of Block: T3\_Attitude Towards the Use of Online Casino Bonuses**

Q13 **Claiming online casino bonuses (e.g., cash bonuses and free spins) while gambling is...**

Foolish (1) – Wise (7)  
Unacceptable (1) – Acceptable (7)  
Wrong (1) – Right (7)  
Unfavourable (1) – Favourable (7)  
Bad (1) – Good (7)  
Negative (1) – Positive (7)

**End of Block: T3\_Attitude Towards the Use of Online Casino Bonuses**

**Start of Block: T3\_Attitude Towards the Persuasive Attack**

Q14 **Being offered an online casino bonus while browsing an online gaming website is...**

Foolish (1) – Wise (7)  
Unacceptable (1) – Acceptable (7)  
Wrong (1) – Right (7)  
Unfavourable (1) – Favourable (7)  
Bad (1) – Good (7)  
Negative (1) – Positive (7)

**End of Block: T3\_Attitude Towards the Persuasive Attack**

**Start of Block: T3\_Intention to Claim Online Casino Bonuses**

Q15 On a scale from 0 (no probability) to 100 (certain probability), what is the likelihood you will claim an online casino bonus (e.g., cash bonuses and free spins)?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
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Q16 If you are reading this question, answer it with the value ten.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
|  |  |

**End of Block: T3\_Intention to Claim Online Casino Bonuses**

**Start of Block: Demographics**

Q17 This study will conclude with some demographic questions which are relevant to the study.

Q18 **What gender do you identify as?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q19 **What is your age?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
  
Q20 **Which statement best describes the highest level of education you have completed?**

* Compulsory school education not completed (1)
* Compulsory school education completed (2)
* Vocational training (3)
* College (4)
* University degree (5)
* Postgraduate qualification (e.g., MSc, PhD) (6)

Q21 **What is your current employment status?**

* Full time employment (1)
* Part time employment (2)
* Self-employed (3)
* Unemployed (4)
* Student (6)
* Retired (7)
* Homemaker (8)
* Other (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Block: Demographics**

**Start of Block: Final Comments**

Q22 **Are there any further comments you would like to make about the study?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Block: Final Comments**

**Start of Block: End of Phase 3**

Q23 This is the end of the study.   
Your completion code is **C77032QO**

**End of Block: End of Phase 3**

* + 1. Without Disclosure Statement About Persuasive Intent

**Start of Block: Phase 3**

Q1 Welcome to Phase 3. Please press next to continue.

**End of Block: Phase 3**

**Start of Block: Prolific ID**

Q2 Please enter your unique Prolific ID

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Block: Prolific ID**

**Start of Block: Persuasive Attack**

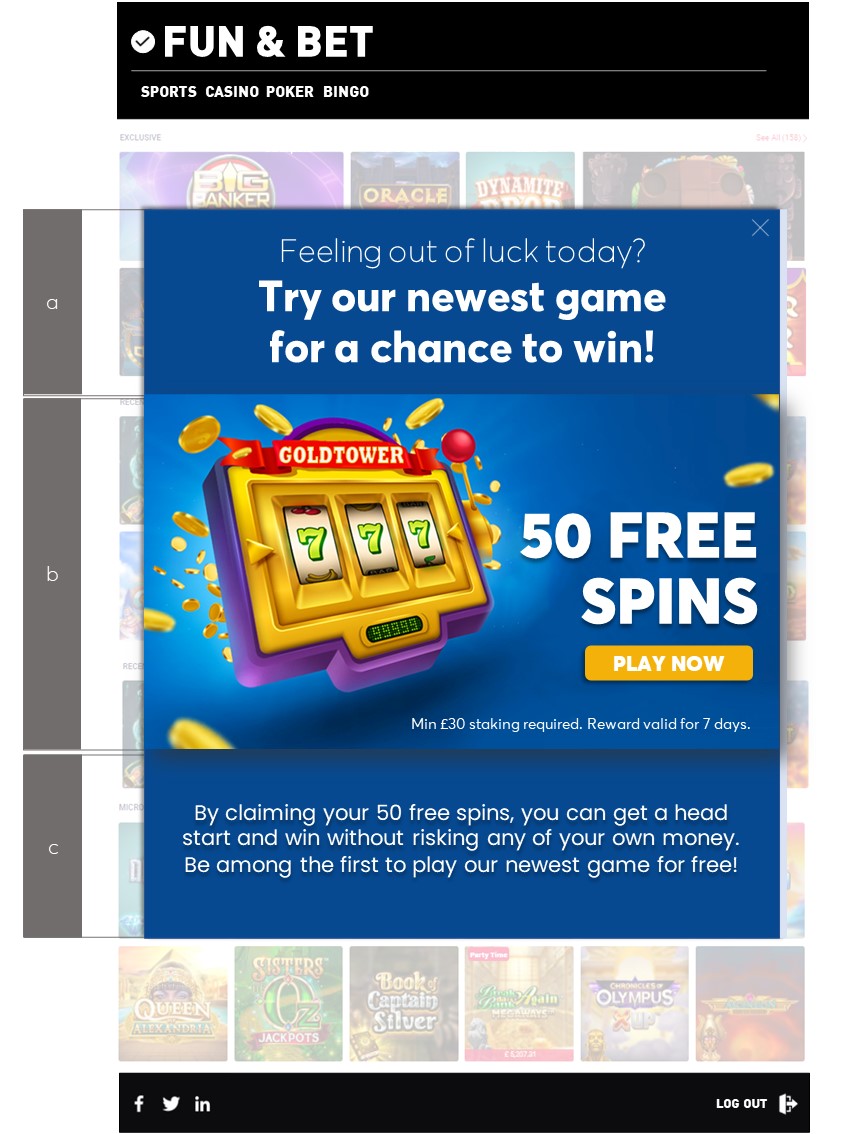
Q3 In this part, we would like you to read a scenario and answer some questions.  
  
Please press next to continue.

|  |  |
| --- | --- |
| Page Break |  |

Q4 **Scenario**:  
  
*Imagine you have been gambling at a gambling website called Fun & Bet Casino. You realise that you lost more money than you expected in your gambling session and are considering leaving the website. Just before you close the website, a pop-up message appears.*  
  
Please press next to see the pop-up message.

|  |  |
| --- | --- |
| Page Break |  |

Q5 Below, you can see the pop-up message. Please take your time to read sections labelled a,b,c.



Q6

* I confirm I have read sections labelled a,b,c. (1)

|  |  |
| --- | --- |
| Page Break |  |

**End of Block: Persuasive Attack**

**Start of Block: T3\_Counterarguments**

|  |
| --- |
|  |

Q7 Please write down all the thoughts that had passed through your mind while you viewed the pop-up message. Please write one thought per box and do not worry about spelling, punctuation, or writing in complete sentences.

Click to write Thought 1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 4\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Click to write Thought 9\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Click to write Thought 10\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- |
| Page Break |  |

Carry Forward All Choices - Entered Text from "Q7"

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|  |

Q8 For each thought you have written down, please indicate whether it is about the pop-up message or not.

|  |  |  |
| --- | --- | --- |
|  | The thought is about the pop-up message (1) | The thought is not about the pop-up message (2) |
| Click to write Thought 1 |  |  |
| Click to write Thought 2 |  |  |
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| Click to write Thought 8 |  |  |
| Click to write Thought 9 |  |  |
| Click to write Thought 10 |  |  |

|  |  |
| --- | --- |
| Page Break |  |

Carry Forward All Choices - Entered Text from "Q7"

|  |
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|  |

Q9 For each thought you have written, please indicate whether it is a **negative** thought, a **neutral thought**(neither negative nor positive thought) or a **positive thought**about the pop-up message.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Negative (1) | Neutral (2) | Positive (3) |
| Click to write Thought 1 |  |  |  |
| Click to write Thought 2 |  |  |  |
| Click to write Thought 3 |  |  |  |
| Click to write Thought 4 |  |  |  |
| Click to write Thought 5 |  |  |  |
| Click to write Thought 6 |  |  |  |
| Click to write Thought 7 |  |  |  |
| Click to write Thought 8 |  |  |  |
| Click to write Thought 9 |  |  |  |
| Click to write Thought 10 |  |  |  |

**End of Block: T3\_Counterarguments**

**Start of Block: T3\_Attitude Towards the Use of Online Casino Bonuses**

Q10 **Claiming online casino bonuses (e.g., cash bonuses and free spins) while gambling is...**

Foolish (1) – Wise (7)  
Unacceptable (1) – Acceptable (7)  
Wrong (1) – Right (7)  
Unfavourable (1) – Favourable (7)  
Bad (1) – Good (7)  
Negative (1) – Positive (7)

**End of Block: T3\_Attitude Towards the Use of Online Casino Bonuses**

**Start of Block: T3\_Attitude Towards the Persuasive Attack**

Q11 **Being offered an online casino bonus while browsing an online gaming website is...**

Foolish (1) – Wise (7)  
Unacceptable (1) – Acceptable (7)  
Wrong (1) – Right (7)  
Unfavourable (1) – Favourable (7)  
Bad (1) – Good (7)  
Negative (1) – Positive (7)

**End of Block: T3\_Attitude Towards the Persuasive Attack**

**Start of Block: T3\_Intention to Claim Online Casino Bonuses**

Q12 On a scale from 0 (no probability) to 100 (certain probability), what is the likelihood you will claim an online casino bonus (e.g., cash bonuses and free spins)?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
|  |  |

Q13 If you are reading this question, answer it with the value ten.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

|  |  |
| --- | --- |
|  |  |

**End of Block: T3\_Intention to Claim Online Casino Bonuses**

**Start of Block: Demographics**

Q14 This study will conclude with some demographic questions which are relevant to the study.

Q15 **What gender do you identify as?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q16 **What is your age?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q17 **Which statement best describes the highest level of education you have completed?**

* Compulsory school education not completed (1)
* Compulsory school education completed (2)
* Vocational training (3)
* College (4)
* University degree (5)
* Postgraduate qualification (e.g., MSc, PhD) (6)   
    
    
  Q18 **What is your current employment status?**
* Full time employment (1)
* Part time employment (2)
* Self-employed (3)
* Unemployed (4)
* Student (6)
* Retired (7)
* Homemaker (8)
* Other (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Block: Demographics**

**Start of Block: Final Comments**

Q19 **Are there any further comments you would like to make about the study?**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Block: Final Comments**

**Start of Block: End of Phase 3**

Q21 This is the end of the study.   
Your completion code is **CTEXVVBO**

**End of Block: End of Phase 3**

1. Materials
   1. Inoculation Video

*417 Words*

[*https://youtu.be/h8CCbAnTFTY*](https://youtu.be/h8CCbAnTFTY)

**Did you know that gambling websites know well how to hook you?**    
   
According to recent studies, 1.4 million adults in United Kingdom are struggling to control their gambling and they suffer significant harms such as mental health problems, relationship conflicts, unrepayable debts.

While many players are in control of their gambling and enjoy it as a leisure activity, gambling websites successfully persuade players to spend more time and money than they initially intended by using persuasive techniques such as cash bonuses and free spins. These techniques utilise human biases and ‘predictably irrational’ decision making processes.

Some offers are so persuasive that they may make it difficult for YOU to resist your impulses and control your gambling.

Do you think you are resilient enough to such well-thought persuasive techniques?

This video will inform you about the science and dynamics underpinning online casino bonuses, showing how they are presented to you by gambling websites and the associated risks they bring about.

Let’s learn about Gambling Website Claims VS Research Underpinnings

**Gambling Website Claim #1**  
Gambling sites claim that ‘casino bonuses give you a head start for free’.

However, casino bonuses are rarely free. On the contrary, bonus offers may persuade players to deposit or gamble more money than they initially intended. This is because players can claim casino bonuses only when they fulfil specific play requirements. For example, “get £100 bonus when you deposit £100!" or "deposit £10 to get 50 free spins!"

**Research Underpinnings #1:**   
Claims like "free" and "bonus" distort the perception of the true cost of play requirements and increase the perceived benefit of receiving "free" cash and spins. This positive perception persuades players to claim casino bonuses.

**Gambling Website Claim #2**  
Gambling websites claim that casino bonuses are a great and generous way to try out new games for free. Gambling websites use bonuses to advertise their new games.

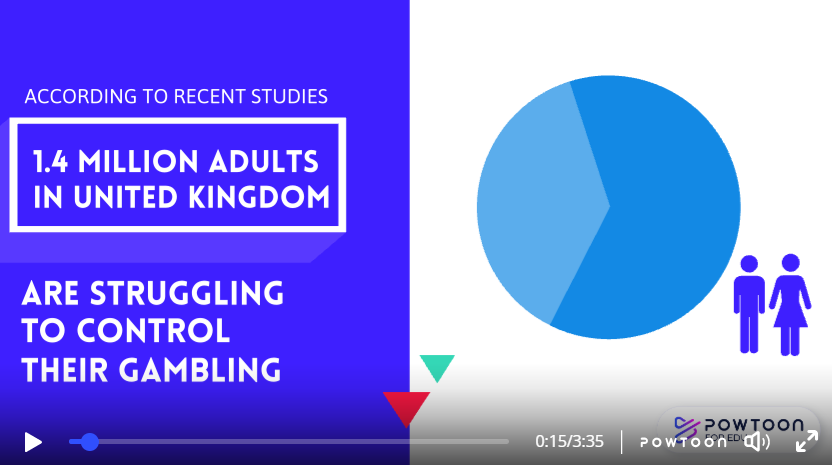
However, new game bonuses may increase gambling by reinforcing engagement with more games.

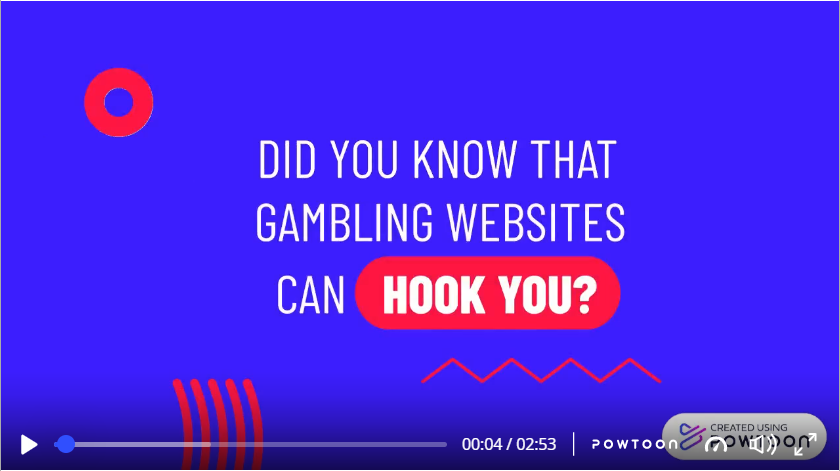
**Research Underpinnings #2:**   
Casino bonuses can disrupt players from their responsible gambling goals by acting as triggers. They can encourage players to place more value on the immediate positive experiences and make it hard to reflect on the negative consequences post play.

The psychological impact of casino bonuses may be much more severe for recovering gambling addicts. According to reports, after building resilience to gambling for many years, recovering gambling addicts may relapse when triggered by casino bonus offers.

**Are YOU one of those who thinks twice before claiming a casino bonus?**

*Example Video Screenshots*

**

**

**

* 1. Control Video

*396 Words*

[*https://youtu.be/RMNNrKLK9Pc*](https://youtu.be/RMNNrKLK9Pc)

**Did you know that gambling has a history as old as human history?**

**The Earliest Foundations**While records are limited, the first mention of organised gambling dates back to the first millennium BC in ancient China. Records show a primitive version of the lottery, the usage of dice, and betting on animals.

**The Ancient World**The ancient Greeks and Egyptians would roll dice made of clay and ivory, while hundreds of miles away, the Aztecs would spend hours on games of patolli. These games are represented in ancient writings and artworks discovered by archaeologists over the centuries.

**The Middle Ages**The Middle Ages were a difficult period in human history, although they did have their moments of rest. Dice rolls and coin tosses were popular bets, there were also many skill games to enjoy at the neighbourhood inns.

**The Enlightenment**  
The evidence of the first dedicated western gambling establishment dates back as early as the 17th century. The earliest recorded casino, the Ridotto, opened in Venice, Italy in 1638. It was a gathering place for wealthy Venetians to play games like Barbacole, a forerunner to blackjack and poker.

The roulette wheel was invented just a few years after the Ridotto opened its doors to the public. The earliest version was invented when French physicist and mathematician Blaise Pascal sought to develop a perpetual motion machine. His effort to challenge physics backfired, but it did result in the creation of one of the most popular casino games in history.

Later, first wave of specialised gambling establishments began to open throughout Europe, welcoming people seeking to test their luck.

**Modern History**  
By the late 19th century, bookmakers could shorten the betting process by using telegrams. This allowed people across the country to make numerous bets on sporting events.

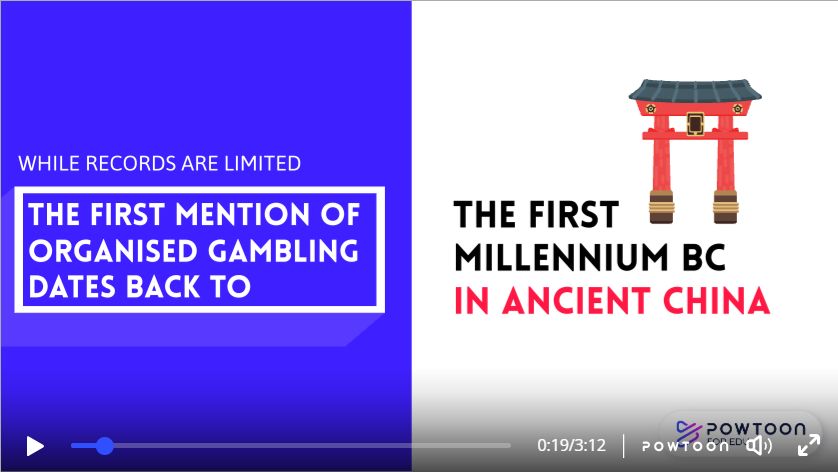
In 1891, a new 'gambling machine' was invented in America, giving rise to the slot machines that continue to attract countless players today.

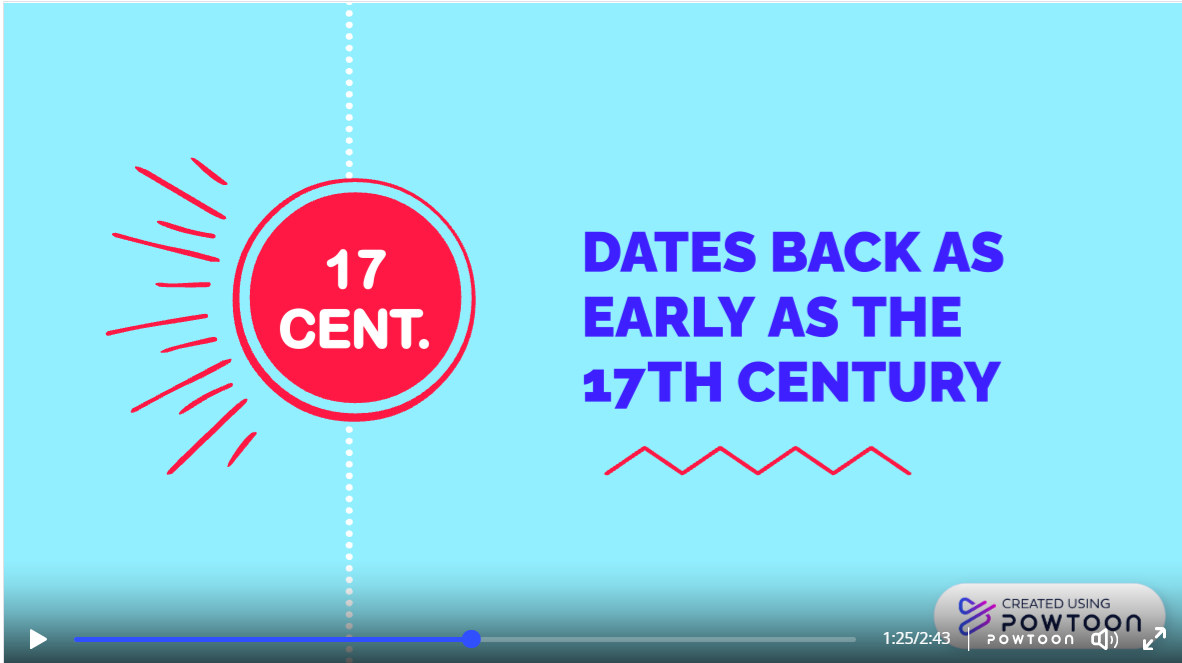
It was based on poker and consisted of five drums containing a total of 50 cards. Using a mechanical lever players would draw cards to form winning combinations. The winnings generally consisted of free food or drinks.

**The Digital Age**By the latter part of the 1990s, the number of online casinos began growing significantly. Various games were presented to players. For the first time, individuals could access casino-quality games from nearly any spot in the world.

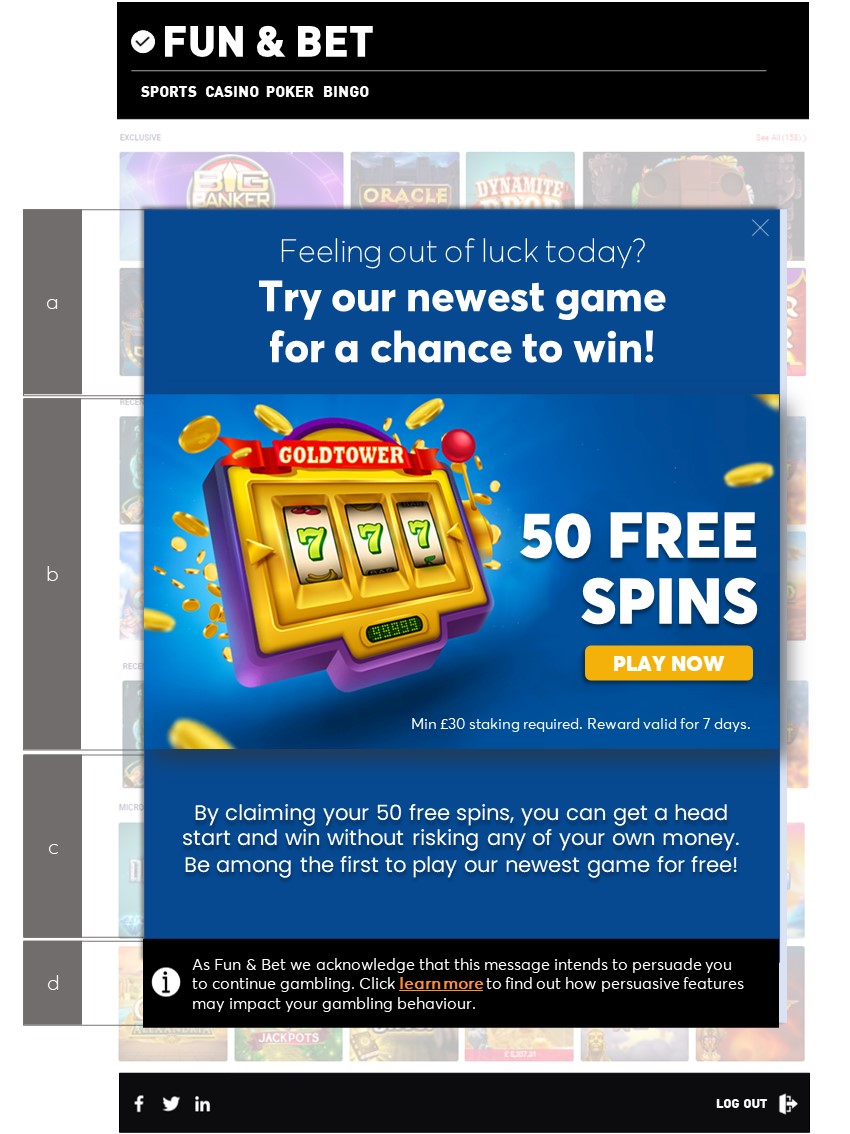
*Example Video Screenshots*

**

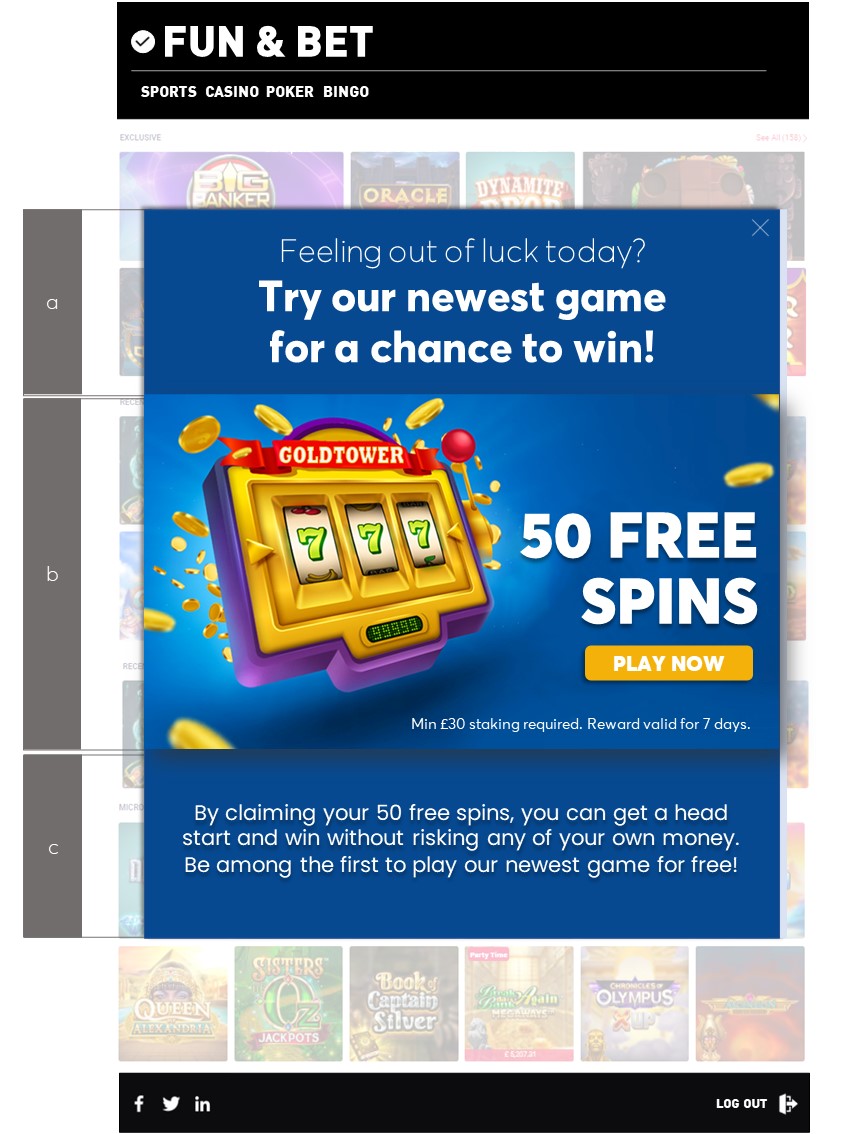


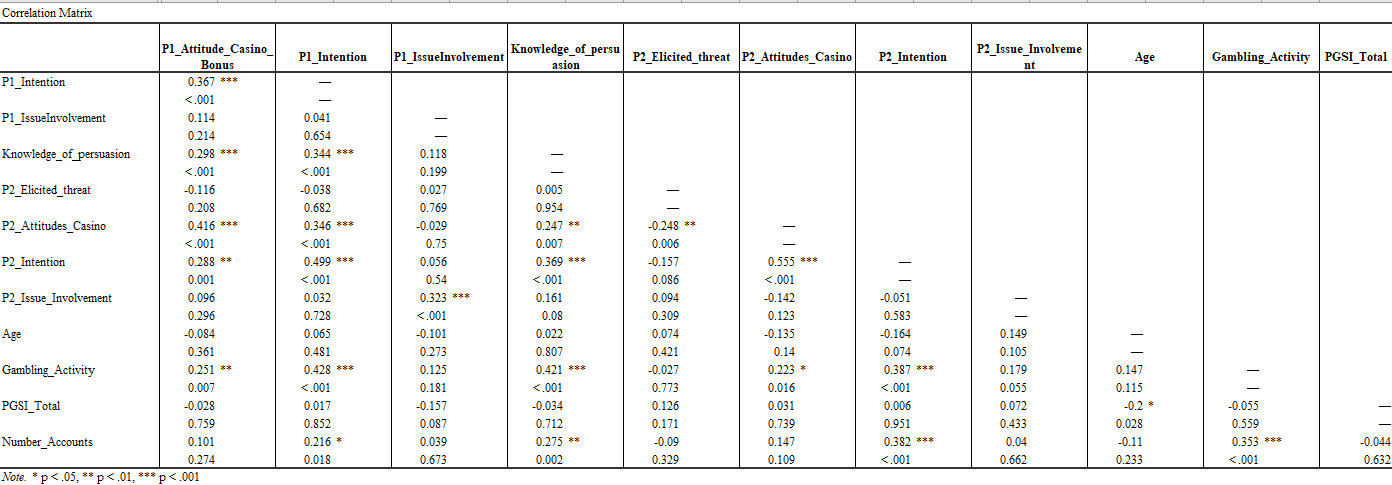


* 1. Persuasive Attack
     1. With Disclosure of Persuasive Intent (Explainable Persuasion)



* + 1. Without Disclosure of Persuasive Intent



1. Correlation Matrix