



Responsible Advertising

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Legal, Socio-politically Acceptable Gaming Through
Dynamic Channelling of Consumer Needs

**With special thanks for their
valuable contribution to**

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- Human urge for gaming
- Striving for satisfaction
- Regulatory solution
- Channelling
- Principles of socio-politically acceptable gaming products
- Responsible advertising



- Playing is a basic human urge
- Basic urges are part of a human being's fundamental psychological make-up and are formed without external intervention
- Curiosity and the desire to play are innate to man. They enable the person to investigate, reflect on and recognize the world



- Needs are a key aspect of human existence
- Needs represent the wish to achieve or maintain a certain feeling whilst at the same time avoiding or removing another
- Frequently the process of satisfying the need provides greater pleasure than the target state



Striving for satisfaction (2)

- Excitement and relaxation, is a relished experience and therefore characterises a strong human need across all cultures and ages
- Gaming provides material and emotional riches
- People believe they can exclude chance and for the most part forecast random events



Striving for satisfaction (3)

- Since human beings strive to meet their needs, they seek satisfaction by legal or illegal means



- A complete ban on gambling would not be a desirable state, since the innate gaming urge could not be suppressed completely, and therefore the risk of slipping into illegality is very high
- The aim of all European governments is to guide the population's gaming urge into well-ordered channels and to protect gamers from themselves



- Socio-politically acceptable products compete in a market economy-led competition with illegal services
- Actively channeling consumer needs towards legal, socio-politically acceptable gaming is necessary to immunize people against illegal services



1. State control of supply
2. Responsible gaming
3. Adequate sales network
4. Adequate product supply
5. Responsible sales proposal



1. State control of supply

- Lawful, anchored restrictions and practices
- Intense supervision of operators
- Controlled gaming conditions
- Avoiding the unhealthy fuelling of the gaming passion
- Transparency of ownership and payment of prize money



- Gamers are encouraged to break the law by advertisements for illegal gaming via satellite, internet,...
- Communications overflow



2. Responsible gaming

- Responsible gaming is a key element in the philosophy of socio-politically acceptable gaming
- It respects the responsibility of individuals for their own actions, but also acknowledges a responsibility on the part of the service provider
- Playing literacy



- The aim is to enable people to make informed decisions about their participation in gaming and, if harm has occurred, to provide access to gambling help services.
- Self-regulation, weekly payment limits
- Research in this area is actively supported and action is taken in line with the results gained.



3. Adequate sales network

- Provision of an adequate sales network in order to meet the duty to supply
- Facilitate easy access to legal gaming services



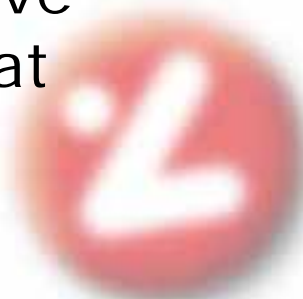
4. Adequate product supply

- Duty to cover the entire market with appropriate products and not only concentrate on the most attractive, profitable parts.
- To minimize illegal gaming in all social groups it is necessary to develop a refined legal supply for all potential target audiences.



5. Responsible sales proposal

- Psychological principles
 - Perception of environment
 - Communication
 - Stimuli procession
 - Decision making mechanisms
- Proof that
 - Human beings are especially vulnerable in this field of gaming
 - Irresponsible marketing using persuasive advertising strategies would cause great damage



- Development stages of the human brain
 - "The Triune Brain" - neuropsychologist Paul MacLean
 - [The brain] "operates like three interconnected biological computers, each with its own special intelligence, its own subjectivity, its own sense of time and space and its own memory" [...]



- The Triune Brain
 - Archipallium
 - Limbic System
 - Neocortex



- Archipallium
 - about 200 million years old
 - responsible for life-maintaining vegetative functions such as breathing and heartbeat
 - rigid functions, ritualistic processes, aggression and territorial delimitation
 - maintains the same behaviour irrespective of failures



- Limbic System
 - 60 million years old
 - also referred to as rhinencephalon (smell)
 - has a significant share in storing emotions
 - more geared to flexibility and information processing than the brainstem
 - location of inclination, disinclination and dreams



- Neocortex
 - youngest and biggest brain structure in humans
 - ability to think in rational and abstract terms, find new and successful solutions in difficult situations
 - persons guided by the neocortex prefer the Class Lottery
 - convinced non-gamblers



- Individuals are guided by these brain structures
- In certain situations, the older brain areas can no longer be sufficiently controlled by the neocortex
 - E.g. situations of danger, gaming: "downshifting"



- Judgement heuristics
 - Strength:
Useful tool to make decisions in a world full of uncertainty
 - Weakness:
Judgement on available information without regard to e.g. quality of information
 - E.g. Kahneman (1991):
Study on misjudgement



- Availability heuristics
 - Tversky und Kahneman (1973): the easier things are to imagine the more likely they are to be accepted
 - MacLeod & Campbell (1992): information connected with positive emotions is recalled more easily
 - Brown & Siegler (1992): The more often information is in the news the higher the quality of the information recalled from memory



- Monte-Carlo effect

People tend to think, that after a relatively short series (six to ten times) of „red“ at roulette „black“ is more likely to show up



- Anchor effect

People tend to think, that „34443444“ is not a „typical“ random number, because certain qualities about „random“ are anchored in their mind



- Informative advertising
 - Enables people to make informed decisions about their participation in gaming
 - Fact of selling dreams
- Persuasive advertising
 - Exploiting weaknesses
 - Illusions about odds and probabilities of winning



- Vacuum - Advertisement-free space
 - A total ban on advertising for state or state licensed operators would lead to a vacuum
 - Advertisement-free space would evoke dangerous developments of intentional seduction by illegal services



- Only restricted market access makes responsible advertising possible
 - Multimedia society means great advertising impact is necessary to be recognized as market-leader
 - Must be stronger than communications for illegal gaming services



- Legal gaming products must be more desirable than illegal ones
 - Free choice of customer
 - Share of mind
 - Share of advertising
 - Share of voice



- Share of voice based on total expenditure on advertising in Austria during 2004

• Telecommunications	8.9%
• Cars and accessories	7.9%
• Food	4.7%
• Banks and insurance companies	4.5%
• Gaming	1.6%



- Both international and national studies show that in the highly sensitive gaming industry the market economy-led competition of individual suppliers only results in a bidding war and unhealthy fuelling of the gamers' passion for gaming through the over proportional use of advertising.



- The advertising pressure on consumers in a system of self-operation or limited licensing is by far the lowest and therefore the best method of implementing the socio-political efforts of the legislator to avoid fuelling the passion for gaming through intensive competition.

