



PSYCHOLOGY

Behind Online Gambling

When we gamble online, we know that we're taking a risk for the chance at a reward. What exactly makes this pursuit so popular?

WHY CAN IT BE ADDICTIVE?



- The chemicals and endorphins that are released when we gamble can be addictive in themselves, as we become accustomed to them.
- Some players can fall into a sunk cost fallacy, thinking that they've spent too much to give up now. This idea of throwing good money after bad can easily entrap players.
- With advertising popping up on television and social media, players with a problem can easily be tempted back into a casino when they want to cut down on spending.

WHAT GAMES ARE MOST ADDICTIVE?

- **Slot Games** – These speedy games can deliver millions, with a single spin offering a prize winning chance.
- **Side Bets on Table Games** – Adding to the action with a cheeky side bet is ever popular with casino gamers.
- **Bingo** – A favourite for UK players, bingo comes in many forms. With fast action, progressive jackpots and a wealth of sites to choose from it's easy to see why it's so popular.
- **Blackjack** – Most people know the rules of this table game, which makes it the perfect strategy game to start out with, play your cards right to win big.



RESPONSIBLE GAMBLING



- **Manage your Money** – Being aware of how much you're spending and limiting it is the first step. Never wager more than you're able to lose.
- **Limit your Time** – Spending all day in front of a casino site is never good, so make sure you limit your time. Putting a hard deadline will stop you from going over by 'just five more minutes' each time.
- **Quit while you're Ahead** – Many casinos bank on players gambling to extinction, which means using up all of their available funds. When you win big, it's time to cash out – don't just wager through your winnings.
- **Check your Stake** – If the amount that you're staking keeps creeping up, then be sure to check in on it. High stakes are fine for those that can afford them but you don't want to make these bets accidentally.
- **Consider Bets** – Whether you're gaming in a casino or perhaps seeking out arbitrage bets in a sportsbook, stop and think before you wager. Do the maths and work out if it's actually the best bet you could be making.

IF YOU WANT TO STOP



- **Self-Exclude** – Telling a site you have a problem and suspending your account is known as self-exclusion. That way, you can't go back until your cool off time is up and you've had a break.
- **Use GambleAware** – There are plenty of online resources out there, with this being one of them. They operate a Freephone to support problem gamblers as well as informative guides too.
- **Attend Gamblers Anonymous** – Meeting with others and visiting with a sponsor can help you get this bad habit under control.