**RESEARCH QUESTIONS**
Are different types of gambling (i.e., games of skill such as poker versus games of chance such as the lottery) associated with different economic behaviours (e.g., investing versus saving) and socio-economic values (e.g., belief in social equity)?

**PURPOSE**
To add to the field of gambling research by examining whether different types of gambling would be associated with different economic behaviours. To explore whether gamblers’ type of game preferences would be associated with the values held about social relations and private enterprise.

**HYPOTHESIS**
Economic Behaviours: Preference for games of skill would be associated with investing in stock options whereas preference for games of chance would be associated with people not investing in stock options or saving. Socio-Economic Values: People who placed stronger emphasis on solidarity and social equity were expected to prefer games of chance that gave an impersonal and equal opportunity to all players, whereas people who were proponents of social inequality deriving from individual reward for risk taken in a competitive market were expected to prefer games of skill, since they were likewise competitive and linked reward to personal skills. Gender: It was also expected that gambling would be performed as a gendered social activity, wherein male chauvinism attached to playing poker and betting on football would deter women from engaging in those types of gambling.

**PARTICIPANTS**
One thousand one hundred and eighty students (46% males) from Copenhagen Business School and Copenhagen University in Denmark were approached while eating at, or walking through, the campuses. These respondents were asked whether they had played games for money in the last month. Those who answered ‘yes’ (N = 257; 75% males) were asked to answer a more elaborate set of questions.

**PROCEDURE**
All respondents were asked about gender, area of study, and whether they had gambled in the past month. Those who had gambled in the past month were asked about types of gambling preferred, political affiliations, investment status, and reasons for gambling.

**MAIN OUTCOME MEASURES**
Participants were asked about the type of games played (i.e., games of chance, games of skill, or both). To assess socio-economic values participants were asked what area of study they were enrolled, which political party they would vote for if elections were held on that day, whether they held stock options, and the main purpose of their gambling (e.g., winning large amounts of money, being involved in social activity, or fun and excitement). Business students, those with stock options, and those voting to the right side of the political spectrum were expected to be more likely to believe in free market, private enterprise, and social differentiation based on skills and risk taken whereas social science students, those preferring savings to stock options and those voting to the left side of the political spectrum were expected to put a stronger emphasis on social equity. All questions were asked verbally by the researchers, with the answers being recorded in writing.

**KEY RESULTS**
All hypotheses were supported. Students who played games of skill tended to be male, studying business, investing in stock options, and voting on the right of the political spectrum. On the other hand, students who played games of chance were more likely to be female, studying social sciences, preferring savings rather than risky investments, and voting on the left of the political spectrum.

**LIMITATIONS**
It is unclear as to whether the results of the study may generalize to non-Danish populations. Replication with other populations is recommended. The

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**RESEARCH SYNOPSIS**
Gausset, Q., & Jansbøl, K. (2009). “Tell me what you play and I will tell you who you are”: values and gambling habits in two Danish universities. *International Gambling Studies, 9*(1), 67-78. doi:10.1080/14459790802656903
questions used to assess values have not been empirically validated.

**CONCLUSIONS**

Games of skill and games of chance appear to be based on very different characteristics and to be associated with different sets of values and forms of investments. Games of skill rely on differences and competition between players, while games of chance presuppose equality between players. It is therefore not surprising that the type of games played were strongly associated with the type of education chosen, political orientation, or the type of investments made, as these can all be distinguished along the same dichotomy between social equality and private maximization of profit.

**KEYWORDS:** games of chance, games of skill, gender, studies, political orientation, Denmark

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