greo

APPLICATION GUIDELINES

INVESTIGATING POSITIVE PLAY USING PLAYER SURVEY DATA

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ABOUT GREO

Greo is an independent knowledge translation and exchange organization with two decades of international experience in generating, synthesizing, and mobilizing research into action, across the health and wellbeing sectors.

Greo helps organizations improve their strategies, policies, and practices, by harnessing the power of evidence and stakeholder insight. Our services include sourcing and synthesizing evidence, creating knowledge and education products, facilitation and stakeholder engagement, data and knowledge management support, evaluation, and applied research.

Greo serves as an independent platform that provides financial, governance, and intellectual property oversight for organizations seeking to fund research investigating the impacts of their programs, policies, and practices or how to improve them. Greo does this by helping organizations conceptualize their research needs and managing the end-to-end engagement — from solicitation, peer review, awarding of funds, to project oversight. This results in a rigorous and transparent process that minimizes bias, manages confidentiality, strengthens the integrity of the findings, and respects the intellectual freedom of researchers.

ABOUT THIS FUNDING OPPORTUNITY

Funds for this project are provided by the Social and Community Responsibility arm of the Ontario Lottery and Gaming Corporation (OLG). OLG is a Crown corporation owned by the Government of Ontario, Canada. In an effort to continually improve their responsible gambling strategies, OLG occasionally funds research to generate evidence in priority areas that can be used to inform these strategies.

OVERVIEW OF DATA

The dataset consists of survey data of past year players in either of the following OLG gaming channels: casino gaming, charitable bingo gaming (cGaming), lottery, and online (iGaming). The basic structure of the survey is the same for each channel and asks players questions about their gambling behaviours (e.g., preferred games, amount spent, budget behaviour, positive play, chasing losses, responsible gambling behaviours); gambling perceptions and experiences (e.g., self-perceived knowledge of slots, gambling myths, gambling satisfaction, opinions about OLG and gaming providers); RG programming awareness, and opinions of OLG (e.g., transparency of odds of winning or payouts, promotes smart play habits).

Variables[1] provided for analysis (across all lines of business, i.e., casino gaming, charitable bingo gaming, lottery, and digital) include the following:

→ **Demographics:** i.e., age, gender, marital status, highest level of education achieved, income, postal code

→ **Gambling:** i.e., past 12-month participation, frequency, gambling type, preferred games, amount spent

→ **Responsible gambling:** i.e., Positive Play Scale, limit use behaviour, knowledge about gambling, taking breaks

→ **RG program experience:** i.e., awareness and use of various specific RG programming initiatives

→ **Perceptions of OLG:** i.e., perceptions of care about players, RG encouragement and programming, and play satisfaction

Time period of the data

The dataset covers 4 periods of data collection between August 2019 to May 2020 (N=3,772).

Data collection methods

Data collection occurred over a 3-week period. Existing OLG players were randomly sampled from an online marketing research panel and completed screening questions to determine their eligibility.

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[1] See Appendix for further description of variables

Eligibility criteria included:

→ reside in Ontario

→ 18 years of age or older for Lottery/cGaming

→ 19 years of age or older for iGaming/Gaming

→ speak English

→ played one of OLG 4 channels – iGaming, cGaming, Casino, Lottery in the past 12 months of the survey

Eligible players were sent an online channel survey (e.g., Casino Gaming). Survey participants received compensation in the form of rewards they collect and trade for items offered by the marketing research company.

PRIORITY AREAS

This research involves secondary data analysis to generate knowledge and understanding of Positive Play using the validated Positive Play Scale and OLG's own player survey data. Research proposals that have strong practical implications for RG programming development or delivery will be prioritized. Some areas for consideration include the following:

→ Positive Play demographic and gambling profile characteristics

→ The relationship between Positive Play sub-scales and use of/engagement with RG programming (e.g., play management tools such as limits, customer education campaigns, PlaySmart Centres, self-exclusion)

→ What factors undermine/threaten Positive play (i.e., risk) and promote/facilitate positive play (i.e., protective)

→ Relationship between Positive Play and RG programming engagement (awareness and use)

→ Ideas for Positive Play-based RG programming

Deliverables

A brief summary report will be posted to Greo's website following project completion. The summary report will undergo external peer review and will be posted after any revisions have been completed. A Creative Commons CC-BY-NC-ND will be applied. Copyright remains with the author and authors are encouraged to publish in an academic journal that should be made open access.

ELIGIBILITY

Applicants must be based in Ontario and funding must flow to an Ontario institution, organization or business.

VALUE AND DURATION

Project term

The term of the project is six months. Unless otherwise indicated, projects will start on February 1, 2022 and must be completed no later than July 31, 2022.

Award

Up to $25,000 each depending on the scale of the project (including all expenses, direct and indirect, and all applicable taxes). Applicants must submit a detailed budget that justifies the proposed project and its costs.

SCHEDULE

November 9, 2021	Solicitation opens
December 1, 2021	Notice of Intent (NOI) Deadline[2]
January 4, 2022	Application Deadline
February 1, 2022	Project start date
July 31, 2022	Project completion date

HOW TO APPLY

Please ensure the following sections are included:

1. Title page
2. Abstract
3. Research proposal
4. Ethical considerations

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[2] For the NOI, please simply send an email to submissions@greo.ca indicating: (1) which award you are planning on submitting for; (2) a list of anticipated project team members; and (3) the organization to which funds would flow (if successful).

5. Budget and timeline
6. Team capacity and infrastructure
7. Primary Investigator's curriculum vitae

Title page

Include the following:

→ Name of applicant

→ Affiliation

→ Study title

→ Identify priority area to be addressed

Abstract

Please provide a summary abstract that includes the: (1) purpose and significance, (2) rationale, (3) methodology, and (4) potential implications of the proposed research (max. 300 words).

Project proposal

The project proposal requirements are detailed in the Research Proposal Evaluation chart in the appendix. Please include and subtitle all sections outlined in the chart. The proposal must not exceed three-single spaced pages (excluding references and appendices).

Ethical considerations

Applicants must obtain research ethics approval and funding is conditional upon ethics approval being granted.

Budget and timeline

Complete the downloadable budget summary and timeline template. Allowable budget expense categories include personnel, equipment, supplies, and travel expenses. Complete the timeline chart (found in the same excel workbook).

Team capacity and infrastructure

Describe the capacity of the team to complete the work proposed as well as how the applicants' institution, organization or business is appropriate and will support the research.

Curriculum vitae

Submit the most current version of principal investigator's curriculum vitae.

Appendices

Additional information may be submitted to support the application. Appendices are limited to a maximum of five (5) pages. When including more than one appendix, please combine into a single PDF.

HOW TO SUBMIT YOUR APPLICATION

The application package should be sent as one continuous pdf attachment to submissions@greo.ca by 5:00 pm EST on January 4, 2022.

The email subject should be "APPLICATION: Investigating Positive Play Using Player Survey Data"

QUESTIONS AND COMMENTS

Questions and comments can be submitted to: submissions@greo.ca

APPENDIX A

Research Proposal Evaluation

PROPOSAL COMPONENT (VALUE)	SECTION CRITERIA	EVALUATION CRITERIA
Purpose (10%)	Clearly state the purpose of the research and the specific research questions that will be addressed (based on the call for applications).	Degree to which the purpose of the research is clearly stated and the clarity of the research questions. /10
Literature review and significance (20%)	Briefly review the literature related to your submission and describe how your project will fill information gaps.	Degree to which the review describes how the proposed project will fill information gaps. /10
	Detail the ways in which this research will make an important contribution or add value to the gambling and health landscape by either directly or indirectly reducing the harms associated with gambling.	Degree to which the research is likely to make an important contribution to the gambling and health landscape by either directly or indirectly reducing the harms associated with gambling. /10
Analytical strategy (35%)	Describe the analytical strategy to be conducted including how the proposed analysis will address the purpose of the proposed research, and specifically how each of the research question will be answered with the data provided.	Degree to which the analytical strategy addresses the purpose of the directed research and answers the research questions. /35
Knowledge translation plan (10%) Applicants are required to include open access fees in the budget submission for planned publications.	Describe the types of knowledge translation products that will be produced as a result of this project (e.g., peer reviewed publications, workshop materials, reports, videos).	Degree to which the KT products and activities appear to be an appropriate choice. /10

PROPOSAL COMPONENT (VALUE)	SECTION CRITERIA	EVALUATION CRITERIA
Budget and feasibility including team capacity and infrastructure (25%)	Project budget and timeline should be included in the downloadable [template]() provided. Note, please include funds to make any peer reviewed publications open access.	Degree to which budget breakdown logically reflects proposed project work. /10 Degree to which the project appears feasible within the timeline /5 Team Capacity and Infrastructure. /10

APPENDIX B

Data Variables

VARIABLE	RESPONSE SCALE
Age	6 age groups; from "18-24" to "65 or older"
Marital status	6 options; from "single/never married" to "separated"
Highest level of education achieved	8 options; from "some high school or less" to "post graduate degree or higher"
Total annual household income (before taxes)	8 options; from "less than $20,000" to "$150,000 or more"
Past 12-month participation	3 options; "yes", "no" and "don't know"
Gambling frequency	8-point scale; from "about once a week or more often" to "never"
Gambling type	Slots and casino gamblers, lottery players, online gamers, or charitable gamers
Amount spent	Approximate amount spent in dollars in the past 12 months
Gambling satisfaction	General satisfaction with gambling experience in past 12 months 4-point scale: from "not at all satisfied" to "very satisfied"
Limit/budget use behaviours	Frequency of using budgets setting purchase limits, using play management tools, and setting a time limit in past 12 months o 4-point scale; from "all the time" to "rarely/never" Frequency of exceeding gambling budget o 4-point scale; from "all the time" to "rarely/never" Amount of gambling budget exceeded o 5-point scale; from "less than 25% of your budget" to "more than 200% of your budget"
Knowledge about gambling	Knowledge of how slots and electronic gaming machines and table games work 4-point scale; from "very knowledgeable" to "not at all knowledgeable"
Positive play	Positive play scale, including 4 subscales for past 12 months (honesty/control, gambling literacy, personal responsibility, precommitment)
Responsible gambling behaviours	Various RG behaviours including take breaks, use play management tools, awareness of gambling odds and payout percentage, gamble for entertainment in past 12 months

	4-point scale; from "all the time" to "rarely/never"
Problematic gambling	Problem gambling behaviour including chased losses and felt unhappy in past 12 months
	4-point scale; from "all the time" to "rarely/never"
Responsible gambling program awareness	Awareness of various specific RG programs and resources (between 7-12 depending on the line of business, e.g., Self-exclusion, Playsmart centres)
	2-point scale; from "heard of" to "have not heard of"
Responsible gambling program use	Use of various specific RG programs or resources (between 7-12 depending on the line of business, e.g., self-exclusion, Playsmart centres)
	4 options: "I have used it," "I wanted to use it but could not find it or access it," "I was aware of it but had no need or interest in it" to "I don't know"
Perceptions of OLG	Opinions on 10 statements describing OLG RG program efforts
	o 5-point scale; from "strongly agree" to "strongly disagree"
	Overall opinion of OLG
	o 4-point scale: from "not at all favourable" to "very favourable"
	Perceptions of availability RG information at site
	o 7-point scale from "definitely do not agree" to "definitely agree"