

Report of the First-phase pilot test of Responsible Gambling Information Kiosk

17th December 2012 to 31st March 2013



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社會工作局
GOVERNO DA RAEM
INSTITUTO DE ACÇÃO SOCIAL

Social Welfare Bureau of
Macao SAR Government



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Table of Contents

Executive Summary	3
Part I: Introduction of Responsible Gambling Information Kiosk	4
1. Background of Setting up Responsible Gambling Information Kiosk.....	4
2. Kick-off Ceremonies of the kiosk Initiative in 2012.....	4
3. Contents of Kiosk.....	6
I Games	7
II Prize Quiz	7
4. Special Offers	8
5. Responsible Gambling Ambassador.....	8
Part II: Evaluation of the Efficacy of Responsible Gambling Information Kiosk	9
1. Background	9
2. Kiosk Usage	10
I Number of Logins to the Kiosks	10
II Kiosk Usage at Different Times	12
III Responsible Gambling Ambassador.....	13
IV Number of Views of Responsible Gambling Information Kiosk Contents.....	14
V Gambling Addiction Assessment	16
VI Games.....	17
VII Prize Quiz	19
VIII Discount Coupon	21
3. Satisfaction Survey of Kiosk Users.....	23
I. Background Information of Respondents.....	24
II. Reasons for Using the Kiosks.....	26
III. Contents Browsed by Respondents on the Kiosks	27
IV. User Satisfaction with the Kiosks.....	28
V. User Satisfaction with Ambassadors	30
VI. Impact of the Ambassadors	32
VII. Comparison between Respondents with Prior Knowledge of Responsible Gambling and Respondents without Prior Knowledge of It	34
VIII. Comparison between Gamblers and Non-gamblers	39
4. Assessment of the Professional Standard of the Ambassadors	42
5. Conclusion.....	44

List of Figures

Chart 1. Kiosk Login Records.....	10
Chart 2. Kiosk Login Records in Different Places	11
Chart 3. Six Kiosks Login Records in Different Periods of Time	12
Chart 4. Kiosk Login Records: When Ambassador was On Site VS. When Ambassador was Not On Site	13
Chart 5. Total Number of Views of kiosk Contents	15
Chart 6. Gambling Addiction Assessment	16
Chart 7. Playing Behaviours of Users	17
Chart 8. Distribution of Points Scored in Prize Quiz	20
Chart 9. Distribution of Discount Coupons by Issuer	21
Chart 10. Distribution of Discount Coupons by Distribution Mode	22
Chart 11. Distribution of Respondents by Gender.....	24
Chart 12. Distribution of Respondents by Age Group	24
Chart 13. Distribution of Respondents by Education Level	25
Chart 14. Distribution of Respondents by Place of Origin	25
Chart 15. Reasons for Using the Kiosks (%)	26
Chart 16. Contents Browsed by Respondents on the Kiosk (%)	27
Chart 17. User Satisfaction with the Kiosks (Mean).....	28
Chart 18. User Satisfaction with Ambassadors (Mean)	30
Chart 19. Impact of Ambassadors on Respondents Accessing the Kiosks (%).....	32
Chart 20. Impact of Ambassadors on User Satisfaction with the Kiosk (Mean).....	33
Chart 21. Reasons for Accessing the Kiosks: Respondents with Prior Knowledge of Responsible Gambling VS. Respondents without Prior Knowledge of Responsible Gambling (%).....	35
Chart 22. Items Browsed on the Kiosks: Respondents with Prior knowledge of Responsible Gambling VS. Respondents without Prior Knowledge of Responsible Gambling (%).....	36
Chart 23. User Satisfaction with the Kiosks: Respondents with Prior Knowledge of Responsible Gambling VS. Respondents without Prior Knowledge of Responsible Gambling (Mean).....	37
Chart 24. User Satisfaction with Ambassadors: Respondents with Prior Knowledge of Responsible Gambling VS. Respondents without Prior Knowledge of Responsible Gambling (Mean).....	38
Chart 25. Reasons for Accessing the Kiosks: Gamblers VS. Non-gamblers (%)	39
Chart 26. Items Browsed on the Kiosks: Gamblers VS. Non-gamblers (%)	40
Chart 27. User Satisfaction with the Kiosks: Gamblers VS. Non-gamblers (Mean)	40
Chart 28. User Satisfaction with the Ambassadors: Gamblers VS. Non-gamblers (Mean)	41
Chart 29. Assessment of Ambassadors by Mystery Customers (Mean)	43

Executive Summary

The launch of Responsible Gambling Information Kiosk is one of the initiatives of a series of Responsible Gambling Promotion events. Under the joint effort of the Social Welfare Bureau and the Gaming Inspection and Coordination Bureau of the Macao SAR government as well as the Institute for the Study of Commercial Gaming of the University of Macau (hereinafter referred to as “ISCG”), the kiosk development work started in 2012 and six kiosks were set up in six casinos. A pilot study was carried out during the test phase to measure the efficacy of this project. The aim of setting up the kiosks was mainly to provide Macao residents and tourists with an easily accessible and comprehensive Responsible Gambling information platform, as well as to increase their understanding of responsible gambling. The first pilot test of the kiosks started on 17th December 2012 and ended on 31st March 2013, during which the first phase of data collection and data analysis were carried out. This report is going to present the data collected during the above-mentioned period and the analysis results.

This report is divided into two parts. The first part is an introduction of kiosk, including the background of setting up the kiosks, the kick-off ceremonies, contents in the kiosks, special offers and responsible gambling ambassadors, etc. The second part is about the evaluation of the efficacy of the kiosks, including the usage frequency, users’ satisfaction level and assessment of the professional standard of ambassadors, etc. The analysis results show that the first pilot test of kiosk has achieved the desired results. Users generally felt satisfied with the kiosks and agreed that the kiosks were rich in content and the contents were interesting, which could raise their interest to know more about responsible gambling and thus enhance their understanding of this concept.

Part I: Introduction of Responsible Gambling Information Kiosk

1. Background of Setting up Responsible Gambling Information Kiosk

The launch of kiosk is one of the initiatives of a series of Responsible Gambling promotion events. In 2011, the organisers held two meetings with Macao's casino operators and institutions for problem gambling control and prevention to discuss and exchange ideas with them. With ideas collected at the meetings and the experience of promoting Responsible Gambling in Macao, the organisers basically finished the development work of the pilot kiosks in late 2012. With the support from Sociedade de Jogos de Macau, S. A., Wynn Resorts (Macao), S. A., MGM Macau, Venetian Macau Limited, Melco Crown Entertainment and Galaxy Entertainment Group, six kiosks were set up in different places in the casinos of these six gambling operation companies.

2. Kick-off Ceremonies of the kiosk Initiative in 2012

Under the joint effort of the Social Welfare Bureau, the Gaming Inspection and Coordination Bureau, the Institute for the Study of Commercial Gaming of the University of Macau and the six casino operators mentioned above, the initiative of installing pilot kiosks officially kicked off in six casinos on 17th December 2012 (Monday). President of the Social Welfare Bureau Mr. Iong Kong Io, Deputy Director of the Gaming Inspection and Coordination Bureau Mr. Leong Man Ion, Director of ISCG of the University of Macau Prof. Davis Fong as well as representatives of the six casinos attended the ribbon-cutting ceremonies on the kick-off day, which received extensive media coverage and attracted many residents to try the kiosks.

Photos of kick-off ceremonies



Ribbon-cutting ceremony at Galaxy Macau



Ribbon-cutting ceremony at Venetian Macau



Ribbon-cutting ceremony at Melco Crown Macau



Ribbon-cutting ceremony at Sociedade de Jogos de Macau (SJM)



Ribbon cutting ceremony at Wynn Macau



Ribbon cutting ceremony at MGM Macau

3. Contents of Kiosk

The contents of kiosk were basically divided into six sections, namely, *Understanding Gambling*, *Game Rules*, *Help Services*, *About Us*, *Games* and *Prize Quiz*, as shown in the map below.

Understanding Gambling	Game Rules	Help Services	About Us	Games	Prize Quiz
<ul style="list-style-type: none"> • Responsible Gambling • What Is Gambling? • House Edge • The Myths of Gambling • Understanding Problem Gambling • Gambling Addiction Assessment 	<ul style="list-style-type: none"> • Baccarat • Sic Bo • Blackjack • Fan-tan • Roulette • Lottery • Horse Racing • Greyhound Racing 	<ul style="list-style-type: none"> • Counselling Centres • Self-Exclusion applications 	<ul style="list-style-type: none"> • About Us 	<ul style="list-style-type: none"> • Setting • Home Page • Intereactive Scenes • Report • Sound Effect 	<ul style="list-style-type: none"> • Introduction • Home Page • Interactive Scenes • Sound Effect • Discount Coupon

In order to attract more users to try the kiosks, the screen background image of kiosk was a picture of the “Castle of Wisdom”. There were also two “Keys of Wisdom” - the key to Games and the key to Prize Quiz - with which users could enter the Castle of Responsible Gambling Wisdom. Users would also have the company of an owl, which served as the wise man of the Castle, when they were browsing information on kiosk. Besides, when using kiosk, users could go to the six different sections easily by clicking the quick-link images on every screen page, as shown in Picture 1 below.

Picture 1. Kiosk Home Screen



I Games

The games on kiosk were a simulation Sic Bo game. Players could choose to bet \$100, \$200, \$300, \$400 or \$500 each time. The outcome of the dice of each game would be shown on the left of the screen, while on the right of the screen, there was an ATM icon and other “strategies” for players to choose, including *Display board*, *Alcoholic beverage*, *Non-alcoholic beverage*, *Use the Bagua Mirror*, *Wear Red underwear*, *Table Change* and *Casino Change*, etc. If the player lost his / her money on the game, the kiosk would even ask if s/he wanted to borrow some money.

With players’ different playing behaviours, the kiosk would show different scenarios. In addition, according to the player’s playing behaviour, the game would present a behaviour analysis report in which the behaviour type of the player would be shown. The report also contained the contacts of four gambling counselling centres and had a randomly selected discount coupon attached to it.

II Prize Quiz

The prize quiz comprised various questions, including questions about responsible gambling, the risk of gambling, gambling law, odds of winning, the Myths of Gambling, pathological gambling, institutions for problem gambling prevention and control, house edge, anti-money laundering law, etc. When the kiosk user had chosen to take the quiz, s/he would be asked to answer ten randomly selected questions. When the quiz was finished, the kiosk would, based on how many points the player got in the quiz, reward the player with discount coupon(s). In addition, when having difficulty in answering the questions, players could seek help from *50/50* (which would eliminate two wrong answers out of the four choices) and *Search the Answer*. *50/50* could only be used at most two times in each quiz, while *Search the Answer* could be used for every single question.

4. Special Offers

To increase the usage frequency, during the trial period, the kiosks offered to their users different types of discount coupons by printing them out. There were six types of discount coupons offered by the kiosks, namely, museum admission coupons, restaurant coupons, hotel souvenir coupons, consumer goods coupons, supermarket coupons and other coupons.

Picture 2. Special Offers Screen



5. Responsible Gambling Ambassador

To further promote the concept of Responsible Gambling through the kiosk project, the organisers took reference to overseas practice and arranged ambassadors on site during certain periods of time to introduce and promote kiosk to Macao residents and tourists, so as to raise their interest to use kiosk and provide them with help when using kiosk. The efficacy of arranging ambassadors on site was also studied. According to the assessment results, the ambassadors were generally recognised by kiosk users and there was an increase in the use of kiosk. Related assessment results can be seen in *Assessment of the Professional Standard of Responsible Gambling Ambassadors* on page 42 of this report.

Part II: Evaluation of the Efficacy of Responsible Gambling Information Kiosk

1. Background

To understand usage of the kiosks, users' motivations for using the kiosks, their satisfaction level with the kiosks and the ambassadors, as well as the efficacy of arranging ambassadors to promote the kiosks, the ISCG conducted an evaluation focusing on the following three areas:

1) Kiosk usage - kiosks

- To assess the usage of the kiosks during the first three and a half months after they were installed in casinos.

2) Satisfaction level of the kiosk users - users

- To measure users' satisfaction level with the kiosks and the ambassadors.

3) Professional standard of the ambassadors - ambassadors

- To assess the professional standard of the ambassadors.

2. Kiosk Usage

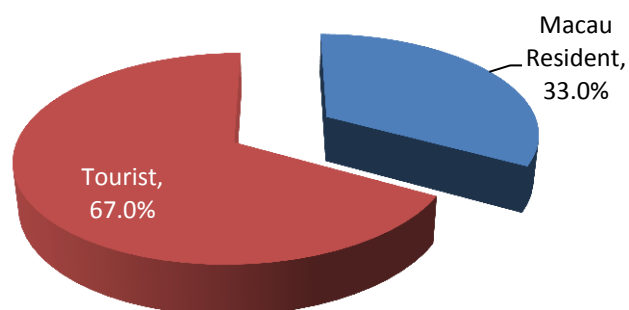
The aim of this assessment was to investigate the usage of the kiosks, including most viewed content, most used time periods and most used kiosk location, etc., in the first three and a half months after the kiosks were installed in casinos.

I Number of Logins to the Kiosks

From 17th December 2012 to 31st March 2013, the six kiosks recorded a total number of 6,435 login times, among which more than 60% (precisely 67.0%) were logged in by tourists (See Chart 1).

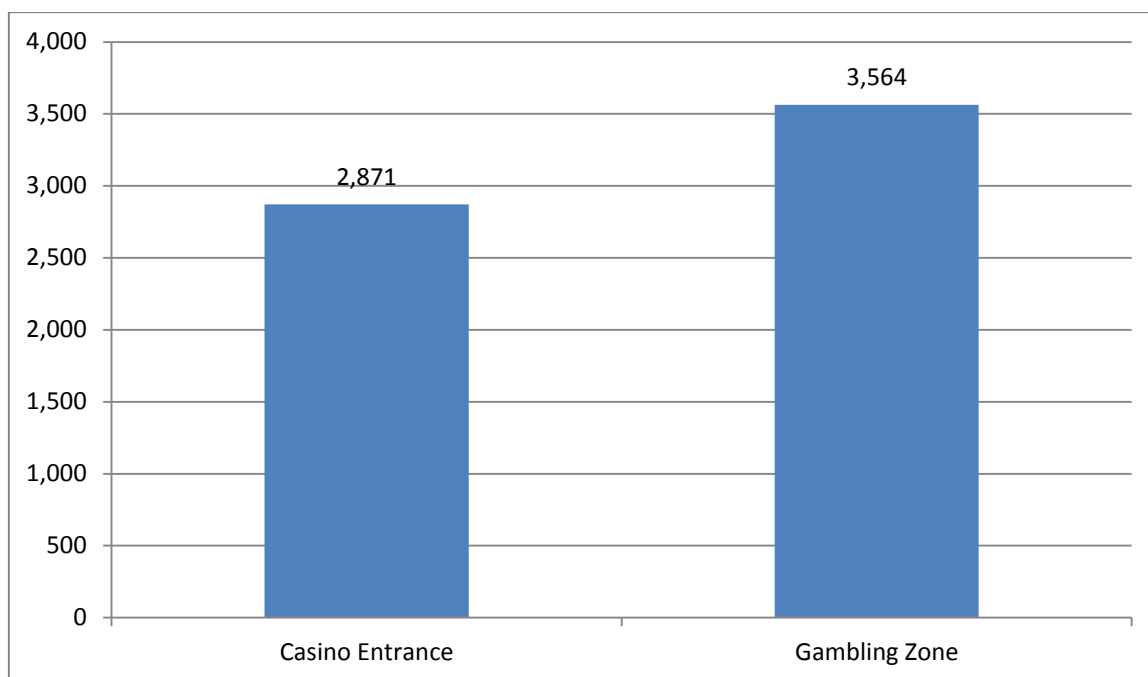
Chart 1. Kiosk Login Records

User Identity	Number of Logins to the Kiosks
Macao Resident	2,121
Tourist	4,314
Total	6,435



Among the six kiosks, three were installed at casino entrances, while the other three were located in the gambling zones. It was found that the three kiosks located in the gambling zones combined together accounted for a higher usage frequency (See Chart 2).

Chart 2. Kiosk Login Records in Different Places

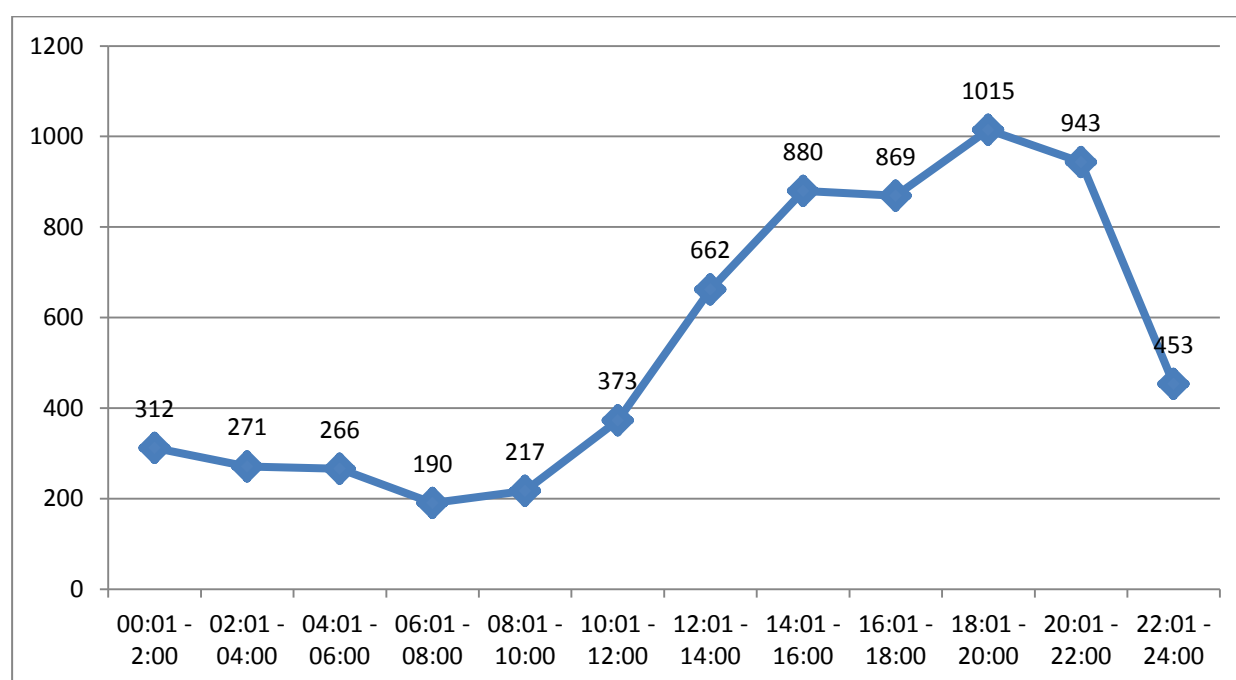


II Kiosk Usage at Different Times

Although the kiosks recorded 6,435 times of login, after a preliminary analysis of the data, it was found that some of the users had logged in to the kiosks for too long and some too short, which made it difficult to conduct an accurate analysis. Therefore, after eliminating records where users had logged in for a time too long and for a time too short, there were 3,631 valid login records, on which the analysis results presented below were based.

With 3,631 login records, it was found that the kiosks had the highest usage frequency between 2 pm and 10 pm. The peak hours of usage were from 6 pm to 8 pm. The kiosks recorded an average usage time of 4:53 minutes per user (See Chart 3).

Chart 3. Six Kiosks Login Records in Different Periods of Time



III Responsible Gambling Ambassador

To promote the use of the kiosks, the ISCG arranged “Responsible Gambling Ambassador” on site to help users access the kiosks. The ambassadors were on duty from 12 pm to 10 pm every day during the pilot test period and worked two-hour shifts.

During the three-and-a-half-month pilot test period, the six kiosks recorded 2,066 login times when ambassadors were on site promoting the use of the kiosks. This number was 1.4 times of that when there was no ambassador on site. In addition, the average number of logins per kiosk per work shift (every two hours) was 2.3 when there was an ambassador on site; this number was more than the double of the average number when there was no ambassador on site. Results showed that there was a higher number of logins when there was an ambassador on site to promote the kiosks (See Chart 4).

Chart 4. Kiosk Login Records: When Ambassador was On Site VS. When Ambassador was Not On Site

Total number of logins to the kiosks between 12 pm and 10 pm		Average number of logins per kiosk per work shift		
When ambassador was on site	When ambassador was not on site	When ambassador was on site	When ambassador was not on site	
Total	2,066	1,438	2.34	1.09

IV Number of Views of Responsible Gambling Information Kiosk Contents

There were mainly two types of contents on the kiosks: interactive contents and static contents. The former comprised a games and a prize quiz, while the latter were composed of four types of information, including *Help Services*, *Game Rules*, *Understanding Gambling* and *About Us* (the organisers).

Among the total number of views of the contents, the interactive part of the kiosks drew a 40.1% view rate, with the games receiving a 15.8% view rate and the prize quiz 24.3%. As for static contents, the information in *Understanding Gambling* drew a higher view rate (32.3%), with *House Edge* (4.0%) and *Gambling Addiction Assessment* (3.7%) being the most viewed contents in this category (See Chart 5).

Chart 5. Total Number of Views of kiosk Contents

Type of Contents	Module	Number of Views	Percentage (%)	
Interactive	Games	2,148	15.8	40.1
	Prize Quiz	3,307	24.3	
	Help Services	520	3.8	6.7
	Help Services – Apply for Exclusions	208	1.5	
	Help Services – Counselling Centres	182	1.3	
	Game Rules	940	6.9	16.3
	Game Rules – Blackjack	200	1.5	
	Game Rules – Baccarat	403	3.0	
	Game Rules – Lottery	72	0.5	
	Game Rules – Fan-tan	125	0.9	
	Game Rules – Sic Bo	193	1.4	
	Game Rules – Roulette	123	0.9	
	Game Rules – Greyhound Racing	88	0.6	
	Game Rules – Horse Racing	66	0.5	
Static	Understanding Gambling	2,037	15.0	32.3
	Understand Gambling – What is Gambling?	332	2.4	
	Understand Gambling – Responsible Gambling	381	2.8	
	Understand Gambling – House Edge	550	4.0	
	Understand Gambling – The Myths of Gambling	307	2.3	
	Understand Gambling – Understanding Problem Gambling	292	2.1	
	Understand Gambling – Gambling Addiction Assessment	501	3.7	
	About Us (the Organisers)	621	4.6	
Total		13,596	100.0	100.0

V Gambling Addiction Assessment

Through answering ten simple yes/ no questions, kiosk users could self-evaluate whether they had become addicted to gambling.

During the first phase of the pilot test, the kiosks recorded a total of 270 gambling addiction assessment requests. Among the 270 assessment results, 60.4% showed that the user was likely to have become a pathological gambler, while 12.6 % indicated the user showed a tendency towards gambling addiction, and 27.0% showed that the user was not addicted to gambling (See Chart 6).

Chart 6. Gambling Addiction Assessment

Gambling Addiction				
Level (Number of “yes” in the test)	Number of times	Percentage (%)	Percentage (%)	Assessment Result
0	31	11.5	27.0	Congratulations! You are not addicted to gambling!
1	19	7.0		
2	23	8.5		
3	16	5.9	12.6	You have the tendency to become addicted to gambling. You could have become a probable problem gambler.
4	18	6.7		
5	25	9.3	60.4	You could have become a probable pathological gambler. You are advised to seek help from problem gambling counseling centers as soon as possible.
6	25	9.3		
7	19	7.0		
8	17	6.3		
9	15	5.6		
10	62	23.0		

VI Games

The games on the kiosks were a simulation Sic Bo game, which would record every decision the user made when playing the game. The kiosk would also present a simple behaviour analysis report to the player according to the decisions s/he made during the game.

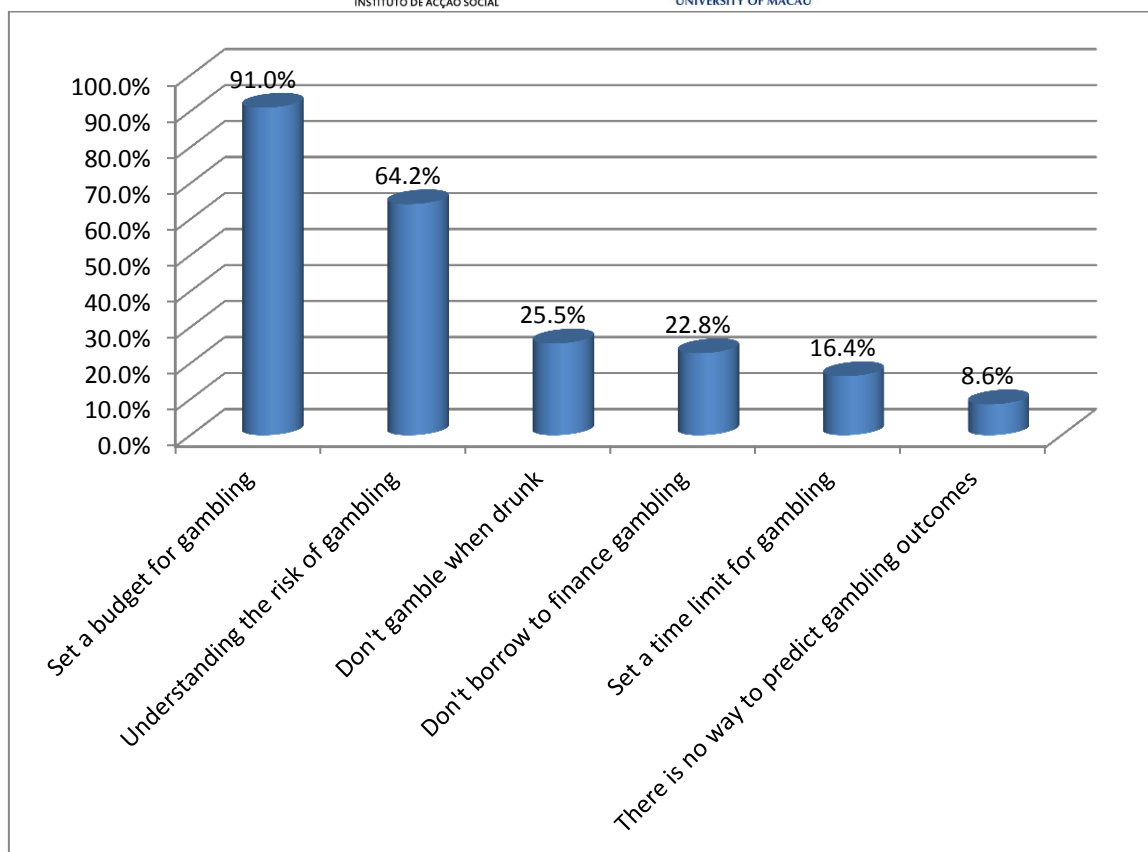
There were 1,103 playing records of the games¹, with an average playing time of 3:51 minutes. The six kiosks also printed out a total of 967 behaviour analysis reports. Among users' playing behaviours, betting more than \$100 each time had the highest frequency (91.0%), followed by refusing to know about house edge (64.2%). The strategy of looking for pattern of dice outcomes was the least occurred behaviour, representing only 8.6% (See Chart 7).

Chart 7. Playing Behaviours of Users

Behaviour of User	Suggestion/Tips for Users	Frequency	Percentage (%)
Bet more than \$100 each time²	Set a budget for gambling	881	91.0
Refuse to know about house edge	Understanding the risk of gambling	621	64.2
Ask for an alcoholic drink	Don't gambling when drunk	247	25.5
Borrow money	Don't borrow to finance gambling	220	22.8
Do not set a time limit	Set a time limit for gambling	159	16.4
Look for pattern of dice outcomes	There is no way to predict gambling outcomes	83	8.6

¹ There were initially 1,264 playing records of the Games. However, 161 (12.74%) of them lasted for less than 10 seconds, which were considered deviations and were ultimately eliminated for analysis.

² Users of the Games could choose to bet \$100, \$200, \$300, \$400 or \$500 each time. However, when the user bet more than \$100 (minimum bet), the kiosk would record this act and show it in the behavior analysis report.



VII Prize Quiz

Players would be asked to answer ten questions in each game when playing the prize quiz. Ten points would be awarded for each correct answer. There were two safe havens in the quiz - the 60-point question and the 80-point question. A player could get a full mark of 100 points if s/he answered the ten questions correctly.

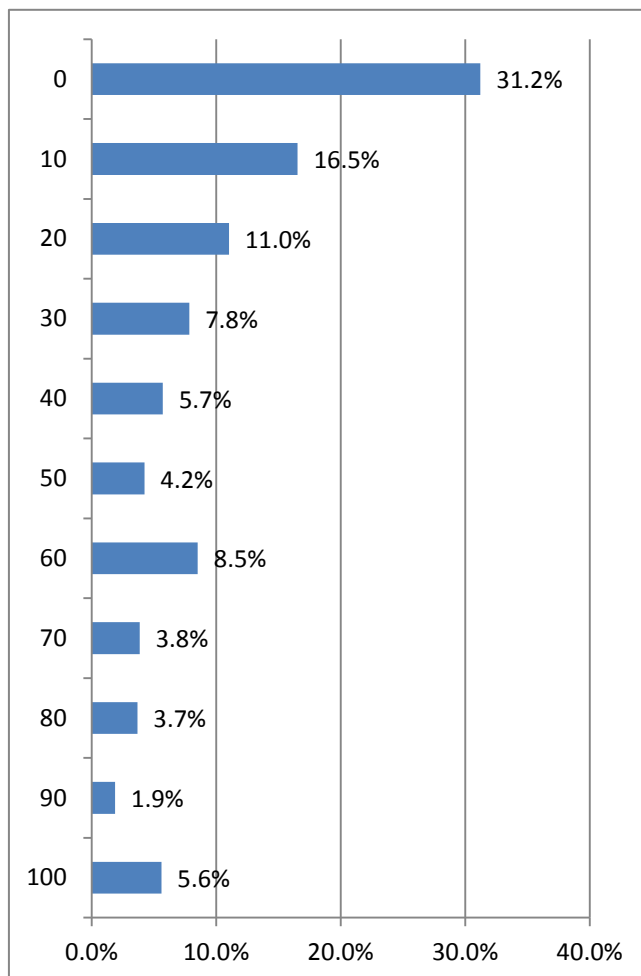
There were 6,237 playing records³ of the prize quiz during the pilot test. Although this number was higher than that of the games (1,103 times), the average playing time of the prize quiz (1:18 minutes) was shorter than that of the games (3:51 minutes) (See Chart 8). Besides, as the prize quiz received a total number of 3,307 views, according to the playing frequency, each prize quiz player had played the game two times on average.

It was found that only 23.5% of the prize quiz players successfully reached the safe havens (from the 60 point-question to the 100-point question); this percentage was even lower than that (31.2%) of the players who got no points in the quiz (See Chart 8).

³There were initially 6,435 playing records of the prize quiz. However, 322 (5%) of them lasted for less than 10 seconds, which were considered deviations and were ultimately eliminated for analysis.

Chart 8. Distribution of Points Scored in Prize Quiz

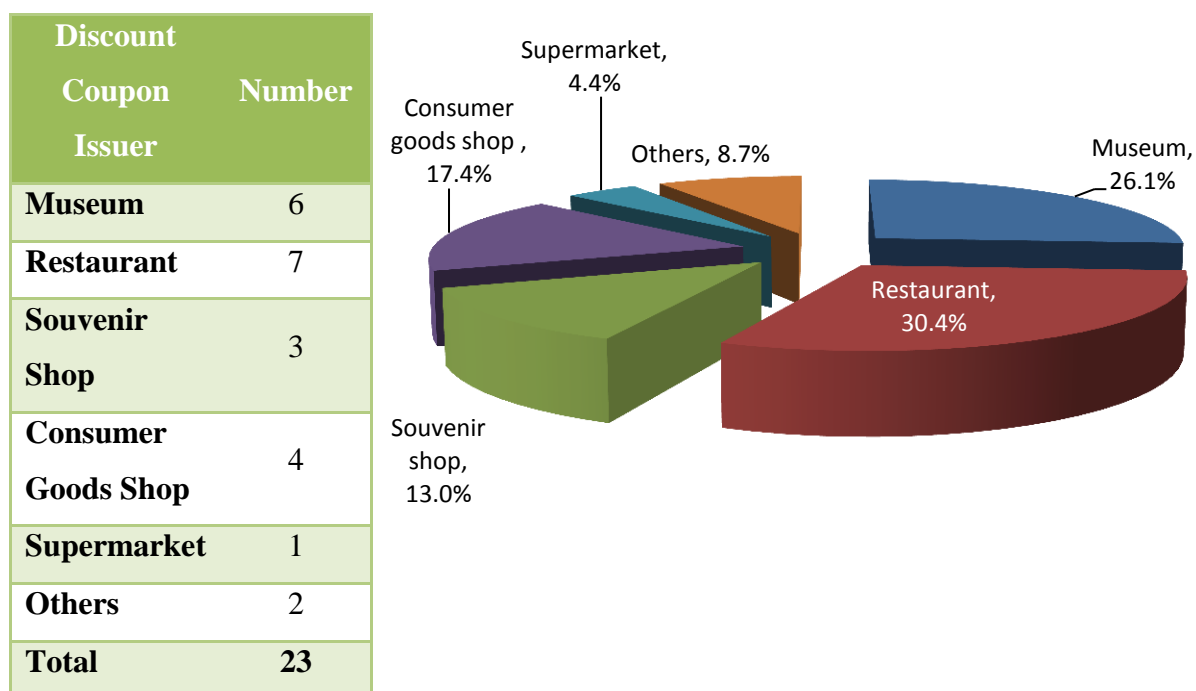
Points Scored in the Quiz	Frequency	Sub- total	Percentage (%)
0	1,958	4,800	76.5
10	1,037		
20	691		
30	491		
40	358		
50	265		
60	534	775	12.4
70	241		
80	230	347	5.5
90	117		
100	351	351	5.6
Total	6,273	6,273	100.0



VIII Discount Coupon

Chart 9 shows the organisation and businesses that offered discount coupons during the pilot test. 26.1% of the discount coupons were issued by museums.

Chart 9. Distribution of Discount Coupons by Issuer

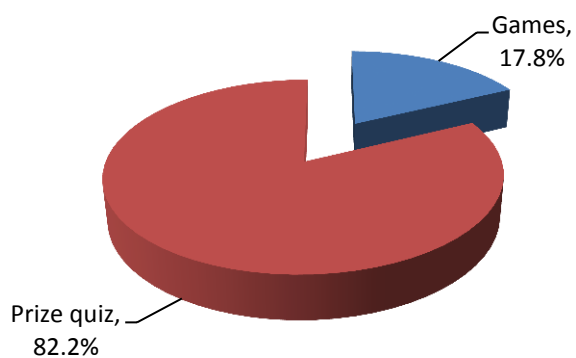


Discount coupons were issued to kiosk users for playing the games and the prize quiz. For players of the games, they would receive a discount coupon if they chose to print out the behaviour analysis report after the game finished. The distribution of coupons was at random, which means that players of the games were given no right to choose the coupons. As for players of the prize quiz, the number of the discount coupons they could receive was based on the points they scored in the quiz. For example, if a player got 60 points in the quiz, s/he would be rewarded with one discount coupon printed out from the kiosk, while an 80-point scorer would be rewarded with two discount coupons and a 100-point scorer with three discount coupons. Unlike games players who had no right to choose the coupons, players of the prize quiz could select the type of discount coupon they liked to receive.

During the pilot test, the six kiosks distributed a total of 1,297 discount coupons, among which 82.0% were distributed to players of the prize quiz (See Chart 10).

Chart 10. Distribution of Discount Coupons by Distribution Mode

Distribution Mode	Number of Discount Coupons Distributed
Games	231
Prize Quiz	1,066
Total	1,297



3. Satisfaction Survey of Kiosk Users

The major purposes of this survey were to understand why users accessed the kiosks, their satisfaction level with the kiosks and the ambassadors, as well as the efficacy of arranging ambassadors on site to promote the kiosks.

During January to March 2013, the ISCG sent ten trained interviewers from the University of Macau (hereinafter referred to as “UM”) to conduct the survey. They interviewed users who had just finished using kiosks between 12 pm and 7 pm every day during these three months.

In order to examine the efficacy of ambassadors promoting kiosks and assisting users in accessing kiosks, half of the questionnaires were conducted when ambassadors were on duty, and the remaining half were conducted when ambassadors were not on duty. On the other front, as the outlooks and locations of the six kiosks were different, the interviewers distributed an equal number of questionnaires at each kiosk site in order to achieve an even representation of all kiosks. As a result, thirty six valid questionnaires were collected at each kiosk site. In other words, a total of 216 valid questionnaires were collected for this survey.

I. Background Information of Respondents

The majority of the respondents of this survey was female (56.5%); aged between 21 and 29 (41.2%); completed college or above education (64.8%); came from Mainland China (66.7%) (See Figures 11 to 14).

Chart 11. Distribution of Respondents by Gender

Gender	Frequency
Male	94
Female	122
Total	216

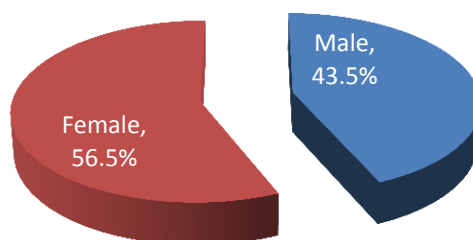


Chart 12. Distribution of Respondents by Age Group

Age Group	Frequency
21- 29	89
30- 39	55
40-49	42
50- 59	21
60 or above	6
Refuse to Answer	3
Total	216

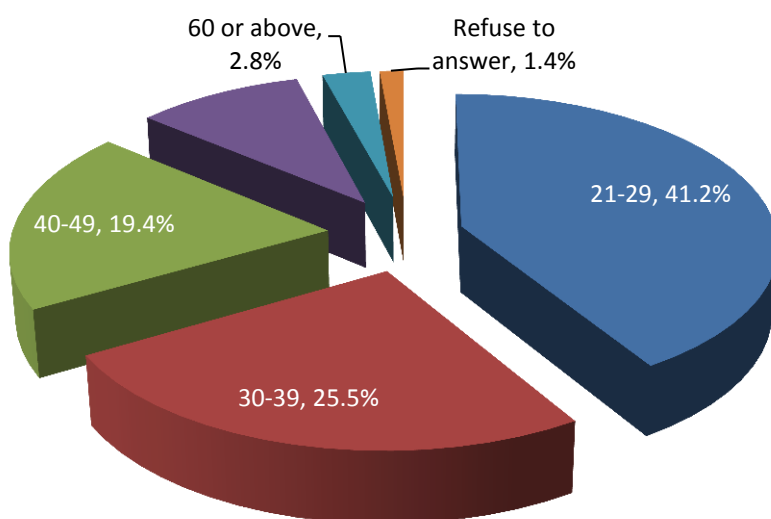


Chart 13. Distribution of Respondents by Education Level

Education Level	Frequency
Kindergarten/ Primary	5
Junior Secondary (F.1 to F.3)	34
Senior Secondary (F.4 to F.6/ Technical Institute)	31
College (Non-Degree)	57
University or Above (Master/Ph.D. Included)	83
Refuse to Answer	6
Total	216

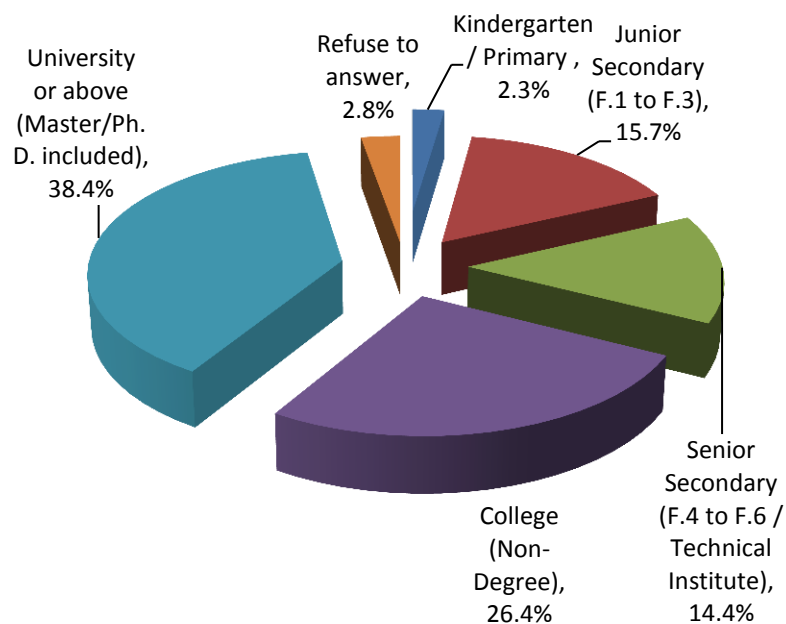
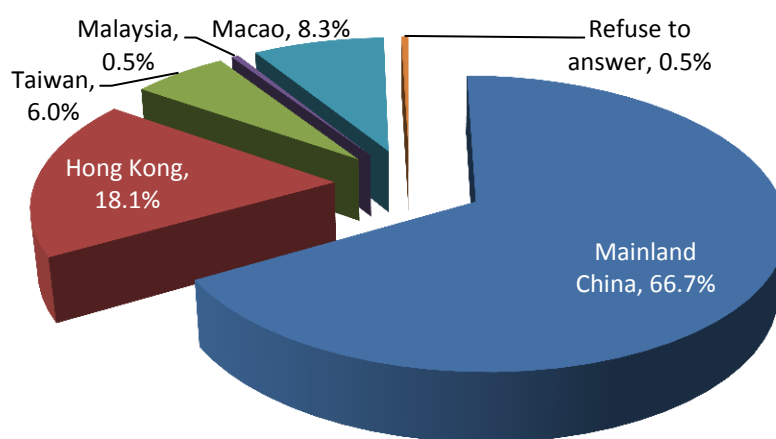


Chart 14. Distribution of Respondents by Place of Origin

Place of Origin	Frequency
Mainland China	144
Hong Kong	39
Taiwan	13
Malaysia	1
Macao	18
Refuse to answer	1
Total	216

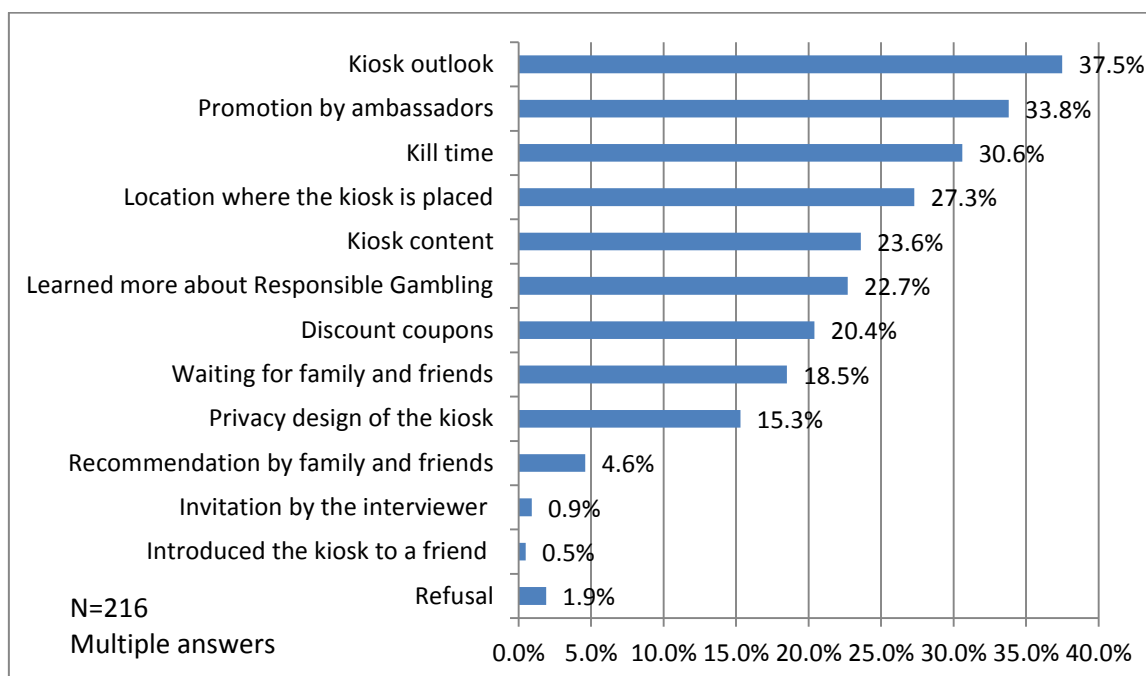


II. Reasons for Using the Kiosks

Among the 216 respondents, 215 claimed that it was their first time to access the kiosks. They accessed the kiosks mainly because they regarded the outlooks of the kiosks as attractive (37.5%); ambassadors promoted the use of the kiosks (33.8%); kill time (30.6%). 4.6% of the respondents accessed the kiosks as a result of friend's recommendation. There were nearly 40% (precisely 39.3%) of respondents using the kiosks out of other people's recommendation, including recommendation from ambassadors and UM interviewers (See Chart 15).

One out of the 216 respondents indicated that it was his second time to use the kiosk. During the interview, his was introducing the kiosk to his friend.

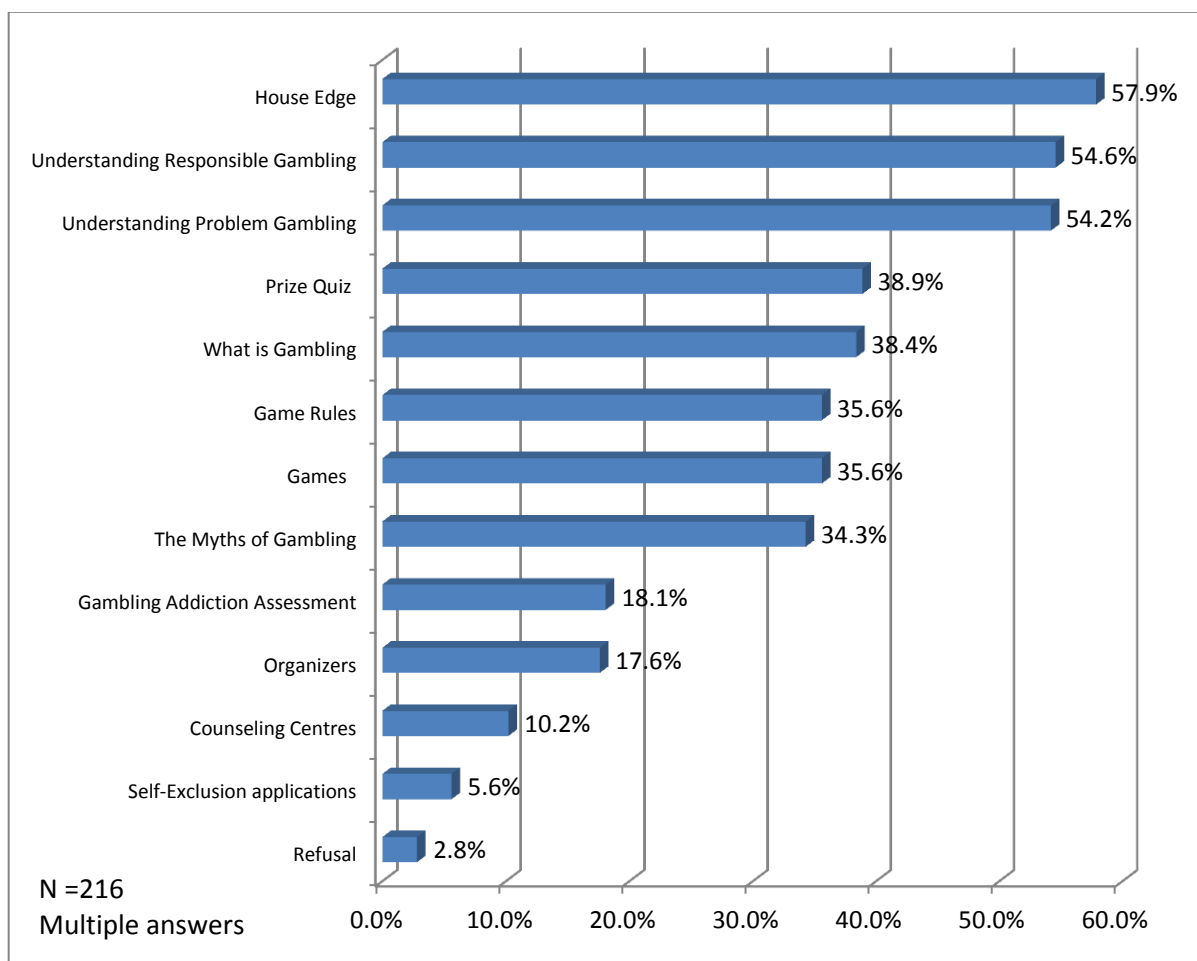
Chart 15. Reasons for Using the Kiosks (%)



III. Contents Browsed by Respondents on the Kiosks

Respondents had mainly browsed the contents of *House Edge* (57.9%), *Understanding Responsible Gambling* (54.6%), and *Understanding Problem Gambling* (54.2%) on the kiosks. Over half of the respondents had browsed the above-mentioned contents. (See Chart 16).

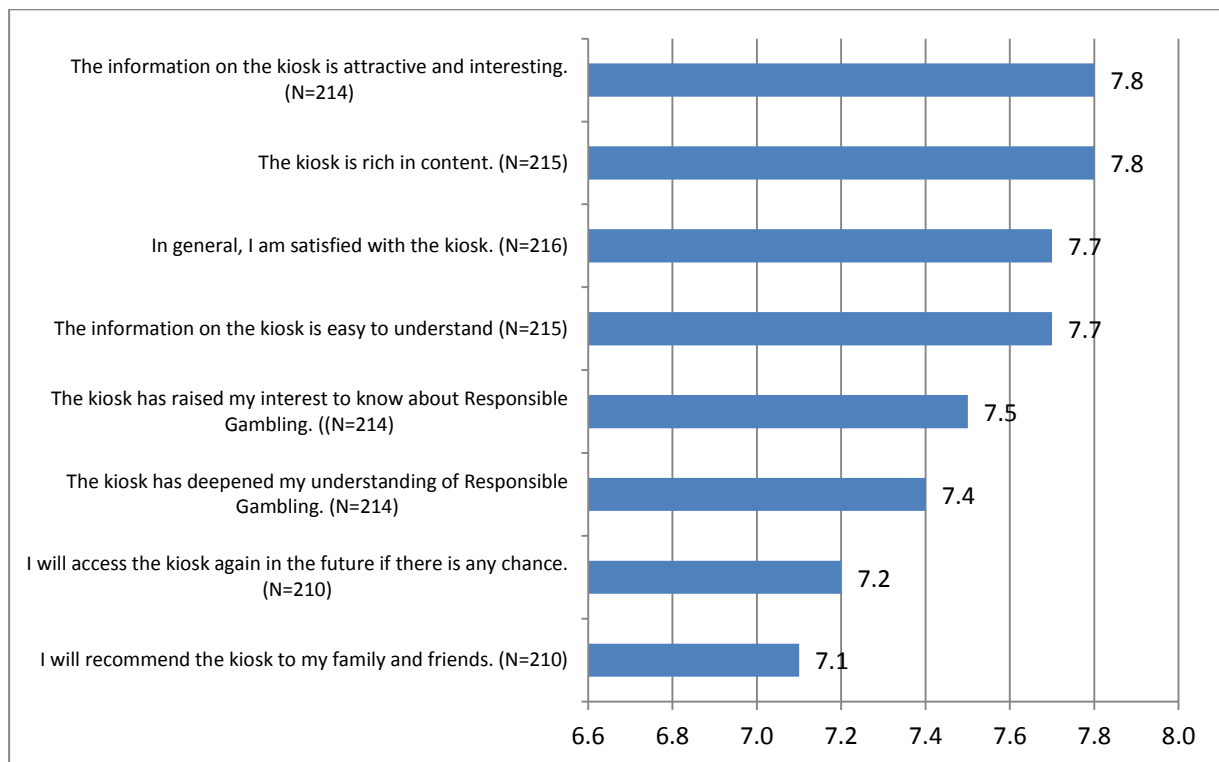
Chart 16. Contents Browsed by Respondents on the Kiosk (%)



IV. User Satisfaction with the Kiosks

Respondents generally felt positive about the kiosk. They were asked to specify their level of agreement with regard to statements about the kiosk. Their agreement level was measured on a 10-point scale, with 0 representing “totally disagree” and 10 “totally agree”. Respondents generally agreed with the contents of the kiosk, that the kiosks had raised their interest to know about Responsible Gambling, as well as had deepened their understanding of this concept (respective statements scored over 7). Respondents most agreed that the kiosk’s contents were attractive and interesting (7.8) and it was rich in content (7.8) (See Chart 17).

Chart 17. User Satisfaction with the Kiosks (Mean)

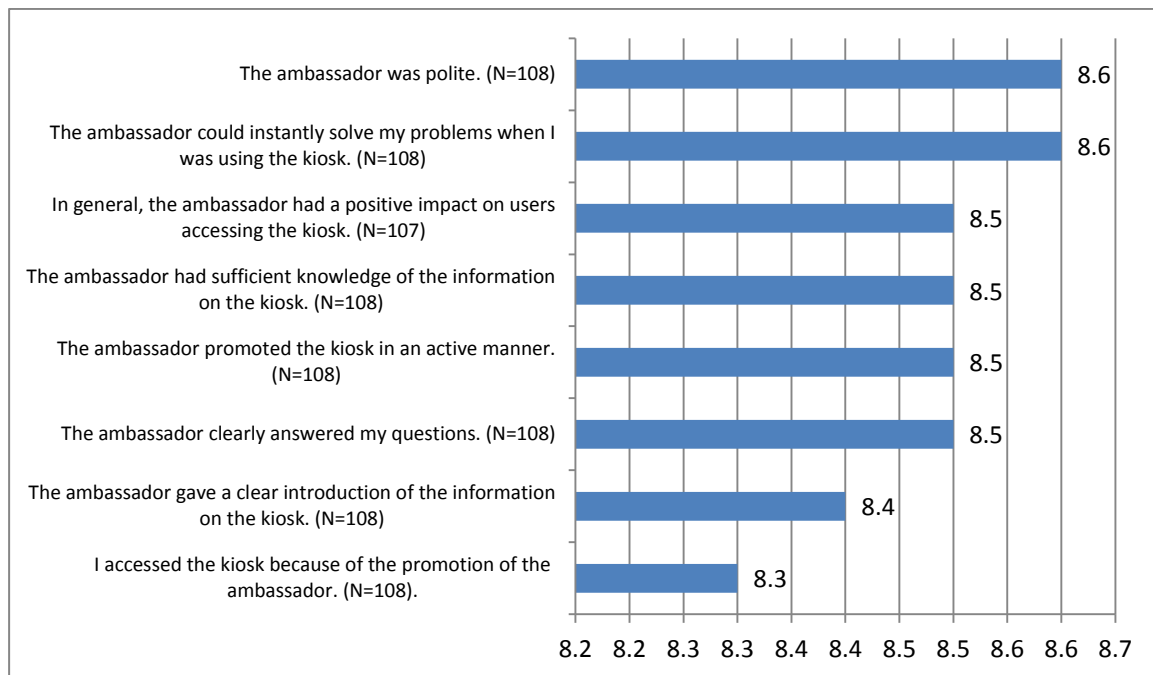


User Satisfaction with the Kiosk	Mean	Standard Deviation	Median	Mode
The information on the kiosk is attractive and interesting. (N =214)	7.8	1.5	8.0	8.0
The kiosk is rich in content. (N=215)	7.8	1.5	8.0	8.0
In general, I am satisfied with the kiosk. (N =216)	7.7	1.5	8.0	8.0
The information on the kiosk is easy to understand. (N =215)	7.7	1.6	8.0	8.0
The kiosk has raised my interest to know about Responsible Gambling. (N =214)	7.5	1.6	8.0	8.0
The kiosk has deepened my understanding of Responsible Gambling. (N =214)	7.4	1.6	7.0	7.0
I will access the kiosk again in the future if there is any chance. (N =210)	7.2	2.2	8.0	8.0
I will recommend the kiosk to my family and friends. (N =210)	7.1	2.2	8.0	8.0

V. User Satisfaction with Ambassadors

Out of the 216 respondents, half of them (108 respondents) were using the kiosks in the presence of an ambassador. They were generally satisfied with the assistance provided by the ambassadors. In order to measure respondents' satisfaction with the ambassadors, they were asked to specify their level of agreement for statements about the ambassadors. The agreement level was measured on a 10-point scale, with 0 representing "totally disagree" and 10 "totally agree". All statements describing ambassadors' performance scored over 8 points. Respondents were most satisfied with ambassadors' polite attitude (8.6) and ambassadors' promptness in providing solutions to the problems they encountered (8.6) (See Chart 18).

Chart 18. User Satisfaction with Ambassadors (Mean)



User Satisfaction with Ambassadors	Mean	Standard Deviation	Median	Mode
The ambassador was polite. (N=108)	8.6	1.1	9.0	8.0
The ambassador could instantly solve my problems when I was using the kiosk. (N=108)	8.6	1.1	8.0	8.0
In general, the ambassador had a positive impact on users accessing the kiosk. (N=107)	8.5	1.0	8.0	8.0
The ambassador had sufficient knowledge of the information on the kiosk. (N =108)	8.5	1.0	8.0	8.0
The ambassador promoted the kiosk in an active manner. (N=108)	8.5	1.1	8.0	8.0
The ambassador clearly answered my questions. (N =108)	8.5	1.1	8.0	8.0
The ambassador gave a clear introduction of the information on the kiosk. (N=108)	8.4	1.2	8.0	8.0
I accessed the kiosk because of the promotion of the ambassador. (N=108)	8.3	1.7	8.0	8.0

VI. Impact of the Ambassadors

Although the assistance provided by the ambassadors was well-recognized by the respondents, the ambassadors failed to prompt them to browse further information on the kiosks. Whether an ambassador was on site or not, the average number of information items that users had browsed on the kiosks was 4. Moreover, there was no significant difference between these two groups of user with respect to information browsed on the kiosks and satisfaction with the kiosks. Nevertheless, respondents who accessed the kiosks in the presence of an ambassador tended to show a higher degree of satisfaction with the kiosks in general, in that they were not only willing to access the kiosks again but would also like to recommend the kiosks to their family and friends (See Figures 19-20).

Chart 19. Impact of Ambassadors on Respondents Accessing the Kiosks (%)

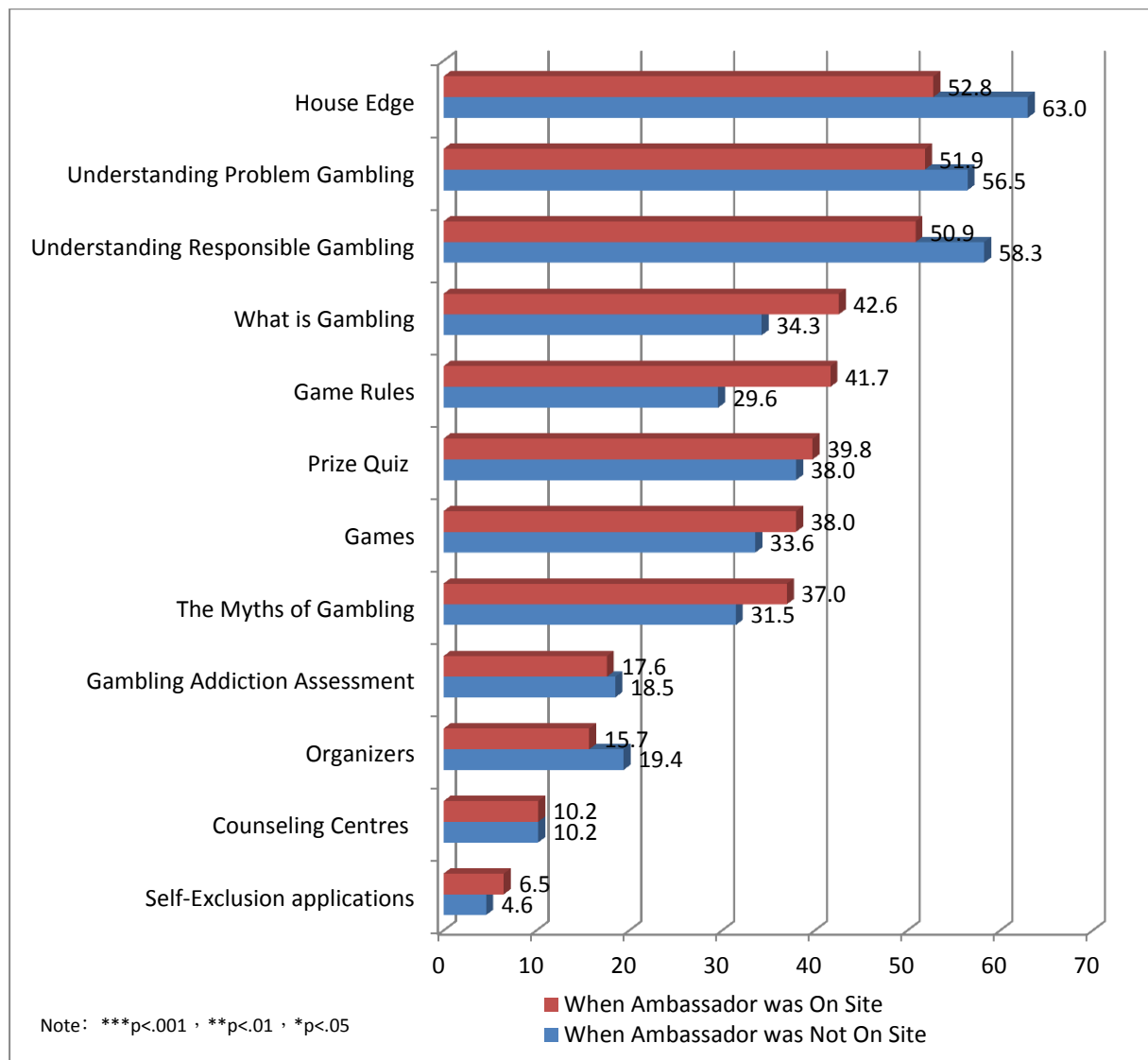
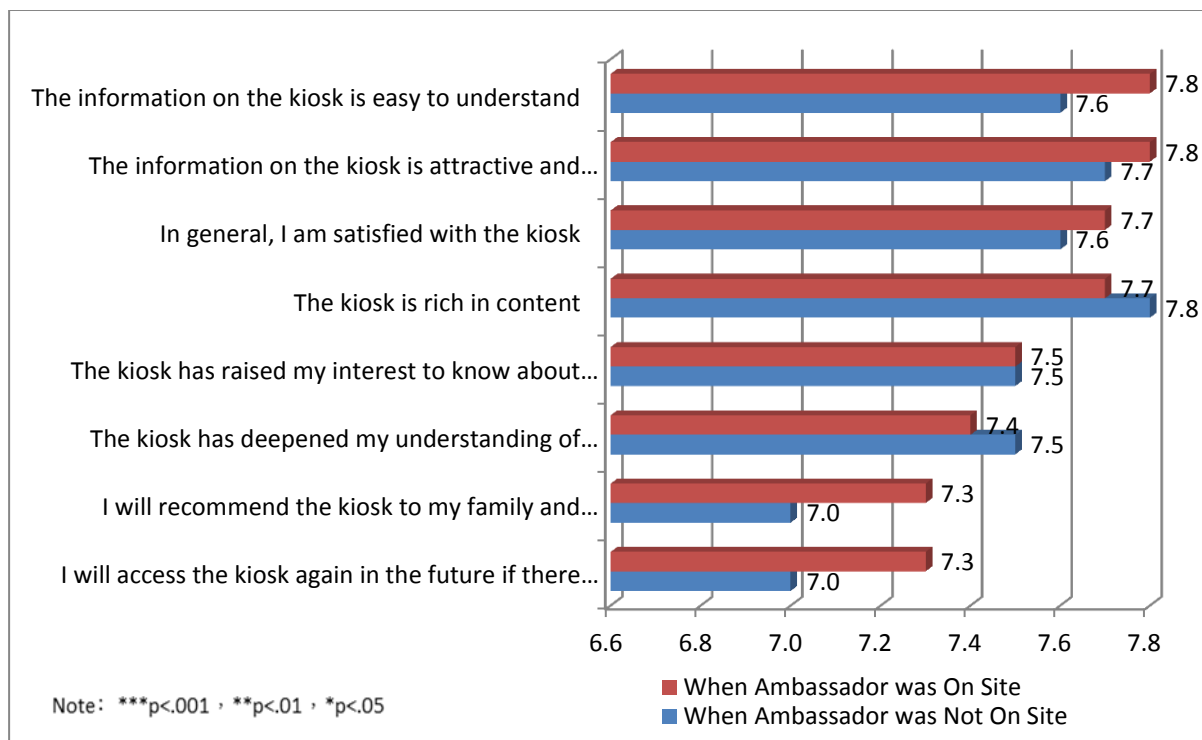


Chart 20. Impact of Ambassadors on User Satisfaction with the Kiosk (Mean)



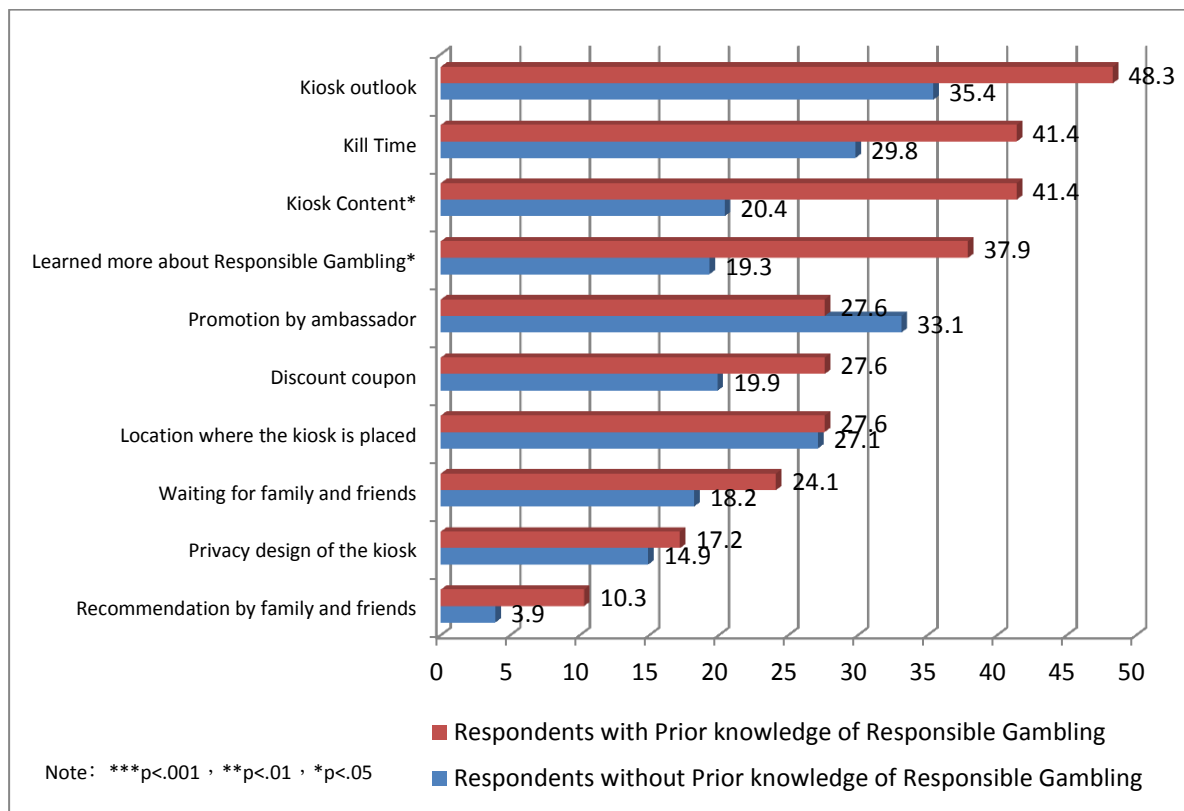
VII. Comparison between Respondents with Prior Knowledge of Responsible Gambling and Respondents without Prior Knowledge of It

Out of the 216 respondents, 29 of them (13.4%) had heard about responsible gambling before they accessed the kiosks, whereas 181 of them (83.8%) had never heard about it and the remaining 6 respondents (2.8%) refused to reveal if they had heard about this concept.

Whether respondents had heard about Responsible Gambling or not, it was possible that they accessed the kiosks out of different reasons and the information that they chose to browse might not be the same either, with the result that they might have different opinions about the kiosks. For this reason, the survey team conducted a comparison between these two groups of respondents, and found that the average number of items browsed by those who had heard about Responsible Gambling was 5.1, whilst the average number was 3.9 for those who had no prior knowledge of this concept. Although the former group read more items on the kiosks, there was no significant difference between these two groups from the perspective of statistics.

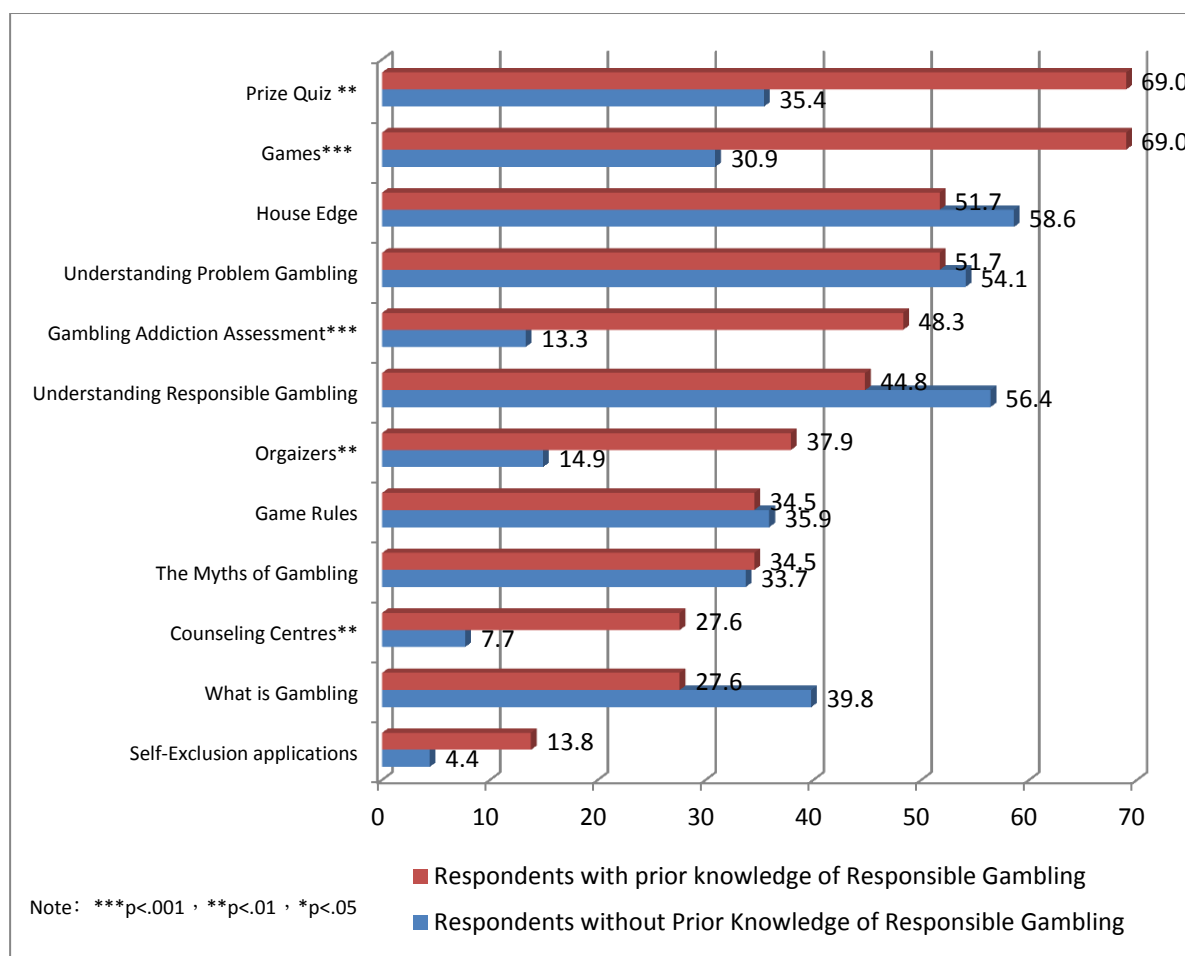
Moreover, the data showed that respondents who had prior knowledge of Responsible Gambling had more reasons to access the kiosks than those without prior knowledge of this concept. In terms of statistics, the former group obviously showed a greater interest to know about the information on the kiosks and to find out more about Responsible Gambling (See Chart 21).

Chart 21. Reasons for Accessing the Kiosks: Respondents with Prior Knowledge of Responsible Gambling VS. Respondents without Prior Knowledge of Responsible Gambling (%)



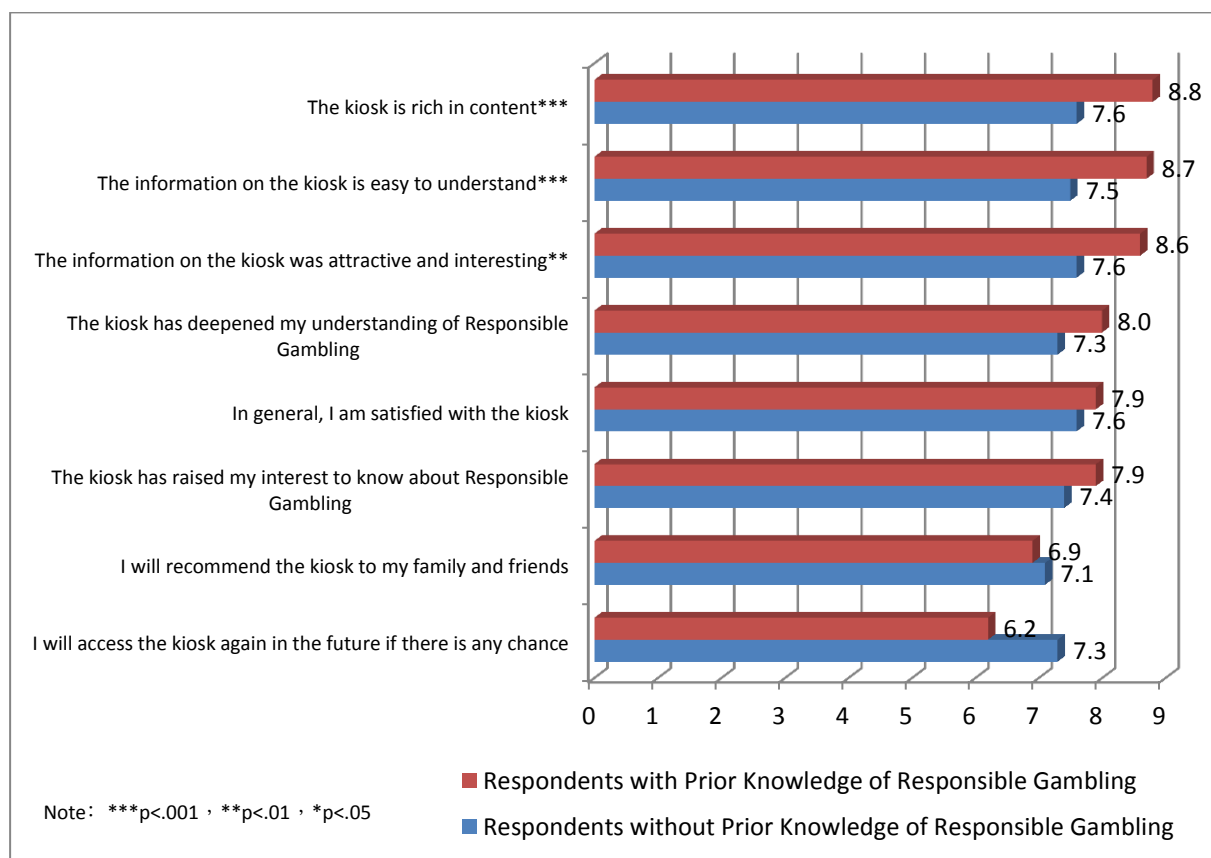
Among all the information items on the kiosks, respondents with prior knowledge of Responsible Gambling showed a significantly higher frequency of viewing contents of *Games*, *Gambling Addiction Assessment*, *Prize Quiz*, *Counseling Centers*, and *Organizers* (See Chart 22).

Chart 22. Items Browsed on the Kiosks: Respondents with Prior knowledge of Responsible Gambling VS. Respondents without Prior Knowledge of Responsible Gambling (%)



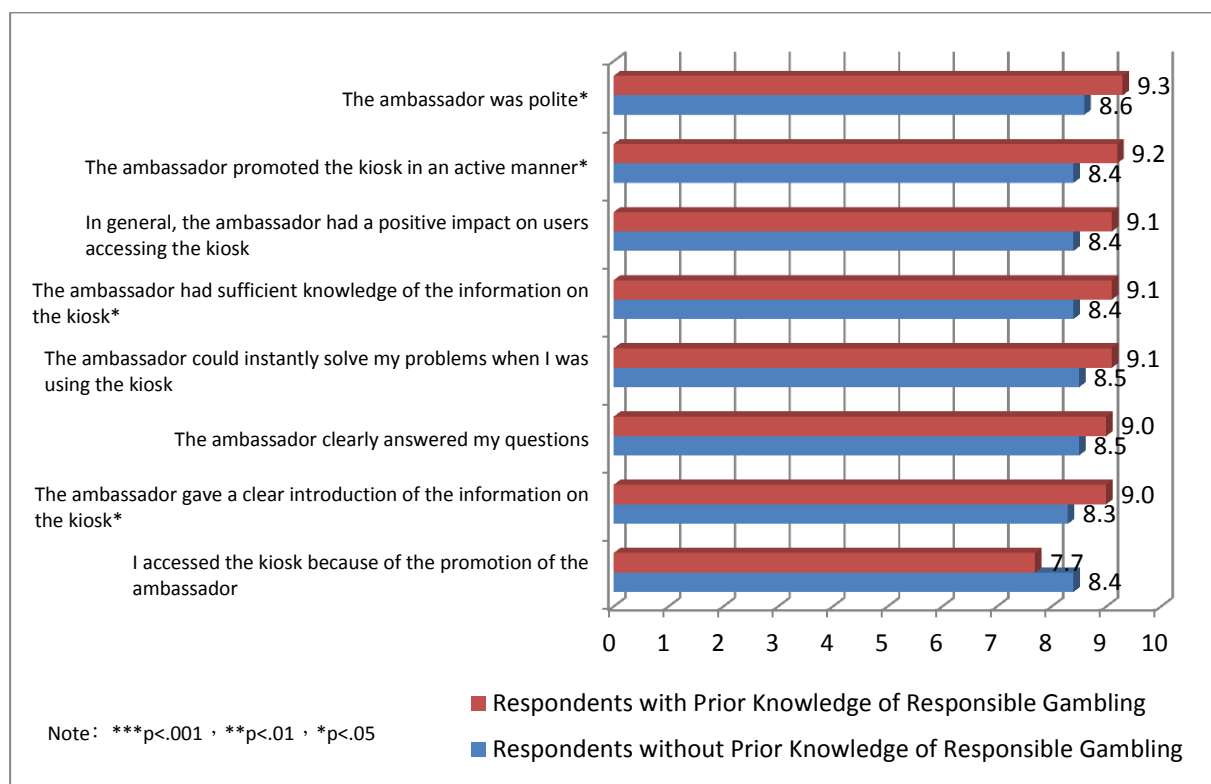
When it comes to how they felt about the kiosks, respondents with prior knowledge of Responsible Gambling seemed to show a higher degree of satisfaction with the kiosks, in that they particularly agreed that the kiosk was rich in content; the information on the kiosk was easy to understand; the information on the kiosk was attractive and interesting. The data showed that the kiosk played a certain role in acting as a supplementary teaching material of Responsible Gambling (See Chart 23).

Chart 23. User Satisfaction with the Kiosks: Respondents with Prior Knowledge of Responsible Gambling VS. Respondents without Prior Knowledge of Responsible Gambling (Mean)



With respect to their satisfaction with the ambassadors, respondents with prior knowledge of Responsible Gambling seemed to show a higher degree of satisfaction with the ambassadors, in that they especially agreed that the ambassadors were polite; the ambassadors promoted the kiosks in an active manner; the ambassadors had sufficient knowledge of the information on the kiosks; the ambassadors gave a clear introduction of the information on the kiosks; the ambassadors had a positive function on users accessing the kiosks (See Chart 24).

Chart 24. User Satisfaction with Ambassadors: Respondents with Prior Knowledge of Responsible Gambling VS. Respondents without Prior Knowledge of Responsible Gambling (Mean)



VIII. Comparison between Gamblers and Non-gamblers

According to the survey, 68.5% of the respondents had participated in gambling activities in the past 12 months (considered as gamblers), 28.7% had not joined any gambling activities in the same period (considered as non-gamblers), and the remaining 2.8% refused to reveal whether they had done so or not.

In order to investigate if gamblers held a different opinion from non-gamblers about the kiosks, the survey team conducted a comparison between these groups of respondents. Results showed that there was no major difference in their reasons for accessing the kiosks, the information items browsed, their satisfaction with the kiosks and the ambassadors. However, gamblers showed a higher degree of satisfaction with the kiosks than non-gamblers did, whereas non-gamblers showed a higher degree of satisfaction with the ambassadors (See Figures 25-28).

Chart 25. Reasons for Accessing the Kiosks: Gamblers VS. Non-gamblers (%)

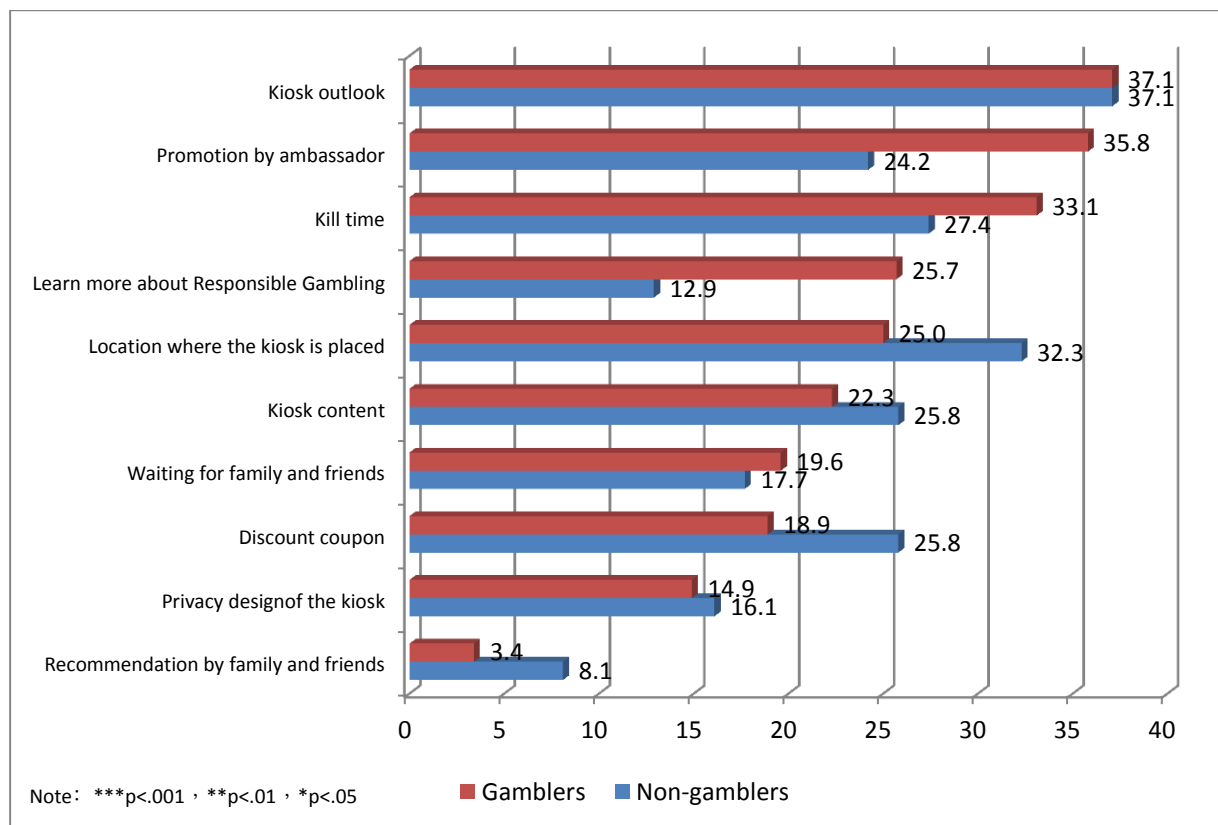


Chart 26. Items Browsed on the Kiosks: Gamblers VS. Non-gamblers (%)

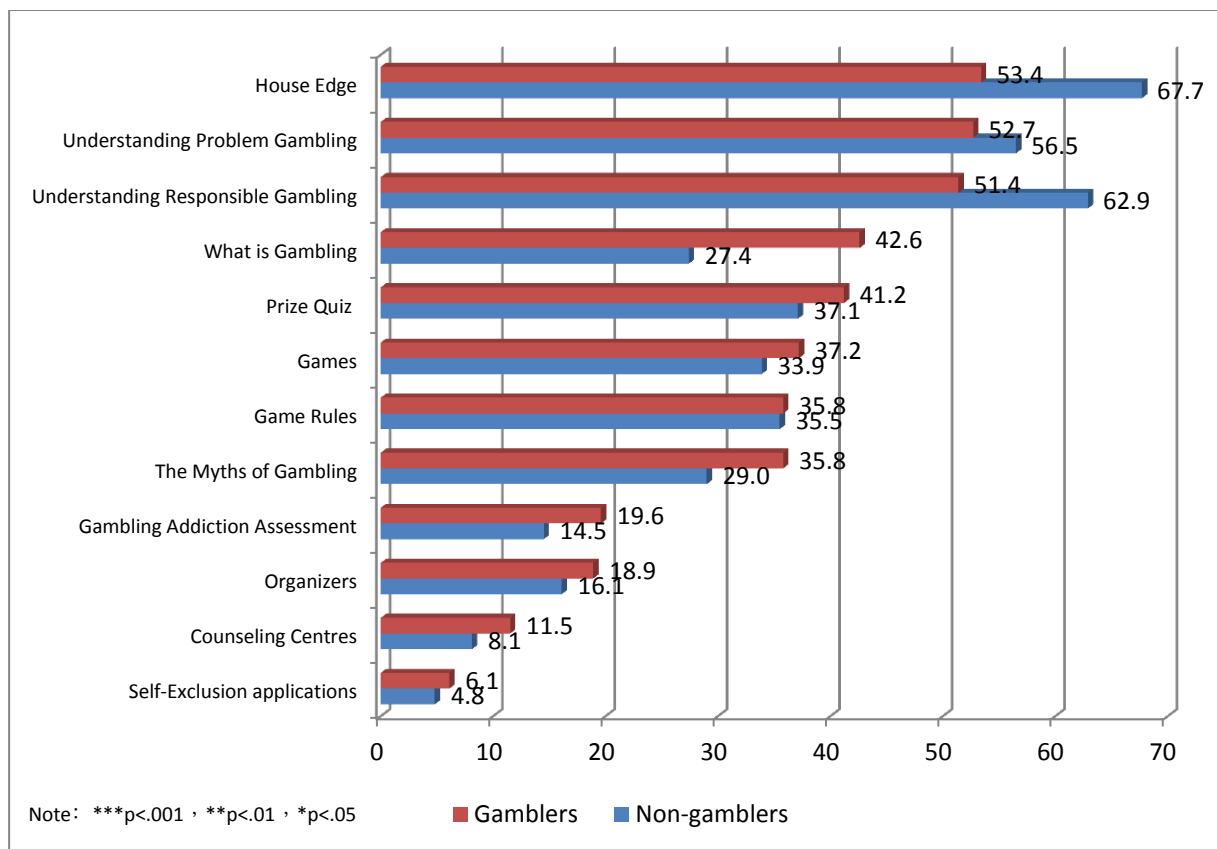


Chart 27. User Satisfaction with the Kiosks: Gamblers VS. Non-gamblers (Mean)

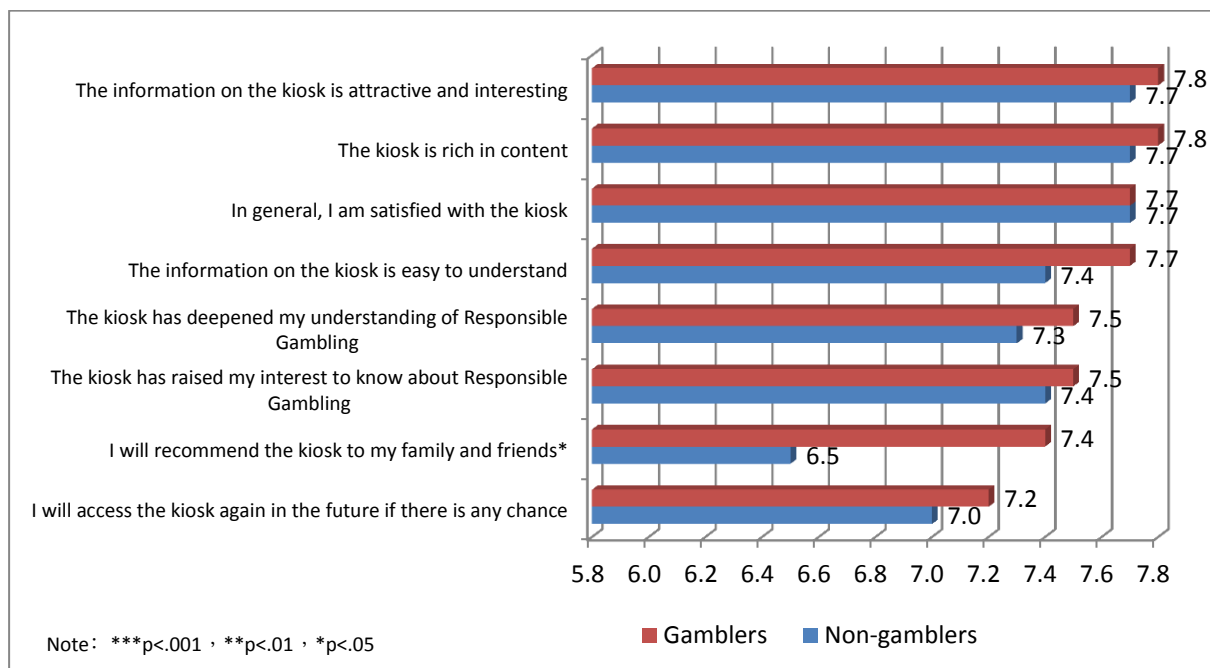
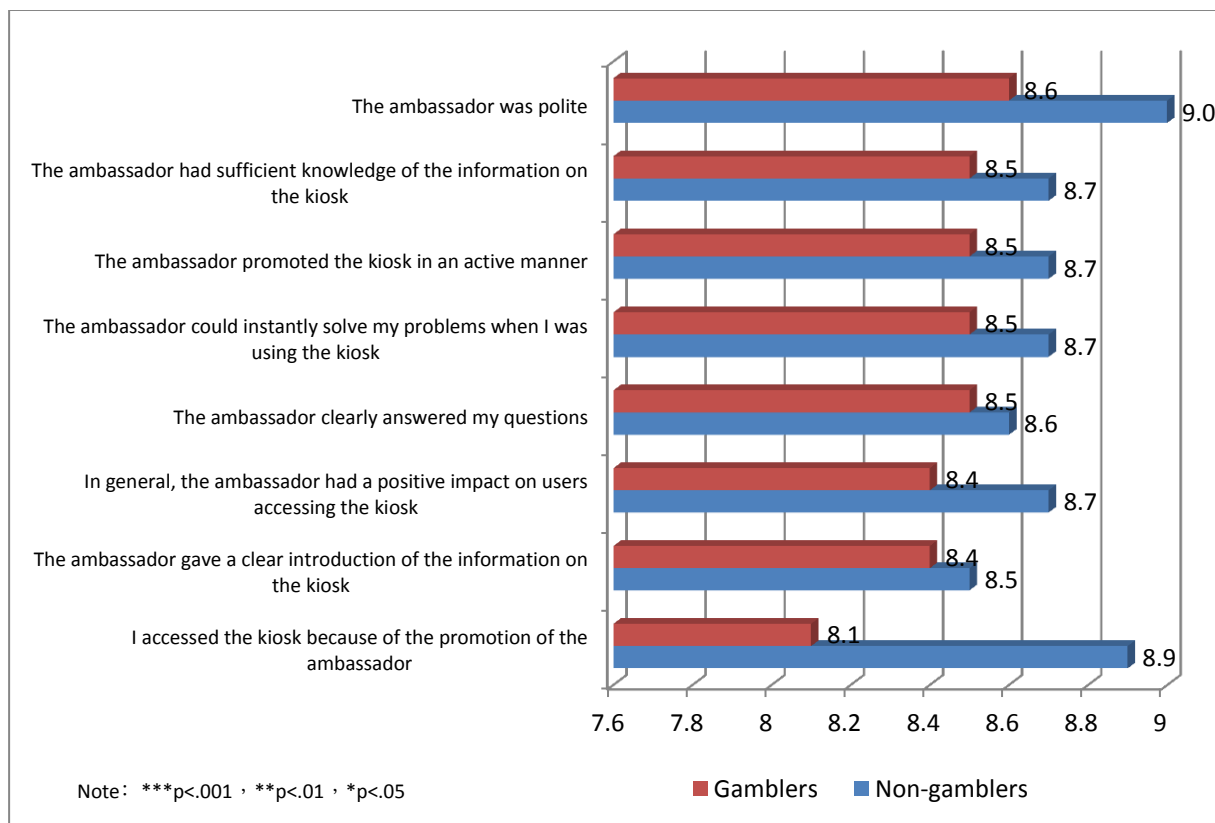


Chart 28. User Satisfaction with the Ambassadors: Gamblers VS. Non-gamblers (Mean)



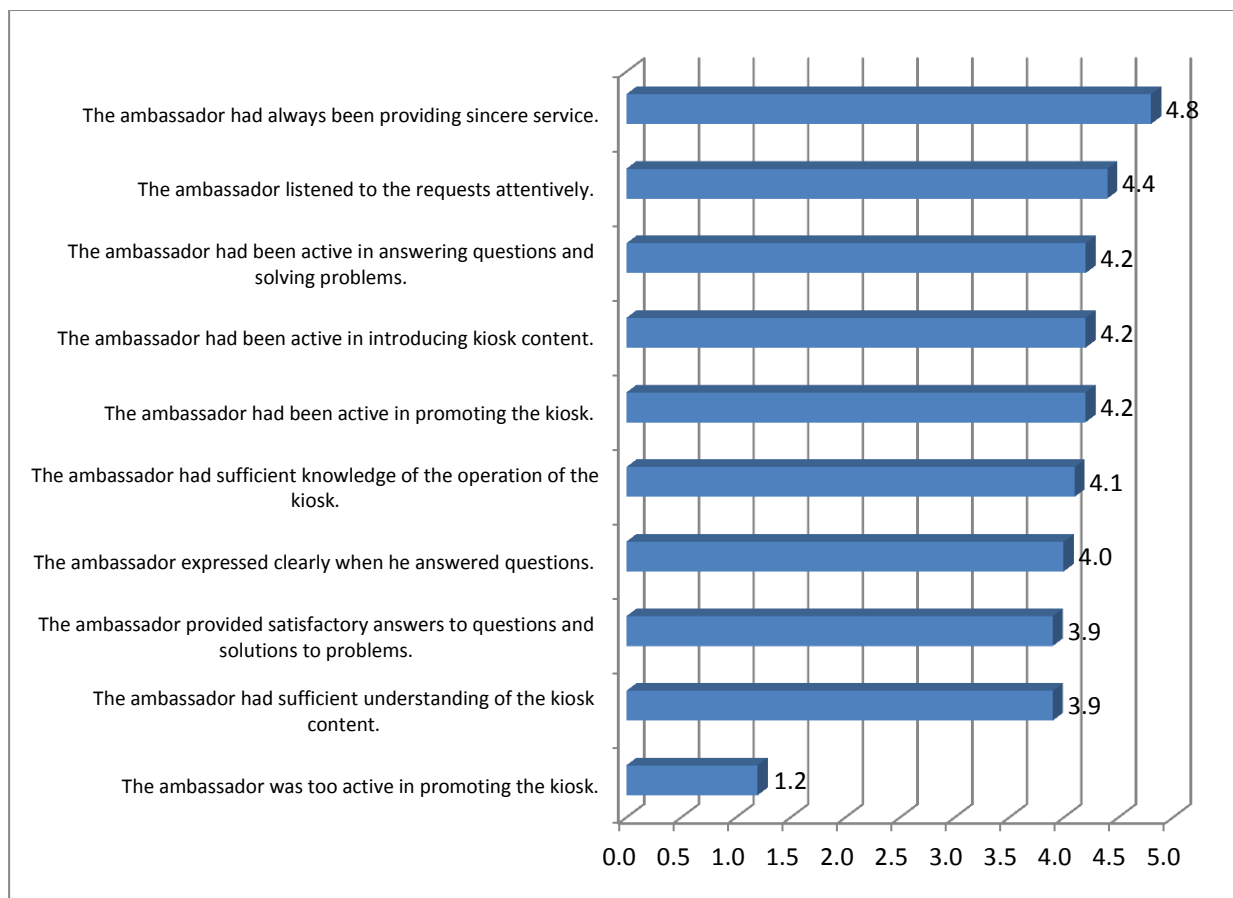
4. Assessment of the Professional Standard of the Ambassadors

The aim of the assessment was mainly to measure the professional standard of the ambassadors, in other words, the adequacy of their knowledge of the kiosks, their skillfulness in operating the kiosks, their problem-solving ability, and their attitudes when promoting the kiosks.

The ISCG sent two UM students, under the guise of customers, to carry out the assessment during January to March 2013 between 12 pm and 8:30 pm. A total of 18 ambassadors were assessed for their professional standard.

Results showed that out of the 18 ambassadors, 17 reported for their duties on time and had put on the Responsible Gambling windbreakers and ambassador badges while on duty. One ambassador was absent from work without giving early notice, who was subsequently disqualified as an ambassador. Besides, the ambassadors reached an acceptable level in all professional standard indicators. The data showed that the ambassadors had gained recognition from both mystery customers and real users (See Chart 29).

Chart 29. Assessment of Ambassadors by Mystery Customers (Mean)



5. Conclusion

The data showed that the launch of the kiosks had achieved initial success. Users generally felt satisfied with the kiosks; agreed that the information on the kiosks was rich and interesting, which had aroused their interest to know about Responsible Gambling and had helped them understand this concept. Meanwhile, it was found that the kiosk had played a certain role in acting as a supplementary teaching material of Responsible Gambling.

On the other front, the ambassadors had a positive impact on the promotion of the kiosks. Firstly, there was a higher login frequency to the kiosks when an ambassador was on site. Secondly, the promotion by the ambassadors was found to be the second major driving force for the respondents to access the kiosks. As for respondents who did not have prior knowledge of Responsible Gambling, ambassadors played a vital role in prompting them to access the kiosks. Thirdly, kiosk users, in general, found the assistance provided by ambassadors satisfactory. Compared to users who accessed the kiosk without the presence of an ambassador, it was found that those who accessed the kiosks when an ambassador was on site showed a higher degree of satisfaction with the kiosk.

Lastly, the simplified Chinese version of the kiosks was added to the traditional Chinese edition in mid-February 2013, and the English version was also added in March of the same year.