The 15th International Conference on Gambling & Risk Taking

The world’s first and finest gambling conference.

May 27-31, 2013
Caesars Palace, Las Vegas
IGT is a proud sponsor of the 15th International Conference on Gambling and Risk Taking. We look forward to working with our peers to strengthen the gaming industry.
Knowledge
Expertise
Global Vision

Macao Polytechnic Institute
http://www.ipm.edu.mo
Acknowledgements:

We would like to express a special thank you to all of those individuals who have helped make this conference happen. Our “founding father,” Dr. Bill Eadington, built a very special collective in what is now an international field, and our collaborative efforts reflect his pioneering spirit.

In particular, we wish to acknowledge the important contributions of the following people:

Program Co-Chairs:
William R. Eadington
Bo J. Bernhard
David G. Schwartz

Conference Organizing Committee:
Brett Abarbanel
Bo J. Bernhard
Robyn Hadden
Darren Heyman
Katherine Jackson
Nakia Jackson-Hale
Kristin Malek
Cheryl Olson
David G. Schwartz

From Caesars Palace:
Jan Jones
Karlos LaSane

And an extra special thank you to Judy Cornelius, who always answered our questions even after her retirement!

Associate Sponsors:
Asia Pacific Association for Gambling Studies, Macau
Alberta Gambling Research Institute, Canada
Center for Gaming Research, University of Nevada, Las Vegas
Center for Policy Analysis, University of Massachusetts, Dartmouth
Centre for Risk Research, United Kingdom
European Association for the Study of Gambling, the Netherlands
First Nations University of Canada
Gambling & Addictions Research Centre, National Institute for Public Health & Mental Health Research, New Zealand
National Association for Gambling Studies, Australia
National Center for Responsible Gaming, Washington DC
National Council on Problem Gambling, Washington DC
Sycuan Institute on Tribal Gaming, California
The Finnish Foundation for Gaming Research

Media Sponsors:
Casino Enterprise Management
Global Gaming Business

Technology Sponsor:
Turning Technologies

Continuing Education Units and Continuing Legal Education
Selected sessions will be available for CEUs and CLEs. Please check at the registration desk for further details.
The 15th International Conference on Gambling and Risk-Taking
May 27-31, 2013
Caesars Palace, Las Vegas

Co-hosted by the Institute for the Study of Gambling & Commercial Gaming, University of Nevada, Reno, and the International Gaming Institute, University of Nevada, Las Vegas
Monday, May 27

7:30 pm – 9:00 pm  |  Opening Reception  |  Temple Pool

Tuesday, May 28

7:30 am – 8:30 am  |  Continental Breakfast  |  Promenade Lobby

8:30 am – 10:00 am  |  Opening Plenary  |  Roman Ballroom

Conference Introduction
Bo J. Bernhard, International Gaming Institute, University of Nevada, Las Vegas

Opening Keynote: On Gambling and Morality
Peter Collins, South African Responsible Gambling Foundation and The University of Oxford

10:00 am – 10:30 am  |  Morning Break and Book Author Showcase
Book authors will be standing by their book displays in the Roman Ballroom for questions and commentary.
10:30 am – 12:00 pm

**Session 1-2-A**

**Problem Gambling and Treatment I**

**Moderator:** Joanna Franklin, University of Maryland, Baltimore

**What Are We Doing? A Radical Look at Problem Gambling Treatment to Date and Prospects for the Future**

Malcolm Bruce, Gambling Integrity Services, United Kingdom; Alex Blaszczynski, University of Sydney, Australia; John Mellor-Clark, CORE IMS, United Kingdom; and Robert Murray, Problem Gambling Institute of Ontario and Centre for Addiction and Mental Health, Canada

**Building, Maintaining and Evaluating a Statewide Treatment Program for Problem Gambling**

Timothy W. Fong, University of California, Los Angeles; Terri Sue Canale, California Office of Problem Gambling; and Michael Campos, University of California, Los Angeles

**Which Works Better for Problem Gamblers: Residential or Intensive Outpatient Treatment? An Evaluative Look at Outcomes from Two Different Programs**

Reece Middleton, Louisiana Association on Compulsive Gambling

10:30 am – 12:00 pm

**Session 1-2-B**

**PANEL SESSION**

**Bricks and Mortar and I-gaming: Who Wins?**

**Moderator:** Joshua Smith, Colliers International Gaming Group

Jeff Silver, Gordon Silver, Nevada
Mark Lipparelli, Former Chair, Nevada Gaming Control Board
Michael Leven, CEO, Las Vegas Sands
Tom Breitling, CEO, Ultimate Gaming, Nevada
Jon Porter, CEO, Porter Gordon Silver, Washington DC

10:30 am – 12:00 pm

**Session 1-2-C**

**Cognitions, Superstitions, and Gambling Behavior**

**Moderator:** Michael Wohl, Carleton University, Canada

**How Lucky Wins and Traumatic Losses Influence Poker Player Performance**

Kyle Siler, McMaster University, Canada

**Learning to Gamble: Experiences of Finnish Casual Gamblers**

Riitta Matilainen and Pauliina Raento, The Finnish Foundation for Gaming Research and University of Helsinki, Finland

**Gambling Motivations and Superstitious Beliefs among South Korean Casino Customers**

Jungsun (Sunny) Kim, University of Nevada, Las Vegas; Mikael B. Ahlgren, Pennsylvania State University, and Jeoung Woo Byun, Kyung Hee University, South Korea
10:30 am – 12:00 pm

Session 1-2-D
Jurisdictional Studies in Responsible Gambling
Moderator: Connie Jones, International Game Technology, Nevada

Walking the RG Walk: Ontario’s Collaborative, Skills-based Approach to Responsible Gambling Training
Janine Robinson, Problem Gambling Institute of Ontario, Canada

Casino Gambling in Modern Society: The Case of Finland
Johanna Järvinen-Tassopoulos, THL (National Institute for Health and Welfare), Finland

Twenty-plus Years of Responsible Gaming Programs in Europe
Pieter Remmers, Assissa Consultancy Europe, the Netherlands

Session 1-2-E
Research on Casino Performance
Moderator: Anthony F. Lucas, University of Nevada, Las Vegas

The Indirect Contribution of Non-gaming Amenities to Casino Gaming Performance
Elena Shampaner-Ghiassi, Pinnacle Entertainment, and Sarah Tanford, University of Nevada, Las Vegas

Evaluating the Impact of a New Casino Loyalty Program on Gaming Volume
Ji Hye Min, Carola Raab, and Sarah Tanford, University of Nevada, Las Vegas

Evaluating the Relationship between Convention Business and Gaming Performance of Las Vegas Strip Casinos
Kristin Malek and Sarah Tanford, University of Nevada, Las Vegas

Session 1-2-F
Risk, Rationality, and Investment
Moderator: Douglas Walker, College of Charleston

Sports as an Alternative Asset Class: Gambling as Investment
Brendan Poots, Priomha Capital, Melbourne, Australia

Rationality and Risk Intelligence in Binary Betting
Aaron C. Brown, Nick Maughan, and Raphael Di Giusto, AQR Capital Management, Connecticut

Rational Bubbles
Aaron C. Brown, AQR Capital Management, Connecticut
CAESARS ENTERTAINMENT WELCOMES the 15th Annual International Conference on Gaming & Risk Taking.

We would also like to remember the late, great Dr. Bill Eadington, whose indelible impact on the gaming industry will never be forgotten.

His legacy lives on.
Las Vegas Sands Corp. is proud to sponsor the 15th International Conference on Gambling and Risk Taking.
12:15 pm – 1:45 pm

Luncheon
KEYNOTE ADDRESS
Unveiling the DSM-V Criteria for Pathological Gambling
Marc Potenza, Yale School of Medicine

Roman Ballroom

2:00 pm – 3:30 pm

Session 1-3-A
Online Gambling: Evolving Policies, Promises, and Problems
Moderator: Sally Gainsbury, Southern Cross University

Pompeian I

Tribal Online Gaming: A Legislative, Political, and Policy Update
Kathryn R.L. Rand and Stephen Light, Institute for the Study of Tribal Gaming Law and Policy, University of North Dakota

Comparison of Online Poker Players’ Behaviors, Perceptions and Emotions According to the Degree of Their NODS Score
Serge Sevigny, Priscilla Brochu, Isabelle Giroux, and Julie Dufour, Laval University, Quebec, Canada

An Empirical Analysis of How Online Gambling Participation Impacts Problem Gambling Severity
Kahlil S. Philander, University of Nevada, Las Vegas; and Terri-Lynn MacKay, Alberta Health Services, Canada

2:00 pm – 3:30 pm

Session 1-3-B
PANEL SESSION
The Everyday Lives of World Series of Poker Players
Seth Palansky, World Series of Poker, and selected WSOP participants

Pompeian II

2:00 pm – 3:30 pm

Session 1-3-C
Responsible Gambling and New Technologies
Moderator: Pieter Remmers, Assissa Consultancy Europe, the Netherlands

Pompeian III

Behavioral Tracking in Gambling: New Empirical Data and the Development of a New Social Responsibility Tool
Mark Griffiths and Michael Auer, Nottingham Trent University, United Kingdom

Can a Machine Change Human Behavior?
Andreas Holmström, PlayScan, Sweden

The Human Touch and the Technological Age: Advancing Responsible Gambling, by Virtually Any Means
Janine Robinson, Problem Gambling Institute of Ontario, Canada
Session 1-3-D
Gaming Operations Analysis
Moderator: Sarah Tanford, University of Nevada, Las Vegas

What Is the Correct Value for Analyzing Comps?
Wendell M. Long, Little River Casino Resort, Michigan

Using Simulations to Better Appreciate Game Outcomes: Implications for Bet Minimums and Maximums
Mark T. Spence and Sudhir Kale, Bond University, Australia

Using a CHAID Decision Tree Model to Predict Cruise Passengers’ Casino Gaming Propensity
Eunju Suh and Matt Alhaery, Florida International University

Session 1-3-E
Lottery Studies
Moderator: Paul W. Smith, British Columbia Lottery Corporation, Canada

State Lotteries, Commercial Casinos, and Public Finance: 2013 Update
Jeff Dense, Eastern Oregon University

The United Kingdom’s National Lottery: 20 Years’ Experience with a “New” Gambling Product
Stephen Creigh-Tyte, University of Durham, United Kingdom

Hitting the Sweet Spot: Lottery Promotion and Vulnerability
Elisabeth Papineau, Québec National Institute of Public Health, Canada; Jean-François Biron, Agence de la santé et des services sociaux de Montréal, Canada; and Fanny Lemétayer and Amadou Barry, Québec National Institute of Public Health, Canada

Session 1-3-F
Prospective Longitudinal Gambling Studies:
Review and New Findings Part I
Moderator: Rachel Volberg, Gemini Research

New Zealand Prospective Research: The Pacific Islands Families Study, Treatment Outcome Study and National Gambling Study
Max Abbott, Auckland University of Technology, New Zealand

Identifying and Predicting Risk Results from a Four Year Longitudinal Study in Victoria, Australia
Rosa Billi, Victorian Responsible Gambling Foundation, Australia

The Alberta Cohorts of Gambling Behaviors: An Update
Nady el-Guebaly, University of Calgary, Alberta, Canada
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 pm – 4:00 pm</td>
<td><strong>Afternoon Break and Book Author Showcase</strong>&lt;br&gt;Book authors will be standing by their book displays in the Roman Ballroom for questions and commentary.</td>
</tr>
<tr>
<td>4:00 pm – 5:30 pm</td>
<td><strong>Session 1-4-A</strong>&lt;br&gt;Pompeian I&lt;br&gt;Prospective Longitudinal Gambling Studies: Review and New Findings Part II&lt;br&gt;Moderator: Rachel Volberg, Gemini Research&lt;br&gt;Pathways of Gambling Problem Severity: Follow-up from a Quebec General Population Survey&lt;br&gt;Sylvia Kairouz and Christelle Luce, Concordia University, Canada; and Louise Nadeau, Universite de Montreal, Canada&lt;br&gt;Results from the Swedish Longitudinal Gambling Study (Swelogs): Changes between 1998, 2009, and 2010&lt;br&gt;Ula Romild and Jessika Svensson, Swedish National Institute for Public Health&lt;br&gt;Comparing Longitudinal Studies of Gambling: Methods and Findings&lt;br&gt;Rachel Volberg, Gemini Research, Massachusetts</td>
</tr>
<tr>
<td>4:00 pm – 5:30 pm</td>
<td><strong>Session 1-4-B</strong>&lt;br&gt;Pompeian II&lt;br&gt;Gaming Expansion and Casino Policy&lt;br&gt;Moderator: Kahlil S. Philander, University of Nevada, Las Vegas&lt;br&gt;A New Casino: Opportunity or Threat? Perspectives from Finland&lt;br&gt;Jenni-Emilia Ronkainen, Finnish National Institute for Health and Welfare&lt;br&gt;Legalization as a Tool to Control Unwanted Activities: The Cases of Casino Policy and Cannabis Policy in the Netherlands&lt;br&gt;William Thompson, University of Nevada, Las Vegas, and Laura K. Thompson, Syracuse University&lt;br&gt;Gambling Expansion in Ontario, Canada&lt;br&gt;James Cosgrave, Trent University, Canada</td>
</tr>
</tbody>
</table>
4:00 pm – 5:30 pm  
**Session 1-4-C**  
Studies in Populations  
**Moderator:** Sudhir Kale, Bond University, Australia  
Gambling in the Correctional System in Ontario  
Nigel E. Turner, Centre for Addiction and Mental Health, Ontario, Canada  
Gambler Motivations and Behavioral Patterns: A Study Inside Grand River Casino  
Karen Finlay-Gough, University of Guelph, Ontario, Canada  
Gambling Behavior and Motivation across UK Older Adult Populations  
Julie Pattinson and Adrian Parke, University of Lincoln, United Kingdom

4:00 pm – 5:30 pm  
**Session 1-4-D**  
**PANEL SESSION**  
Leading Together: The Evolution of Responsible Gambling in Canada  
**Moderator:** Paul Burns, Canadian Gaming Association  
Paul Pellizzari, Ontario Lottery and Gaming, Canada  
Paul W. Smith, British Columbia Lottery Corporation, Canada  
Jim Engel, Saskatchewan Liquor and Gaming, Canada

4:00 pm – 5:30 pm  
**Session 1-4-E**  
Gaming Market Concentration  
**Moderator:** Toni Repetti, University of Nevada, Las Vegas  
Industrial Concentration and Gambling Regulation: A Discussion of the Impact of Regulatory Leverage in Concentrated Casino Markets  
Richard Schuetz, Lloyd Carter and Tiffany Conklin, California Gambling Control Commission  
Concentration on the Las Vegas Strip  
David G. Schwartz, University of Nevada, Las Vegas  
Market Concentration and Hotel Room Prices in Las Vegas  
Douglas M. Walker, College of Charleston, South Carolina
4:00 pm – 5:30 pm

Session 1-4-F
Successes and Challenges in Gaming Markets
Moderator: Katherine Spilde, San Diego State University, California

Slots and the Mature Market Hypothesis: Implications for Public Policy
Rohan Miller, The University of Sydney, Australia; and Gwyneth V.J. Howell, University of Western Sydney, Australia

Growing Our Own: A Tribal Development Success Story
Marcus A. Diaz, Sol Casinos, Arizona; and Wendell Long, Little River Casino Resort, Michigan

Canadian Prairie Aboriginal Attitudes about Gambling and First Nations Casinos
Yale D. Belanger, University of Lethbridge, Alberta, Canada

4:00 pm – 5:30 pm

Session 1-4-G
PANEL SESSION
Moderator: Brett Abarbanel, University of Nevada, Las Vegas

The MIT Card Counting Team: Reflections 15 Years Later
Andy Bloch, Mike Aponte, and Guests via YouTube

6:30 pm

The 2013 ICGRT Panel of Centers
Capri
Center Directors (or designated representatives) will meet for a special discussion panel to promote increased communication and collaboration.
Wednesday, May 29

7:30 am – 8:30 am
Continental Breakfast
Promenade Lobby

8:30 am – 10:00 am
Session 2-1-A
Pompeian I
Problem Gambling Longitudinal Studies
Moderator: Heather Wardle, National Centre for Social Research, United Kingdom

Longitudinal Outcomes for Clients Treated for Problematic Gambling through the Statewide Gambling Therapy Service (SGTS) in South Australia
Peter W. Harvey and Rachel Humeniuk, Flinders University, Australia

A Longitudinal Study of Electronic Machine Gamblers in Alberta
Garry Smith, University of Alberta, Canada; Nady el-Guebaly, Alberta Gambling Research Institute, Canada; David Casey, Alberta Gambling Research Institute, Canada; David Hodgins, University of Calgary, Canada; Rob Williams, University of Lethbridge, Canada; and Don Schopflocher, University of Alberta, Canada

Close Significant Others to Problem Gamblers – Findings from a Swedish Population Study
Jessika Svensson, Swedish National Institute of Public Health

8:30 am – 10:00 am
Session 2-1-B
Pompeian II
The Gaming Industry in Africa
Moderator: Don Ross, University of Cape Town

Gambling Regulators of Africa: Lessons and Challenges
Linda E. De Vries, University of Western Cape, South Africa

Responsible Gaming in South Africa
Adele Pretorius, Heidi Sinclaire, and Nana Magomola, South African Responsible Gambling Trust

A Mandate for Business Leadership: The Case of Regulated Gambling in South Africa
Linda E. De Vries, University of Western Cape, South Africa

8:30 am – 10:00 am
Session 2-1-C
Pompeian III
PANEL SESSION
The Gambling Brain
Moderator: Richard Rosenthal, University of California, Los Angeles

Ruth J. van Holst, Donders Centre for Cognitive Neuroimaging, United Kingdom; Luke Clark, University of Cambridge, United Kingdom; Wendy Slutske, University of Missouri-Columbia; and Martin Zack, University of Toronto, Canada
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
</tr>
</thead>
</table>
| 8:30 am – 10:00 am | **Session 2-1-D**  
PANEL SESSION  
The Eadington Papers: Research Impacts on the Modern Gaming Business  
Moderator: Andrew MacDonald, Marina Bay Sands  
Eugene Christiansen, Christiansen Capital Advisors | Florentine I     |
| 8:30 am – 10:00 am | **Session 2-1-E**  
Betting Markets  
Moderator: Leighton Vaughn Williams, Nottingham Trent University  
Toward an Understanding of Price Movements in Betting Markets: Profitable Trading Against the Herd  
Johnnie E.V. Johnson, Ming-Chien Sung, and David McDonald, Centre for Risk Research, University of Southampton, United Kingdom  
Betting Market Efficiency Implications of Different Structures: Bookmakers Versus Exchanges  
David C.J. McDonald, Johnnie E.V. Johnson, and Ming-Chien Sung, Centre for Risk Research, University of Southampton, United Kingdom  
Incorporating Over-round into In-play Markov Chain Models in Tennis  
Elsuida Kondo and Anthony Bedford, RMIT University, Australia | Florentine II    |
| 10:00 am – 10:30 am | **Mid-morning Break and Poster Sessions** |                 |
| 10:30 am – 1:00 pm | **Poster sessions will be held in the Roman Ballroom** |                 |
| **FEATURED POSTERS:** | | |
| **Revenue Management for Table Games**  
Daryl Boykin and Ashok K. Singh, University of Nevada, Las Vegas | | |
| **Irrational Beliefs as a Mediator of Gambling Problems for Passive Versus Active Gambling Activities**  
Michael Ellery, Chad Graves, Ryan Nicholson, and Lana D. Jakilazek, University of Manitoba, Canada | | |
| **Comorbidity Among Pathological Gamblers Seeking Treatment**  
Daniela Gonzalez, Sicilia Fernandez, and Louise Nadeau, Université de Montréal, Canada | | |
| **Social Problems and Welfare Services Related to Problem Gambling**  
Maria Heiskanen, University of Helsinki, Finland | | |
| **Effects of Sports Betting on U.S. Television Viewership**  
Darren Heyman, University of Nevada, Las Vegas | | |
From Dreams to Despair, from Transgression to Addiction: The Ambivalent Images of Las Vegas in Popular Music
Matias Karekallas, University of Helsinki, Finland

Brain Responses to Wins and Near-misses on a Simplified Slot Machine Task
Eve H. Limbrick-Oldfield, Mike R. Aitken, and Luke Clark, University of Cambridge, United Kingdom

Gambling Responsibly: Messages Designed with Human-Computer Interaction Principles Increase Monetary Limit Adherence
Kristen Mitchell, Hyoun (Andrew) Kim, Michael J.A. Wohl, and Avi Parush, Carleton University, Canada

Networking After Hours: An Empirical Study of Las Vegas Conference and Convention Attendees
Chrissy Nicholas, University of Nevada, Las Vegas

Emotions, Decision-making, and Poker Playing Experience
Jussi Palomäki, University of Helsinki, Finland

A Comparative Analysis of Research on Slot Machines and Video Games
Daniel Sahl, University of Nevada, Las Vegas

Gambling Behavior and Perceptions of Gambling in Finland
Anne Salonen, Sari Castren, Tuuli Lahti, Susanna Raisamo, and Hannu Alho, National Institute for Health and Welfare, Finland

Psychophysiological Responses to Gambling Cues in Pathological Gamblers
Stephen P. Sharman and Eve Limbrick-Oldfield, University of Cambridge, United Kingdom; Henrietta Bowden-Jones and Neil Smith, London National Problem Gambling Clinic, United Kingdom; and Luke Clark, University of Cambridge, United Kingdom

Family Gambling and Its Connection to Intergenerational Family Relationship Building
Melissa M. Sleightholm and Joan E. Norris, Wilfrid Laurier University, Canada; and Joseph Tindale, University of Guelph, Canada

Application of the Theory of Planned Behavior within School-based Prevention Programs for Adolescent Gambling
Renee A. St-Pierre, Jeffrey L. Derevensky and Rina Gupta, McGill University, Canada; and Caroline Temcheff, Université de Sherbrooke, Canada

Survey of Internet Users’ Intentions about Gambling on a Legalized Online Gambling Site
Émilie Vézina, Serge Sévigny and Christian Jacques, Université Laval, Canada; Isabelle Beaudoin, Université du Québec, Canada; and Isabelle Giroux, Université Laval, Canada
10:30 am – 12:00 pm

Session 2-2-A  
Problem Gambling and Treatment II  
**Moderator:** Timothy Fong, University of California, Los Angeles

**Effectiveness of Brief Interventions for Problem Gambling: A Randomized Controlled Trial**  
Max Abbott, Auckland University of Technology, New Zealand

**Catching Those Who Fall: A Look at the State Response to Problem Gambling**  
Mark Vander Linden, Iowa Department of Public Health

**Stages of Change, Clinical Presentation, Retention, and Treatment Outcomes in Outpatient Problem Gambling Clients**  
Adam Soberay, Paul Grimsley, J. Michael Faragher, Melissa Barbash, and Ben Berger, University of Denver, Colorado

10:30 am – 12:00 pm

Session 2-2-B  
Policy and Regulation in Macau  
**Moderator:** Carl Braunlich, University of Nevada, Las Vegas

**A Contextual Study and Literature Review of Macau’s Transforming Cultural Economy: Casinos in the Context of Corporate Governance**  
Xiao Fu, Durham University Business School, United Kingdom

**Licensing Gaming Junket Promoters: The Dilemma of Macau Regulators**  
Changbin Wang, Macao Polytechnic Institute

**The Future of Casino Concessions and Sub-concessions in Macau**  
Jorge Godinho, University of Macau

10:30 am – 12:00 pm

Session 2-2-C  
PANEL SESSION  
**Perspectives on Adolescent Risky Behaviors: Is Adolescent Gambling Perceived to be an Important Issue?**  
**Moderator:** Sally Gainsbury, Southern Cross University, Australia

Jeffrey L. Derevensky, McGill University, Canada  
Rina Gupta, McGill University, Canada  
Caroline Temcheff, Université de Sherbrooke, Canada
10:30 am – 12:00 pm  
**Session 2-2-D**  
**PANEL SESSION**  
Social and Economic Impacts of Tribal Government Gaming on Tribal and Non-Tribal Communities: An Analysis of the First 25 Years of the Indian Gaming Regulatory Act (IGRA)  
**Moderator:** Katherine Spilde, Sycuan Institute on Tribal Gaming at San Diego State University, California  
Randall Akee, University of California, Los Angeles; Jonathan Taylor, Taylor Policy Group, Florida; John Bodinger, Susquehanna University, Pennsylvania; Melissa Biggs, University of Texas at Austin; Ted Gordon, University of California, Riverside; Paul Gelles, Santa Ynez Band of Chumash, California; and Gary Robinson, Tribal Eye Productions, California

10:30 am – 12:00 pm  
**Session 2-2-E**  
**Gaming Management in Macau**  
**Moderator:** Pieter Remmers, Assissa Consultancy Europe, the Netherlands  
Growth Trends in Macau’s Gaming Industry: A Scenario Analysis  
Zhonglu Zeng, Macao Polytechnic Institute  
Slots Are to Las Vegas as Baccarat Is to Macau: A Game Analysis  
Arthur Sai-Wai Wong, Macao Polytechnic Institute  
Four Steps to Managing Patrons in Casinos in Macau  
Carlos Siu Lam, Macao Polytechnic Institute  
Strategic Gaming Destination Planning: The Case of Macau  
Li Sheng, Macao Polytechnic Institute

10:30 am – 12:00 pm  
**Session 2-2-F**  
**Forecasting**  
**Moderator:** Ashok K. Singh, University of Nevada, Las Vegas  
Effects of the Reference Point in Gambling: Evidence from Individual Level Online Horse Race Betting Accounts  
Niko Suhonen, University of Eastern Finland  
Forecasting MLB, NBA and NFL Game Outcomes  
William S. Mallios and R.R. Mallios, Mallios Associates, California  
Combining Forecasts to Predict the Outcome of Horse Races  
Ming-Chien Sung, Johnnie E.V. Johnson, and Tiejun Ma, University of Southampton, United Kingdom; and Stefan Lessmann, University of Hamburg, Germany  
Predicting Horse Race Winners through a Regularized Conditional Logistic Regression with Frailty  
Noah Silverman, University of California, Los Angeles
12:15 pm – 1:45 pm
Lunch
LUNCH KEYNOTE: Media and the Global Sports Gaming Industry
Chad Millman, ESPN

2:00 pm – 3:30 pm
Session 2-3-A
Identification and Prediction through Research
Moderator: Ingo Fiedler, University of Hamburg

Validating the FocaL Adult Gambling Screen (FLAGS General)
Tony Schellinck and Tracy Schrans, Focal Research Consultants, Canada; Heather Schellinck, Dalhousie University, Canada; and Michael Bliemel, Dalhousie University, Canada

Distinguishing between Pathological and Non-pathological Gamblers by Analyzing Playing Behavior
Ann-Christin Wilcke, University of Hamburg, Germany

Considerations for Implementing Self-Assessment in Online Gambling Platforms
Michelle Nogueira, Sylvie Smith, and Chris Perlman, Homewood Health Centre, Ontario, Canada

2:00 pm – 3:30 pm
Session 2-3-B
SPECIAL SESSION
Social Gaming: A Mock Trial on a Cutting Edge Issue

Participants for the Prosecution and the Defense:
Robert Melendres, International Game Technology, Nevada
I. Nelson Rose, Whittier Law School, California
Rob Hunter, Problem Gambling Center, Nevada
Sally Gainsbury, Southern Cross University, Canada
Jeffrey Derevensky, McGill University, Canada
Mitch Kamin, Bird Marella, California
Malcolm Bruce, Gambling Integrity Services, United Kingdom
2:00 pm – 3:30 pm  
**Session 2-3-C**  
**Adolescent Gambling Experiences**  
**Moderator:** Rina Gupta, McGill University

**Adolescent Slot Machine Players: Experiences, Motivation, and Cognitive Distortions**  
Neven Ricijas, Dora Dodig, Valentina Kranzelic, and Aleksandra Huic, University of Zagreb, Croatia

**How Adolescents Differentiate True Gambling from Social Gaming: Findings from a Qualitative Study of 17 Year Old Pupils from London Secondary Schools**  
Margaret Carran, City University London, United Kingdom

**Sports Betting among Adolescents in Croatia: From Favorable Environment to Psychosocial Consequences**  
Dora Dodig, Neven Ricijas, Valentina Kranzelic, and Aleksandra Huic, University of Zagreb, Croatia

---

2:00 pm – 3:30 pm  
**Session 2-3-D**  
**Media Portrayals of Gambling and the Gaming Industry**  
**Moderator:** Brett Abarbanel, University of Nevada, Las Vegas

**Online and Offline Media in Online and Offline Gaming Industries**  
Tom Breitling, Ultimate Gaming, Nevada

**All In – and More: Gambling in James Bond Movies**  
Pauliina Raento, The Finnish Foundation for Gaming Research

**First Nations Gaming in Saskatchewan: Culture, Addiction, and Media**  
Joanne K. Goodpipe and Shannon Avison, First Nations University of Canada

---

2:00 pm – 3:30 pm  
**Session 2-3-E**  
**Asia Gaming Market and Policy Analyses**  
**Moderator:** Jungsun (Sunny) Kim, University of Nevada, Las Vegas

**Do Racinos Really Work? A Macau Case Study**  
Shuang Liu, Macao Polytechnic Institute

**Taiwan: Comparisons with Casino Development in the United States**  
Kathryn Hashimoto, Su-Ching Huang, and George G. Fenich, East Carolina University

**An Analysis of AHP on Investment Project Evaluation: A Case Study of the Matsu Integrated Resort**  
Day-Yang Liu, National Taiwan University of Science and Technology

**Integrated Resort and Casino Law in an Asset-inflated Japanese Economy**  
Sasaki Kazuaki, Nihon University, Japan
2:00 pm – 3:30 pm
Session 2-3-F
Gaming and Mathematics
Moderator: Robert Hannum, University of Denver, Colorado

Casino Games and the Central Limit Theorem
Ashok K. Singh, Anthony F. Lucas, Dennis Murphy, and Rohan J. Dalpatadu, University of Nevada, Las Vegas

A Mathematical Analysis of Bingo Poker
George Cochran, Louisiana State University

Gaming Applications of a Forgotten Distribution
Rohan J. Dalpatadu and Ashok K. Singh, University of Nevada, Las Vegas

2:00 pm – 3:30 pm
Session 2-3-G
The Curious Connections between Hunger and Gambling
Moderator: Darren Heyman, University of Nevada, Las Vegas

Starving to Gamble: Hunger and Gambling-related Craving Interact to Heighten Persistent Play among Problem Gamblers
Travis Sztainert, Michael Wohl, and Alfonso Abizaid, Carleton University, Canada

The Consumption Screen for Problem Gambling (CSPG): Why a Penchant for Big Macs May Predict Appetites for Gambling
Matthew Rockloff and Matthew Browne, Central Queensland University, Australia

3:30 pm – 4:00 pm
Mid-afternoon Break and Poster Sessions
Poster sessions will be held in the Roman Ballroom

4:00 pm – 5:30 pm
Session 2-4-A
SPECIAL SESSION
The Pathways Model Panel: New Research

Exploring the Pathways Model Subtypes in a Nationally-Representative U.S. Sample
Lia Nower, Rutgers University, New Jersey; and Silvia S. Martins, King-Han Lin, and Carlos Blanco, Columbia University, New York
4:00 pm – 5:30 pm

**Session 2-4-B**

Intellectual Capital and the Global Gaming Industry

**Moderator:** Bo J. Bernhard, University of Nevada, Las Vegas

- A Tale of Two Industry Cities: Is Las Vegas the Houston of the Gaming Industry?
  Bo J. Bernhard, University of Nevada, Las Vegas

- Intellectual Capital and the Global Gaming Industry
  Mikael B. Ahlgren, Pennsylvania State University

- The “Boomerang Effect:” How Asian Gaming Boomerangs to Las Vegas
  Jonathan Galaviz, Galaviz & Company, Nevada and Singapore

4:00 pm – 5:30 pm

**Session 2-4-C**

Adolescent Gambling

**Moderator:** Carol O’Hare, Nevada Council on Problem Gambling

- Positive Affect as Moderator of the Association of Self-control and Social Support with Gambling and Other Risk Behaviors Among Adolescents
  Belle Gavriel-Fried and Tammie Ronen, Tel Aviv University, Israel

- Addressing the Related Epidemics of Financial/Mathematical Illiteracy and Adolescent Problem Gambling
  William S. Mallios and R.R. Mallios, Mallios Associates, California

4:00 pm – 5:30 pm

**Session 2-4-D**

Responsible Gaming and Technology

**Moderator:** Malcolm Bruce, Gambling Integrity Services, Ltd

- The Blue Gum Project: An Evaluation of Responsible Gaming Machine Features
  Alex Blaszczynski, University of Sydney, Australia; and Sally Gainsbury, Southern Cross University, Australia

- New Educational Tools for Gambling Machine Players
  Nigel E. Turner, Centre for Addiction and Mental Health, Ontario, Canada

- Risk Seeking Behavior in Losses in Online Gambling
  Jani Saastamoinen, University of Eastern Finland
Session 2-4-E  
Finance and the Gaming Industry  
Moderator: Sarah Tanford, University of Nevada, Las Vegas

Financial Evaluation Commonalities and Distinctions Expressed by 10-Ks with Two Libertarian Hospitality Segments: Casino Gaming and Gentlemen’s Clubs  
David Paster, Oklahoma State University

Adjusting Payroll with Changes in Business Volumes in Nevada Gaming Properties  
Toni Repetti and Michael C. Dalbor, University of Nevada, Las Vegas

Gravity Models: The Concept and Its Utilization in the Casino Gaming Industry  
Clyde W. Barrow and David R. Borges, University of Massachusetts, Dartmouth

Session 2-4-F  
Sports Gambling  
Moderator: David Briggs, GeoComply

Inefficient Pricing from Holdover Bias in NFL Point Spread Markets  
Andy Fodor, Ohio University; and Kevin Krieger, University of West Florida

Sports Gambling: The Final Frontier for Legalized Gambling?  
Richard A. McGowan, Boston College, Massachusetts; and John F. Mahon, University of Maine

The Trials and Tribulations of Legalized Sports Gambling in Canada  
Garry J. Smith, University of Alberta, Canada

Session 2-4-G  
“Big Data” and Longitudinal Studies of Gambling Behaviors  
Moderator: Don Feeney, Minnesota State Lottery

Gambling Careers: A Longitudinal, Qualitative Study of Gambling Behavior  
Jane Kerr, National Centre for Social Research, United Kingdom

The Minnesota Gambling Survey at 20  
Brian Malecha, Todd Maki, and Don Feeney, Minnesota State Lottery

Gambling Segmentation Studies  
Paul Lauzon, Ipsos-Reid, Canada; and Don Feeney, Minnesota State Lottery
Thursday, May 30

7:30 am – 8:30 am
Continental Breakfast
Promenade Lobby

8:30 am – 10:00 am
Session 3-1-A
Patterns in Problem Gambling
Moderator: Reece Middleton, Louisiana Association on Compulsive Gambling

Effects of Cognitive Load on Reckless Gambling Behavior
Takuhiro Takada and Shintaro Yukawa, University of Tsukuba, Japan

Disordered Gambling in Residential Substance Use Disordered Treatment Centers: An Unmet Need
Jeffrey Marotta, Problem Gambling Solutions, Oregon; and Eleanor Leavens and Jeremiah Weinstock, Saint Louis University, Missouri

The Web of Deceit: The Management of Problem Gambling in Everyday Life
Jane Kerr, National Centre for Social Research, United Kingdom; Gerda Reith, University of Glasgow, United Kingdom; Fiona Dobbie, University of Stirling, United Kingdom; Simon Anderson, ScotCen Social Research, United Kingdom; and Heather Wardle, National Centre for Social Research, United Kingdom

8:30 am – 10:00 am
Session 3-1-B
Crime and Gambling
Moderator: Peter Bernhard, Nevada Gaming Commission

Casino Employee Crime: Equal Opportunity Threat
Teresa Dalton, University of California, Irvine

Members of Criminal Organizations: Are They Pathological Gamblers?
Kelvin Siu Cheong Yick, Paul Khatani, Chine Yan Chan, and Tiffany Hing Mui Tse, Upper Iowa University, Hong Kong Campus

Online Gambling and Money Laundering
Ingo Fiedler, University of Hamburg, Germany
8:30 am – 10:00 am

Session 3-1-C
Gambling in College

Moderator: Mikael B. Ahlgren, Pennsylvania State University

A Qualitative Examination of Online Gambling Culture among College Students: Preliminary Evidence and Future Directions toward Identifying Factors Influencing Participation, Maintenance and Cessation
Rina Gupta and Jeffrey L. Derevensky, McGill University, Canada; and Michael Wohl, Carleton University, Canada

Gambling Behaviors amongst College Athletes: The Results from the 2012 National Collegiate Athletic Association Study
Tom Paskus, U.S. National Collegiate Athletic Association; Jeffrey L. Derevensky, McGill University, Canada; and Caroline Temcheff, Université de Sherbrooke, Canada

8:30 am – 10:00 am

Session 3-1-D
The Division on Addictions-Bwin.party Research Collaborative

Part I
Moderator: Sarah Nelson, Harvard University and Division on Addiction

Technology and Addiction: The Case of Internet Gambling
Debi LaPlante, Harvard University and Division on Addiction, Massachusetts

Safeguarding Internet Gambling
Heather Gray, Division on Addiction, Massachusetts

8:30 am – 10:00 am

Session 3-1-E
Consumer Profiles in the Gaming Industry

Moderator: Roberto Coppola, International Game Technology, Nevada

Modeling Change in the Profile of the Atlantic City Visitor
Brian J. Tyrrell, and Israel Posner, The Richard Stockton College of New Jersey

Segmenting Slot Players: A Factor-cluster Analysis
Stowe Shoemaker and Dina Marie Zemke, University of Nevada, Las Vegas

Anatomy of a Jackpot: Characteristics of Purchasers of Large Jackpot Lottery Tickets
Todd Maki and Don Feeney, Minnesota State Lottery
8:30 am – 10:00 am

**Session 3-1-F**

**Basketball and Betting**

**Moderator:** Garry Smith, University of Alberta

**Price Movements and the Prevalence of Informed Traders: The Case of Line Movement in College Basketball**

Kevin Krieger, University of West Florida; and Andy Fodor, Ohio University

**A Comparison of Line and Margin Based In-play Conditional Probability Models in NBA**

Anthony Bedford and Elsuida Kondo, RMIT University, Australia

**College and NBA Basketball Betting: Observations after 15 International Conferences on Gambling and Risk Taking**

George Ignatin, University of Alabama Birmingham, Professor Emeritus and 15-time Conference Attendee

---

8:30 am – 10:00 am

**Session 3-1-G**

**PANEL SESSION**

“Off-reservation” Gaming by American Indian Tribes: What Do the Cards Hold?

**Moderators:** Kathryn R.L. Rand and Stephen Light, University of North Dakota Institute for the Study of Tribal Gaming Law and Policy

William J. Brooks, Nottawaseppi Huron Band of the Potawatomi and FireKeepers Development Authority, Michigan

Alan P. Meister, Nathan Associates, California

Bryan Newland, Bay Mills Indian Community, Michigan

---

10:00 am – 10:30 am

**Mid-morning Break**

Promenade Lobby

---

10:30 am – 12:00 pm

**Session 3-2-A**

**Problem Gambling Theory and Methodology I**

**Moderator:** Jeff Marotta, Problem Gambling Solutions, Oregon

**The Conceptual Framework of Harmful Gambling Project**

Max W. Abbott, Auckland University of Technology, New Zealand

**Determining the Relative Harms of Gambling Modes**

Graeme Ramsey, Problem Gambling Foundation of New Zealand
10:30 am – 12:00 pm

Session 3-2-B
Gaming Law and Compliance: Critical Issues in a Changing Landscape
Moderator: Ngai Pindell, University of Nevada, Las Vegas

PASPA: An Unconstitutional Patent
Kevin P. Braig, Dinsmore and Shohl, Ohio

What Changing Public Policies toward Gambling Mean for Gaming Law
I. Nelson Rose, Whittier Law School, California

Device, Application, and Network Compliance for the Mobile Gaming Industry
James Morrison, Mobixity, California

10:30 am – 12:00 pm

Session 3-2-C
Problem Gambling Prevention and Policy Implications
Moderator: Carol O’Hare, Nevada Council on Problem Gambling

Prevention Programs for Youth Gambling: A Review of the Empirical Evidence
Robert Ladouceur and Annie Goulet, Université Laval; and Frank Vitaro, Université de Montréal

Underage Gambling: Policy, Punishment and Public Health Alternatives
Joanna F. Franklin and Christopher Welsh, University of Maryland - Baltimore

MENTOR: Preliminary Results from a New Online Prevention Tool
Doris Malischnig, Casinos Austria

10:30 am – 12:00 pm

Session 3-2-D
The Division on Addictions-Bwin.party Research Collaborative Part II
Moderator: Debi LaPlante, Harvard University and Division on Addiction

Predicting Gambling-related Problems among Internet Gamblers
Sarah Nelson, Harvard University and Division on Addiction

Managing an Academic/Research Collaborative: Challenges and Outcomes
Joachim Haeusler, Bwin.party

THURSDAY
10:30 am – 12:00 pm

**Session 3-2-E**

Customer Experience and Behavior

**Moderator:** Toni Repetti, University of Nevada, Las Vegas

*Mapping the Online Gambling e-Servicescape*
Brett Abarbanel, University of Nevada, Las Vegas

*Helping Gambling Operators Identify and Manage Customer Risk*
Tony Schellinck, Dalhousie University, and Tracy Schrans, Focal Research Consultants Limited

*Loyalty amongst Casino Players: From Service Quality to Customer Retention*
Catherine Prentice, Swinburne University of Technology, Australia; and Zhonglu Zeng, Macao Polytechnic Institute

10:30 am – 12:00 pm

**Session 3-2-F**

Baccarat Analyses

**Moderator:** Ashok K. Singh, University of Nevada, Las Vegas

*Baccarat Edge Sorting: A Further Look*
Teresa Dalton; University of California, Irvine; and Robert Hannum, University of Denver, Colorado

*Baccarat Solved?*
David Sofer, Zuan Xin Lucky Dragon, Nevada

*A Game-theoretic Analysis of Baccarat Chemin de Fer*
Stewart N. Ethier, University of Utah; and Carlos Gámez, Universidad de El Salvador

12:15 pm – 1:45 pm

**Lunch**

William Antholis, Director, Brookings Institution
2:00 pm – 3:30 pm

Session 3-3-A
Problem Gambling Theory and Methodology II
Moderator: Lia Nower, Rutgers University, New Jersey

The ‘Circles Concept’ of Gambling Addiction: An Empowered Framework for Change
Harry Mayr, St. Mary’s Penrith Psychological Services, Australia

An Improved Pathways Development Model of Problem Gambling: A Summary of Nine Studies in Hong Kong and Macau
Chi Chuen Chan, University of St. Joseph, Macau; and Amy Chiu and Alice Chan, Upper Iowa University, Hong Kong Campus

Player Insights Using Player Data: Scoping Research Opportunities for Understanding Risk in Gaming Machines in Great Britain
Heather Wardle, NatCen Social Research, United Kingdom; and Jonathan Parke, United Kingdom Responsible Gambling Trust

2:00 pm – 3:30 pm

Session 3-3-B
Global Perspectives on Gambling, Law, and Regulation
Moderator: I. Nelson Rose, Whittier University, California

Rationalization and Bounded Re-enchantment of Legal Gambling in Israel
Moshe Levy, Ariel University Centre, Israel

The Interplay between Law, Development and Spillover Effects of Casino Gaming: Theory and Asian Evidence
Ricardo Chi Sen Siu, University of Macau

Do’s and Don’ts of Regulation: The Case of the Netherlands
Toine Spapens, Tilburg University, the Netherlands

Recent EU Gambling Regulatory Developments: A Case of Many Court Cases with Institutions Courting Inconclusiveness?
Alan Littler, Kalff Katz & Franssen, the Netherlands

2:00 pm – 3:30 pm

Session 3-3-C
SPECIAL ADDRESS
Moderator: Linda E. De Vries, University of Western Cape, South Africa

The South African National Longitudinal Study of Gambling Behavior (NLSGB): Preliminary Results
Don Ross, University of Cape Town, South Africa
Session 3-3-D

Responsible Gaming and the Internet

Moderator: Malcolm Bruce, Gambling Integrity Services, United Kingdom

The Impact of Partial Liberalization of Internet Gambling: A Comparison of Internet and Non-Internet Gamblers
Sally Gainsbury and Nerilee Hing, Southern Cross University, Australia; Alex Russell and Alex Blaszczynski, School of Psychology, University of Sydney, Australia; Robert Wood, University of Lethbridge, Canada; and Dan Lubman, Turning Point Alcohol and Drug Centre, Australia

Consumer Protection for Internet Gambling
Kurt Eggert, Chapman University School of Law, California

How To Make Personalized Feedback Work in an Online Gaming Environment
Michael Auer, neccton, United Kingdom; and Mark D. Griffiths, Nottingham Trent University, United Kingdom

2:00 pm – 3:30 pm

Session 3-3-E

Workforce Development in the Gaming Industry

Moderator: Carl Braunlich, University of Nevada, Las Vegas

The Appreciable Benefit of Recognizing a Gaming Hospitality Business Educated Work Force
David Paster, Oklahoma State University

Introduction to Gaming and Slot Machine Development – A Course for CS Majors
Tony Morelli, University of Nevada, Reno

Dealer Training in Macau, 2003-2013
Peter Tcheong, Macao Polytechnic Institute

Building a Gaming Management Masters – What Does the Industry Want?
Toni Repetti and SoYeon Jung, University of Nevada, Las Vegas

2:00 pm – 3:30 pm

Session 3-3-F

Advantage Play and Real-time Analysis of Games

Moderator: Brett Abarbanel, University of Nevada, Las Vegas

Card Counting in Continuous Time
Patrik Andersson, Stockholm University, Sweden

Measuring the Price of Discrimination with Data on Poker Games
Ingo Fiedler, University of Hamburg, Germany

A Mathematical Model of “Tilt:” Cause and Cure
Mason Malmuth, Two Plus Two Publishing
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Location</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 pm – 4:00 pm</td>
<td><strong>Mid-afternoon Break</strong></td>
<td>Promenade Lobby</td>
<td></td>
</tr>
<tr>
<td>4:00 pm – 5:30 pm</td>
<td><strong>Session 3-4-A</strong></td>
<td>Pompeian I</td>
<td><strong>Gambling, Public Attitudes, and Policy</strong>&lt;br&gt;<strong>Moderator:</strong> Keith Whyte, U.S. National Council on Problem Gambling</td>
</tr>
<tr>
<td></td>
<td>Public Opinion and Problem Gambling</td>
<td></td>
<td>Don Feeney, Minnesota State Lottery</td>
</tr>
<tr>
<td></td>
<td>Negative Attitudes towards Gambling are Common in Australia and Predict Support for Gambling Reforms</td>
<td></td>
<td>Phillip Donaldson, Matthew J Rockloff, Matthew Browne, and En Li, CQ University, Australia</td>
</tr>
<tr>
<td></td>
<td>Why Do Banks, Networks, Card Associations, and Processors Fear Gaming?</td>
<td></td>
<td>Omer Sattar, Sightline Payments, Nevada</td>
</tr>
<tr>
<td>4:00 pm – 5:30 pm</td>
<td><strong>Session 3-4-B</strong></td>
<td>Pompeian II</td>
<td><strong>Monopolies, Markets, and Gaming Operations</strong>&lt;br&gt;<strong>Moderator:</strong> Jonathan Galaviz, Galaviz &amp; Company, Nevada and Singapore</td>
</tr>
<tr>
<td></td>
<td>An Analysis of Slack Basic Model of DEA on Operational Efficiency</td>
<td></td>
<td>Day-Yang Liu, National Taiwan University of Science and Technology</td>
</tr>
<tr>
<td></td>
<td>How Do Casinos Make Money?</td>
<td></td>
<td>Stephen Litvin and Douglas M. Walker, College of Charleston, South Carolina</td>
</tr>
<tr>
<td></td>
<td>Monopolies and Open Markets: Impacts of Casino Industry Structures</td>
<td></td>
<td>William Thompson, University of Nevada, Las Vegas; and Catherine Prentice, Swinburne University of Technology, Australia</td>
</tr>
<tr>
<td></td>
<td>How Do Gaming Executives Expect to Be Managing in Five Years?</td>
<td></td>
<td>Simo Dragicevic, Bet Buddy Ltd.</td>
</tr>
</tbody>
</table>
4:00 pm – 5:30 pm  
**Session 3-4-C**  
**Studying Patterns of Play: Specific Games**  
**Moderator:** Michael J.A. Wohl, Carleton University, Canada

**Are Lottery Players Affected by Random Shock? Evidence from China’s Individual Lottery Betting Panel Data**  
Jia Yuan, University of Macau

**The Relationship of Vulnerability Factors and Persistence during Slot Machine Play**  
Jamey Lister and Lia Nower, Rutgers University, New Jersey; and Michael J.A. Wohl, Carleton University, Canada

**Goal Setting, Chasing, and Persistence during Slot Machine Play**  
Jamey Lister and Lia Nower, Rutgers University, New Jersey; and Michael J.A. Wohl, Carleton University, Canada

**The Influence of Socio-economic Settings on Video Lottery Gamblers’ Characteristics**  
Serge Sevigny, Isabelle Giroux, Karina Côté, Christian Jacques, Martin Leclerc, and Robert Ladouceur, Laval University, Quebec, Canada

4:00 pm – 5:30 pm  
**Session 3-4-D**  
**Responsible Gaming: Trends in Industry Responses**  
**Moderator:** Connie Jones, International Game Technology, Nevada

**The Evolution of Responsible Gaming: Past, Present, and Future Trends**  
Carl Braunlich, University of Nevada, Las Vegas

**Trends in Responsible Gaming in the Commercial Gaming Industry and on the Internet**  
Robert W. Stocker, Dickinson Wright, Washington, DC

**RAY’s Online Casino: Player Protection and Responsible Gaming**  
Janne Peräkylä, Raha-automaattiyhdistys (Finland Slot Machine Association)

4:00 pm – 5:30 pm  
**Session 3-4-E**  
**PANEL SESSION**  
**Big Data in Online Gaming: Implications and Applications for Research and Industry**  
**Moderator:** Kahlil S. Philander, University of Nevada, Las Vegas

Nils Svangård, Tajitsu Industries, Sweden  
Ingo Fiedler, University of Hamburg, Germany  
David Thornton, Skill in Games, New York  
Debi LaPlante, Division on Addiction/Harvard Medical School, Massachusetts  
Daniel Stewart, Poker Scout, Nevada
4:00 pm – 5:30 pm

**Session 3-4-F**
**Publishing Your Work: Editors’ Panel**
**Moderator:** Brett Abarbanel, Managing Editor, UNLV Gaming Research and Review Journal

Sally Gainsbury and Alex Blaszczynski, Editors, International Gambling Studies
David G. Schwartz, Publisher, UNLV Gaming Press
Masood Zangeneh, Editor, International Journal of Mental Health & Addiction

4:00 pm – 5:30 pm

**Session 3-4-G**
**SPECIAL ADDRESS**
**Debunking Problem Gambling and Gaming Management Myths: What Does the Casino Operations Research Literature Tell Us?**
Anthony F. Lucas, University of Nevada, Las Vegas

---

**Thursday, May 30**

**Dr. William R. Eadington: A Celebration**

6:30 pm – 7:00 pm  
**Cocktails**  
Roman Ballroom

7:00 pm – 9:30 pm  
**Conference Dinner**  
Roman Ballroom
Friday, May 31

7:30 am – 8:30 am
Continental Breakfast
Promenade Lobby

8:30 am – 10:00 am
Session 4-1-A
Problem Gambling History and Culture
Pompeian I

Moderator: Nigel E. Turner, Centre for Addiction and Mental Health

Roman Addiction: The Changing Perception of Problem Gambling in the Roman World
Suzanne Faris Silver, Independent Researcher

A History of Problem Gambling Treatment in Las Vegas
Rob Hunter, Problem Gambling Center

Gambling as a Leader; Gambling as a Follower: An Investigation of Problem Gambling in the Criminal Culture in Hong Kong
Kelvin Siu Cheong Yick, Chine Yan Chan, Paul Khatani, and Tiffany Hing Mui Tse, Upper Iowa University, Hong Kong Campus; and Chi Chuen Chan, University of St. Joseph, Macau

Shipwreck with Speculator: Early Modern Representations of Risk and Gambling
David J. Hart, West Texas A&M University

---

SOLUTIONS
The GeoComply Matrix
is a highly secure and versatile
geofencing solution, designed
for your compliance needs and
capable of delivering accuracy levels
to within a few yards of a player’s
location, intra-State or on property.

DATA
The power of GeoComply’s Matrix
solution lies within the richness of
the data it gathers. Multiple sets of
geolocation data are automatically
collected upon authentication, in
order to make the most accurate
determination of a user’s location.

INTEGRATION
GeoComply’s custom-built APIs
allow for a seamless integration
process to deliver rich geolocation
data into existing platforms
without material impact to the
customer experience.
8:30 am – 10:00 am

**Session 4-1-B**

**Gaming Expansion in Asia**

**Moderator:** Jonathan Galaviz, Galaviz & Company, Nevada and Singapore

**A Public Choice Perspective on the Progression of Casino Gaming**

Miao He and Ricardo Chi Sen Siu, University of Macau

**Casino Legalization as an Evolutionary Game: Who Will Be Next?**

Miao He, University of Macau

8:30 am – 10:00 am

**Session 4-1-C**

**Social Media and Free-to-Play Games**

**Moderator:** Keith Whyte, U.S. National Council on Problem Gambling

**Social Gaming: Problems, Policies, and Predictions**

Keith Whyte, U.S. National Council on Problem Gambling

**What Do We Currently Know about the Impact of Social Media Gambling Games upon Current and Future Gambling among Young People?**

Sally Gainsbury, Southern Cross University, Australia; and Jeffrey L. Derevensky, McGill University, Canada

**Identities at Stake: Similarities Between Free-to-play Games and New Forms of Online Gambling**

Jani Kinnunen, University of Tampere, Finland

8:30 am – 10:00 am

**Session 4-1-D**

**Culture, Operations, and Impacts**

**Moderator:** Katherine Spilde, San Diego State University, California

**The Ant and the Grasshopper: Western Casino Operators in Macau and Singapore**

Sudhir Kale, Bond University, Australia

**The Experience of Lotto 6/49 and the Capacity to Trust: Elements for an Anthropology of Gambling**

Jocelyn Gadbois, Concordia University, Canada

**Does a Socially Responsible Casino Retain Its Employees Better? An Empirical Study in Macau**

Edmund Hoi Nga Loi, Macao Polytechnic Institute; and Matthew Tingchi Liu and Ronwei Chu, University of Macau
8:30 am – 10:00 am  
**Session 4-1-E**  
New Technologies, New Frontiers  
**Moderator:** Mike Dreitzer, BMM Laboratories, Nevada

**Gambling on Mobile Devices: A New Frontier of Gambling Activity**  
Ardeshir S. Rahman, Richard J. Rosenthal, Arlene Fink, Margarit Davtian, and Timothy W. Fong, University of California, Los Angeles

**Is That a Slot Machine in Your Pocket? A Summary and Analysis of New Gaming Spaces**  
David Briggs, GeoComply, Nevada

**Playing Surveillance Games: How Surveillance Turns into Profit in New Online Environments**  
Liisa A. Mäkinen, University of Helsinki, Finland

8:30 am – 10:00 am  
**Session 4-1-F**  
Organized Crime and Gambling in the United States  
**Moderator:** David G. Schwartz, University of Nevada, Las Vegas

**Attesting to Unique Attractions: The President’s Commission on Organized Crime Gambling Hearings**  
David G. Schwartz, University of Nevada, Las Vegas

**The Mob Museum: Building a History of Organized Crime in the U.S.**  
Michael Green, College of Southern Nevada

10:00 am - 10:30 am  
**Mid-morning Break**  
Promenade Lobby

10:30 am – 12:00 pm  
**Session 4-2-A**  
Problem Gambling: Lessons from the Nevada Laboratory  
**Moderator:** Jeffrey Marotta, Problem Gambling Solutions

**The Nevada Problem Gambling Study: Snapshot of a Treatment Population in Nevada**  
Sarah A. St. John, Raeven Faye Chandler, and Bo J. Bernhard, University of Nevada, Las Vegas

**ICD, DSM, ASAM, GPPC, OMG! – Taking the Disorder Out of Gambling Disorder**  
Denise Quirk, University of Nevada, Reno; and Colin M. Hodgen, Reno Problem Gambling Center, Nevada
Session 4-2-B
Gambling and Commercial Gaming in Latin America
Moderator: Fred Licon, Ocho Gaming

What Can We Learn from Recent Latin American Changes in Gambling Public Policies?
Carlos Sanchez-Bello, Pathological Gambling Section of Latin American Psychiatric Association, Venezuela

The Beginning of Gambling and the Current Commercial Gaming Situation in Brazil
Dario Luiz Dias Paixão, Positivo University, Brazil; and Angélica da Cunha Molteni, Federal University of Paraná, Brazil

Legal Gambling in Mexico
Alfredo Lazcano, Lazcano Samano, Mexico

10:30 am – 12:00 pm

Session 4-2-C
Non-problem Gambling
Moderator: David G. Schwartz, University of Nevada, Las Vegas

Does Non-problem Gambling Have Any Negative Impacts on Gamblers?
Samuel Huang, Macao Polytechnic Institute

The Unique and Shared Contributions of Implicit and Explicit Positive Gambling Outcome Expectancies as Predictors of Gambling Behavior
Melissa J. Stewart, Dalhousie University, Canada; Sunghwan Yi, University of Guelph, Canada; and Sherry H. Stewart, Dalhousie University, Canada

The Activation of Reward Versus Relief Gambling Outcome Expectancies in Regular Gamblers
Melissa J. Stewart, Dalhousie University; and Sunghwan Yi, University of Guelph, Canada

Dissociating the Roles of Delay and Probability Discounting in Gambling Behavior
Will Shead and Emad Talisman, Mt. Saint Vincent University, Canada
10:30 am – 12:00 pm  
**Session 4-2-D**  
Florentine I  
Corporate Communication and Corporate Social Responsibility  
**Moderator:** Dean Hestermann, Caesars Entertainment

Professional Practices for Gaming in Social Media  
Dan Michalski, Pokerati, Nevada

Becoming Respectable: A History of Early Corporate Social Responsibility and Philanthropy in the Las Vegas Casino Industry  
Jessalynn Strauss, Xavier University, Ohio

Spending Green, Winning Green...Going Green? Analyzing Environmental Messages in Las Vegas Casinos  
Jessalynn Strauss, Xavier University, Ohio

10:30 am – 12:00 pm  
**Session 4-2-E**  
Florentine II  
Taxation and the Gaming Industry  
**Moderator:** Kahlil S. Philander, University of Nevada, Las Vegas

The Effects of Gaming Tax / Retention Rate on Casino Performance  
Will E. Cummings, Cummings Associates, Massachusetts

The Impact of a Gaming Tax Rate Increase on Cross-state Demand  
Mikael B. Ahlgren, Pennsylvania State University; and Sarah Tanford and Ashok K. Singh, University of Nevada, Las Vegas

Lessons to be Learned from the Curious Case of Betting Taxation in the UK  
Leighton Vaughan Williams, Nottingham Trent University, United Kingdom

10:30 am – 12:00 pm  
**Session 4-2-F**  
Florentine III  
Gaming Expansion, Capitalism, and Cultural Effects  
**Moderator:** Douglas Walker, College of Charleston

Casino Capitalism, Gambling Expansion, and the Cultural Effects of Financialization  
James Cosgrave, Trent University, Canada

The Evolution of Sports Betting in Finland: Learning and Diffusion of a New Game over the Past 20 Years  
Matias Karekallas, University of Helsinki, Finland

12:15 pm – 12:45 pm  
**Closing Ceremony: What We’ve Learned**  
Roman Ballroom  
Bo J. Bernhard, International Gaming Institute, University of Nevada, Las Vegas
ahead of the game

At GLI, we're ahead of the game. We're ready for the future of the global gaming industry with more capacity than any other lab. Only GLI has more than 750 employees working in 20 lab locations on 6 continents, and all with 24/7 service. That means we have more capacity than any other gaming test lab, and more ability to serve land-based, lottery and iGaming regulators, suppliers and operators swiftly and completely. So dream, imagine, invent. We're ready for you. Call us today and discover the GLI difference.

GAMINGLABS.COM