

# GambleAware

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## **ANNOUNCEMENT**

### **GambleAware publishes a scoping investigation of eye-tracking in Electronic Gaming Machine play**

**London, 26 April:** New research, funded by GambleAware, used eye-tracking to investigate how machine players pay attention to Electronic Gaming Machine (EGM) displays in local bookmaker offices.

The research, conducted by Professor Robert Rogers and colleagues at Bangor University is the first study to use eye-tracking to improve our understanding of how machine players pay attention to roulette and slot games in commercial settings. The study describes the distribution of visual attention towards the game features of roulette and slots, and offers methodology for studying and optimizing the timing, placement and content of harm-minimisation messaging. The data show that problem gamblers look less often at the roulette wheel while placing bets and while it spun, compared to non-problem gamblers, and tended to look away from the machine more frequently. By contrast, in slot games, problem gamblers looked more frequently at amount-won messages.

**Professor Robert Rogers** said:

“Learning more about how players interact with gambling machines can help us to understand the associated risks of gambling harms. These eye-tracked data, gathered from customers playing gambling machines (FOBTs) in bookmaker shops, describe how people pay attention to game displays while playing roulette and slots; and suggest that there are subtle but potentially important differences in the way that problem gamblers interact with gambling machines compared to non-problem gamblers.”

**Marc Etches, Chief Executive of GambleAware** said:

“These data are the first to show that eye-tracking methodology has some potential to offer insights in machine-player interaction. Characterising machine players’ attention to machine games may aid the design of harm-minimisation measures such as pop-up messages and visible clocks and provide an important ancillary measure for testing their efficacy.”

-ENDS-

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**NOTES**

- The report is available on the Gamble**Aware** website:  
<http://about.gambleaware.org/research/research-publications/>
- The Responsible Gambling Trust operating as Gamble**Aware** is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, GambleAware funds education, prevention and treatment services and commissions research to broaden public understanding of gambling-related harm. The aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support. Click here to find out more: <http://about.gambleaware.org/>
- Gamble**Aware** aims to raise a minimum of £10 million each year in voluntary contributions from the gambling industry operating in Great Britain. This donation based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice.
- Gamble**Aware's** programme of treatment, education, harm prevention and research are guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and Gamble**Aware** work together under the terms of an agreement in place since 2012: <http://about.gambleaware.org/media/1216/statementofintent.pdf>.
- Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed in 2016 by the RGSB, the Gambling Commission and Gamble**Aware**: <http://about.gambleaware.org/media/1270/research-commissioning-and-governance-procedure-may-2016-final.pdf>.