





ANNEXE 2 – CONTENU DES MESSAGES ÉVALUÉS

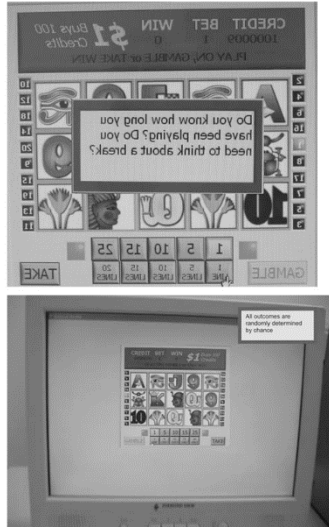
CONTRÔLE ET RESPONSABILITÉ INDIVIDUELLE	
Message	Type de support
<p><i>Gamble in moderation.</i></p> <p><i>Play responsibly.</i></p> <p><i>Play Smart.</i></p>	<p>Message sur publicité pour un jeu d'argent sur les réseaux sociaux (De Jans et al., 2023)</p>
<p><i>Remain the master of the game.</i></p> <p><i>Gamble in a balanced way.</i></p> <p><i>So that gambling remains a game.</i></p> <p><i>Gamble responsibly.</i></p> <p><i>Keep it fun, stay in control.</i></p>	<p>Messages figurant sur un questionnaire en ligne (Mouneyrac et al., 2017)</p>
<p><i>Gamble in a balanced way.</i></p> <p><i>Remain the master of the game.</i></p> <p><i>When gambling isn't fun anymore.</i></p> <p><i>Think your gambling may be a problem?</i></p> <p><i>Only bet what you can afford.</i></p> <p><i>If you gamble, play it safe.</i></p> <p><i>Gamble responsibly.</i></p> <p><i>Keep the fun in the game.</i></p> <p><i>When the fun stops, stop.</i></p>	<p>Messages figurant sur des questionnaires dans des conditions expérimentales (Rockloff et al., 2021)</p>
<p><i>Set your limit. Play within it.</i></p> <p><i>Only spend what you can afford to lose.</i></p> <p><i>A winner knows when to stop gambling.</i></p> <p><i>You are responsible for your gambling.</i></p>	<p>Messages sur des écrans de machines à sous électroniques (EGM) (Gainsbury et al., 2015)</p>

<p><i>So that gambling remains a game</i> <i>Keep it fun, stay in control</i> <i>Remain the master of the game</i> <i>Gamble responsibly</i> <i>Gamble in a balanced way</i></p>	<p>Messages sur des écrans de machines à sous, en laboratoire (Ginley et al., 2016)</p>
<p><i>When the fun stops, stop.</i></p> 	<p>Message sur une plateforme de paris sportifs et jeu de roulette (Newall et al., 2022)</p>
<p><i>Play responsibly. Pause and think... Are you in control of your risk taking?</i></p> 	<p>Messages sur des écrans de loteries électroniques, en laboratoire (Harris & Parke, 2016)</p>

AUTO-ÉVALUATION DES COMPORTEMENTS DE JEU

<p>What does gambling cost you? Stop in time.</p>	<p>Message sur publicité pour un jeu d'argent sur les réseaux sociaux (De Jans et al., 2023)</p>
<p>Take time to think.</p>  <p>The image shows a digital roulette table with a green felt background and red/black numbers. A yellow pop-up box with a clock icon and the text 'TAKE TIME TO THINK' is overlaid on the table. The table also displays 'MONEY £5.00', 'CUR BET £5.00', 'MIN BET: £1', and 'MAX BET: 2'. There are buttons for '1st 12', '2nd 12', '3rd 12', '1 to 18', 'EVEN', 'ODD', and '19 to 36'. A red 'Close Notice' button is at the bottom.</p>	<p>Message sur écran pendant une partie de roulette (Newall et al., 2023)</p>
<p>Tap out, take a moment. Avoid bet regret.</p>  <p>The image is a dark blue rectangular advertisement. At the top, it says 'Tap Out, take a moment. Avoid Bet Regret' in white. Below that, there is a paragraph of text: 'Before you place any bet, tap out of your betting app and take a moment to think things through. It can be for just a moment, a minute, or perhaps as long as it takes to make a cup of tea. Whatever you go on to do, making this pause a habit will help you avoid Bet Regret.' At the bottom, there is another paragraph: 'Bet Regret is that sinking feeling you get the minute you make an impulsive bet, often when drunk, bored or chasing losses.'</p>	<p>Messages testés dans le cadre de focus group (Davies & McNair, 2022)</p>
<p>Have you spent more than you can afford? Is money all you are losing? Do you need a break? Gamble responsibly. Are you playing longer than planned?</p>	<p>Messages sur des écrans de machines à sous électroniques (EGM) (Gainsbury et al., 2015)</p>
<p>Do you know how long you have been playing? Do you need to think about a break?</p>	<p>Messages sur des écrans de machines à sous électroniques (EGM) (Monaghan & Blaszczyński, 2010)</p>

Have you spent more than you intended? Do you need to think about a break?



**Are you losing more than you want? Maybe it's time to quit?
Are you having fun? Or are you just losing your money?**

Messages sur des écrans de machines à sous, en laboratoire (Ginley et al., 2016)

TÉMOIGNAGES DE PERSONNES CONCERNÉES (PERSONNES QUI JOUENT OU ENTOURAGE)

I'd gamble at my desk, so I made the call to stop (TALKBanStop, numéro d'aide)



Messages testés dans le cadre de focus group (Davies & McNair, 2022)

I started my recovery when the only thing left to lose was my family. If you are worried that someone close to you is gambling too much, call the ... (numéro d'aide)



INFORMATION SUR LA DÉPENDANCE AU JEU

Gambling can cause a dependency.

Do not gamble as far as dependency.

Messages figurant sur un questionnaire en ligne (Mouneyrac et al., 2017)

Beware of excessive gambling.

Excessive gambling may harm your family, life, break down your couple and your home.

Excessive gambling may drive you to intense distress and suicidal thoughts

Messages sur des écrans de « video-lotery terminal » (VLT) (Munoz et al., 2010)

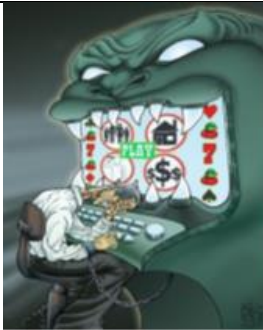
Is gambling a problem for you? Call GamblingHelp on 1800858858 or visit 'gamblinghelponline.org.au

Messages sur des publicités pour des paris sportifs (Lole et al., 2019)

Excessive gambling may cause you financial disruptions bringing you regrets and despair

Excessive gambling may harm your family, break down your couple and your home

Messages figurant sur un questionnaire en ligne (Munoz et al., 2013)



INFORMATION SUR LE CARACTÈRE ALÉATOIRE DU JEU ET L'ESPÉRANCE DE GAIN NÉGATIVE

Don't forget that this is only due to chance.
Remember that it is a game of chance.
Don't forget that you have no control over chance.
There is no strategy to fight against chance.
You don't control anything in a game of chance.
This game only depends on chance.

Messages figurant sur un questionnaire en ligne (Mouneyrac et al., 2017)

Whether you win or lose, the betting companies are always the real winners.

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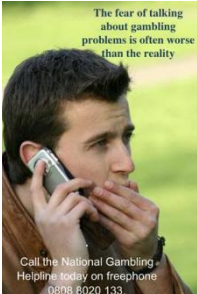


Find out about making a change at
www.gamcare.org.uk/self-help/

Messages testés dans le cadre de focus group (Davies & McNair, 2022)

Your chances of winning the maximum prize are generally no better than one in a million.
All outcomes are randomly determined by chance.

Messages sur des écrans de machines à sous électroniques (EGM) (Monaghan & Blaszczyński, 2010)

<p>Warning: payouts are random and not controlled by players. Near wins are always losses.</p>	<p>Message sur des écrans de « Video-lottery terminal » (VLT) (Gallagher et al., 2011)</p>
<p>The next spin has nothing to do with the previous spins</p> <p>Winning is not due to luck. It's random.</p> <p>If you continue gambling, you will eventually lose your money</p>	<p>Messages sur des écrans de machines à sous, en laboratoire (Ginley et al., 2016)</p>
<p>You cannot predict anything in a game of chance</p> <p>Winning is completely due to chance</p>	<p>Messages sur des écrans d'ordinateurs simulant un jeu d'argent, en laboratoire (Jardin & Wulfert, 2012)</p>
<p>BARRIÈRES DE LA DEMANDE D'AIDE</p>	
<p>The fear of talking about gambling problems is often worse than the reality. Call the National Gambling Helpline today on freephone (numéro d'aide)</p> 	<p>Messages testés dans le cadre de focus group (Davies & McNair, 2022)</p>
<p>CONSÉQUENCES POSITIVES D'UNE LIMITATION DES COMPORTEMENTS DE JEU PROBLÉMATIQUES</p>	
<p>Gambling less makes it easier to pay for unexpected expenses.</p> <p>Your family will appreciate you keeping your gambling spend to a reasonable amount.</p> <p>Think of all the great things you could buy with money not lost on gambling.</p> <p>Betting less lets you spend more money on the important people in your life.</p>	<p>Messages figurant sur des questionnaires dans des conditions expérimentales (Rockloff et al., 2021)</p>

Gambling less gives you more time to do well at work or study.
You will have more time for important things in your life if you gamble less!
Less time gambling means more time with people you care about.
Less money on gambling means more money for fun things like holidays and eating out.
Think of all the money you'll save if you gamble less.

COMPARAISON À LA NORME

Savvy bettors don't chase losses.
Wise bettors stick to a budget.
Most people play for fun, not to relieve boredom or stress.
Most people who gamble every week experience some problems.
Most people do not gamble as a way to make money.
Most people who gamble only bet once a month or less.
Most people who gamble bet \$10 or less a week.
Gambling is not a way to make money: The house always wins in the end.
Over 99% of bettors lose in the long run.

Messages figurant sur des questionnaires dans des conditions expérimentales (Rockloff et al., 2021)