

# Money, Gambling and Motivation

# 2

Dechant, K. (2014). Show me the money: Incorporating financial motives into the Gambling Motives Questionnaire. *Journal of Gambling Studies*, 30, 949-965.

## WHAT THE RESEARCH IS ABOUT

Determining what motivates people to gamble has numerous applications, such as preventing and treating gambling-related harm. The Gambling Motives Questionnaire (GMQ) was created in a previous study by modifying the Drinking Motives Questionnaire (DMQ). Although the GMQ provided an important and relatively strong measure of what motivates people to gamble, scholarly criticism pointed out that it failed to capture financial motives even though money is central to gambling. This study developed a set of financial motive items and assessed how they fit within the GMQ's structure. Starting with nine financial motive items, the research narrowed the factors down to four financial motive items and re-evaluated the proposed new GMQ-Financial (GMQ-F) for overall validity and strength.

## WHAT THE RESEARCH DID

As part of a telephone survey of 1,202 adult Manitobans, a subsample of 1,014 Manitobans reported gambling in the past year. These participants were asked to rate the 15 items of the original GMQ along with the nine new financial motive items along a four-point scale of relative frequency; for example "how often do you gamble to be sociable?", using a scale of (1)

never/almost never, (2) sometimes, (3) often, or (4) always/almost always. Analyses of the 20-minute survey allowed the researcher to assess which questions best captured the four types of gambling motives and which questions could be omitted from the GMQ-F to improve measurement.

## WHAT THE RESEARCH FOUND

This study found that the items sorted strongly into four factors, the three existing GMQ factors (i.e. gambling for enhancement of life, as a coping strategy and for social reasons) and the fourth newly-added financial factor. Weak or confusing questions were removed based on statistical assessments, reducing the nine financial motive items down to four items. Additionally this process flagged items from other factors which were low in validity and could potentially be removed in future versions of the GMQ to strengthen and shorten the questionnaire.

## HOW YOU CAN USE THIS RESEARCH

The study produced a condensed, more efficient version of the GMQ, the GMQ-F. This tool includes the financial motives factor, and would be useful for future research of gambling motives. The researcher warns of needing additional factor analysis to support this new

tool, but indicates the GMQ-F is a strong instrument for gambling motives that could be used to determine differences in gambling motives between various demographic groups. Since different intensities of gamblers tend to have different motives to gamble, the GMQ-F could also be used to predict gambling risk and harm.

## WHAT YOU NEED TO KNOW

This study examined the benefits of adding financial motive items to the GMQ. Participants answered a telephone survey that included nine new financial items. The nine financial items were narrowed down to four key items and combined with 12 of the original 15 items to produce a 16 item GMQ-F. The GMQ-F is a more efficient and stronger measure of gambling motives. The addition of monetary motive items produced a new financial factor beyond the existing three GMQ factors of gambling for the enhancement of life, as a coping strategy, and for social reasons.