

Social Media Volume and Insights

Released by DCS under GIPA application GIPR20/14

● In early October, the 'You're Stronger Than You Think' campaign was launched by Gambling Help.

It was aimed at men aged between 30 and 49, with the aim of promoting free and confidential counselling services for people affected by problem gambling. This campaign launch was accompanied with a push towards the Gambling Help website, as well as a video ad advocating the helpline.

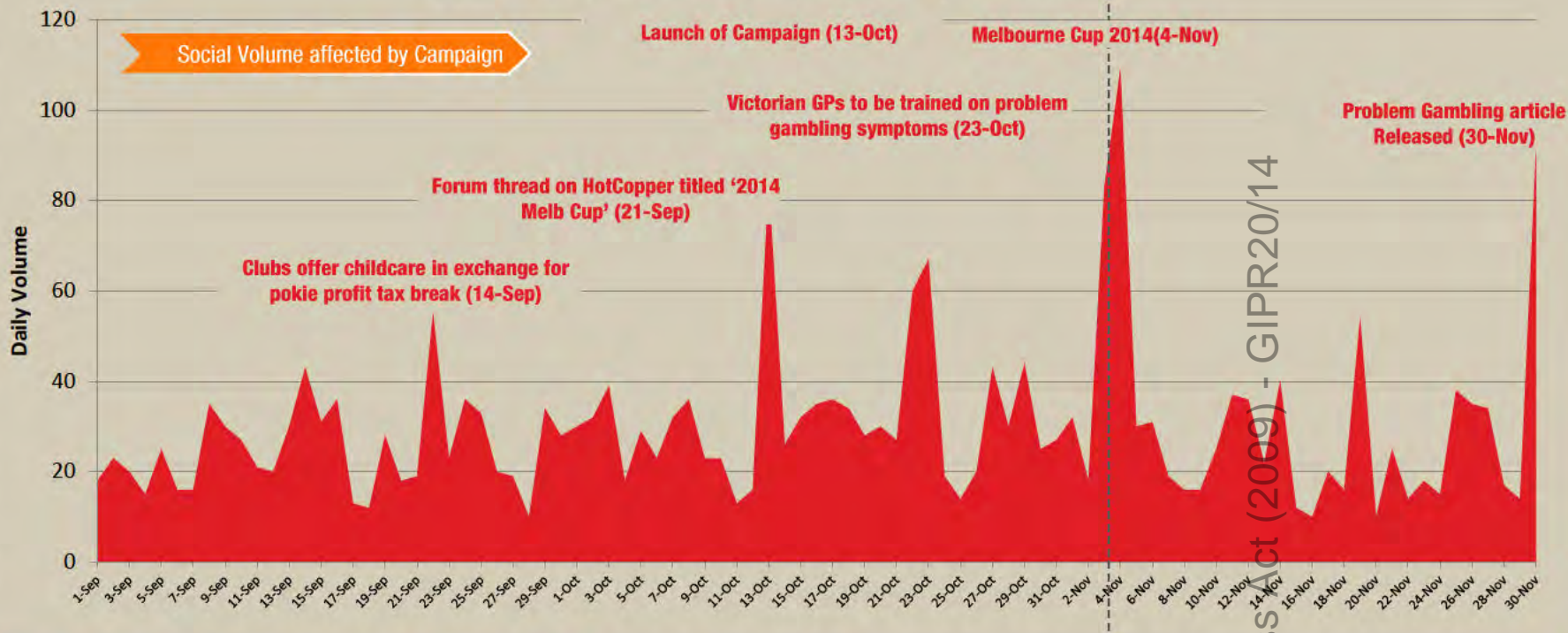
KEY INSIGHTS

● Prior to the campaign, between the 1st of September and 12th of October, an average of 25.4 daily social mentions were made about problem gambling by Australians on various social networks.

● After the campaign launch, between the 13th of October and 31st of November, the average number of daily mentions grew to 33.

● This represents a 29.9% growth in conversation directly as a result of the launch of the campaign.

VOLUME OF SOCIAL MENTIONS (NATIONAL)



Problem Gambling Conversation & Sentiment

PLATFORMS 17-12-14

Where problem gambling is discussed

	Micro-blogging Twitter	56.7%
	Forum 30 sources	25.2% ↑ 3.5%
	Blog 41 sources	15.4% ↑ 6.2%
	Social network Facebook, Yahoo Answers	2.1% ↓ 1.8%
	Comments 6 sources	0.7% ↓ 7.2%
	Photo sharing Instagram, Flickr	0.1% ↓ 0.5%

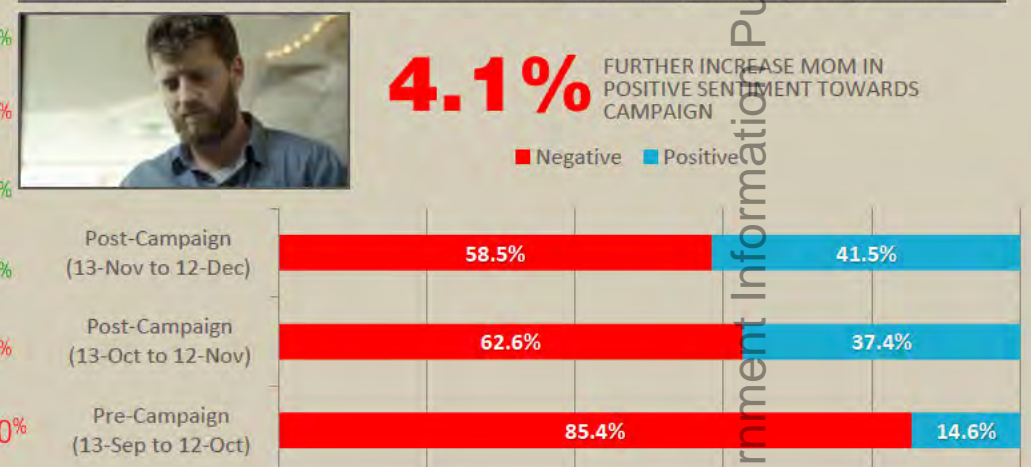
KEYWORDS 17-12-14

Used when discussing problem gambling

	Gambling	36.1%	↑ 0.7%
	Problem	24.1%	↓ 0.6%
	Other	10.0%	↑ 6.1%
	Addiction	9.9%	↑ 1.9%
	Money	6.9%	↓ 1.0%
	Betting	5.7%	↓ 11.0%

CAMPAIGN EFFECT ON 'PROBLEM GAMBLING' SENTIMENT

Measuring the shift in sentiment as a result of the 'Problem Gambling' campaign being in market.



- Over the last month forum conversation around problem gambling saw a 3.5% increase and blog conversation increased by 6.2%
- Paid activity can be attributed to the growth under Blog volumes, and forum volumes, which married with our increase in overall positive sentiment towards the issue, indicates a successful campaign approach.
- This is due to articles on problem gambling that gained traction across these two platforms and people started to retweet and share – creating further incremental awareness on top of our campaign which drove mentions.
- A 7.2% decrease in article related comments was witnessed, which was driven by less divisive

- chatter around the Problem Gambling article released on November 30th. This article primarily drove social shares in the form of retweets.
- When talking about problem gambling on social we found that conversations around betting dropped 11% and money by 1%. This potentially indicates less willingness for people publicly broadcasting their betting patterns – whether it be wins or losses
- People discussing addiction linked to problem gambling grew by 1.9%, indicating that people are feeling more comfortable discussing their gambling problems online and seeking help.
- Melbourne cup betting subsiding may have led to a decrease in volume around "Betting".

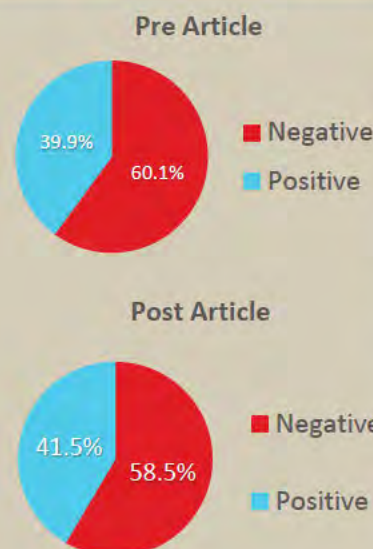
- Ongoing campaign evaluation of social sentiment related to problem gambling, as a result of the 'Your Stronger Than You Think' campaign has clearly identified an increase in positive sentiment.
- This is through a combination of campaign driven activity across a multitude of sources, combined with a number of articles that have been favourable to us in delivering a positive, yet constructive, anti gambling message.
- This has been in the face of a high volume time for sports betting, with the conclusion of both the AFL & NRL seasons, and the Spring Racing carnival ensuring that in terms of overall gambling mentions, our campaign period has been perfectly aligned to address ongoing

- activity amongst our target audience...
- It will be worth monitoring if this trend in positive sentiment continues into the future with the AFL and NRL seasons commencing early in 2015, as this generally coincides with an increase in mobile and online betting.
- As previously touched on, the article which drove a spike in conversations towards the end of November drove this via a high number of social shares, with positive commentary featured, and the very nature of a social share indicating that the user found it both informative, and worth passing on.
- Each of these shares is therefore attributed as positive sentiment surrounding the issue.

Social Verbatim about Problem Gambling

Observations

There has been a marked increase in social mentions as a result of the 'You're Stronger Than You Think' campaign, however for the month of November the biggest spike in social chatter came off the back of an article shared from the ABC on November 30th. The article explores a treatment for problem gamblers that uses mathematics to prove they cannot beat the system. Immediately people began to share and comment on this article, creating positive sentiment around treating problem gambling. There was a visible shift (-1.6%) in negative sentiment towards problem gambling conversation as a result of this article being published. There was a potential opportunity for more integration with the broader campaign, with no clear call to action featured within the article.



Verbatim

David Iwanow @davidianow
RT @HughRunde: This is extraordinary - 90% success rate for **problem gambling** treatment that basically just teaches maths: <http://t.co/wxQ5...>
via David Iwanow

A new approach to treating problem gambling uses mathematics to prove you can never beat the system

I wonder if that means teaching maths prevents problem gambling developing in 90% of those at risk

Rita El Daghl @RitaElDaghl
Good news for gamblers, bad news for **gambling** industry: Mathematics used to treat **problem** gamblers <http://t.co/ZaNs0kajvc>
via Rita El Daghl

* M. Secombe, 'Betting against political resolve on gambling', September 2014. <http://www.thesaturdaypaper.com.au/news/politics/2014/09/27/betting-against-political-resolve-gambling/1411740001041>
† Social mentions extracted through social listening tool (Synthesio) between September and October 2014.