

Codebook for First Month Live Action Gambling for Account Closers:

February 2005 through February 2007

This codebook provides information about the raw and analytic datasets that provided the evidence base for research focusing on actual Internet live action gambling during the first month of gambling (Braverman & Shaffer, 2010). These datasets derive from the collaborative Internet gambling research project between the Division on Addictions (DOA) and bwin Interactive Entertainment, AG (bwin), an Internet betting service provider headquartered in Vienna, Austria. These datasets provide evidence from twenty four months of the prospective longitudinal, real-time, Internet casino betting behavior.

The datasets contain raw and analytic data representing twenty four months of aggregated betting behavior data for 530 sequential bwin Internet casino subscribers who opened an account with bwin during the period from February 1, 2005 through February 28, 2005 and closed it 30 or more days later. These subscribers had at least one non-zero betting activity during the study period (February 1, 2005 till January 31, 2007) and played live action more than 3 time during the 24 month period and more than 1 time during their first month of betting. The DOA excluded records that took place before the first pay-in date (i.e., variable Fstupdate in raw dataset Demographics) in the preparation of this dataset. The exclusion controlled for activities financed by promotional money that might not reflect the participants' behavior when personal funds are at stake.

Source(s): Division on Addictions, Cambridge Health Alliance, a teaching affiliate of Harvard Medical School

PI(s): Dr. Howard J. Shaffer

Sponsor(s): bwin, Interactive Entertainment, AG

Related publication(s): Braverman, J., & Shaffer, H. J. (2010). How Do Gamblers Start Gambling: Identifying Behavioural Markers for High-risk Internet Gambling. *European Journal of Public Health*, Advance Access. DOI:10.1093/eurpub/ckp232.

Raw Dataset I - Demographics

The raw dataset, Demographics, contains the following demographic information of live action players: UserID, Country (Appendix 1), Language (Appendix 2), Gender, AgeRDate (Age at registration), Sereason (reason the account was closed) and Fstpdate (first paying date). Information about City of Residence and Date of Birth are censored to protect participant privacy and comply with institutional review board (IRB) requirements.

Raw Dataset II - DailyAggregation

The raw dataset, DailyAggregation, contains the actual betting information associated with live action product for each participant for each calendar day with at least one transaction from February 1, 2005 through February 28, 2007 or until the account was closed. This dataset contains the following information: UserID, Date, Stake, Winnings, and Bets. All transactions have been converted to Euros.

Analytic Dataset - Actual Internet Sports Gambling Activity: February 2005 through February 2007

This analytic dataset contains actual betting behavior virtual live action betting for each participant aggregated over one month period from the date the account was opened. Also, it contains live action betting for each participant aggregated over the twenty-four-month study period from February 1, 2005 through February 28, 2007 or until the account was closed.

The DOA transferred the following variables for each participant from the raw dataset Demographics to the analytic dataset: UserID, Country, Gender, AgeRDate, and Fstpdate.

The DOA computed the following measures for betting by summing the data in raw dataset DailyAggregation. For the entire period: Total sum of live action stake, total sum of live action bets, total active live action days, total days from first to last live action play, average bets per day for live action and total amount lost for live action betting. For the first month aggregation the DOA calculated the variables: intensity (number of bets per day during the first month, variability (St dev of stakes during the first month), frequency (total number of active days during the first month) and trajectory (slope of stake increase/decrease for the first month). The DOA also calculated z transformation for those variables.

Variables in Raw Dataset I “Demographics”

Variable	Data Type	Description	N	Min	Max	Note
UserID	Numeric	User ID	530	1324368	1405181	User ID was assigned to each participant by bwin at time of registration.
Country	Numeric	Country of residence	530	40	826	Please see appendix 1.
Language	Numeric	Primary language	530	1	19	Please see appendix 2.
Gender	Numeric	Gender	530	0	1	0: female; 1: male
AgeRDate	Numeric	Age at registration date	530	17	62	Date of registration
Fstpdate	Date	First pay-in date	530	01-Feb-2005	14-Nov-2006	Participant’s first betting money deposits date
Sereason	Numeric	Account closing reason	530	1	3	1: unsatisfied with the service; 2: not interested; 3: gambling-related problems

Variables in Raw Dataset II “DailyAggregation”

Variable	Data Type	Description	N	Min	Max	Note
UserID	Numeric	User ID	5161	1324368	1405181	User ID was assigned to each participant by bwin at time of registration.
TimeDATE	Date	Activity date	5161	01-Feb-2005	09-Dec-2006	Date the bet was made
Stake	Numeric	Stake	5161	.03	5665.11	Amount of money paid for stakes per day
Winnings	Numeric	Winnings	5161	00	6319.66	Total betting winnings on a given day (Euro).
Bets	Numeric	Number of bets	5161	1	118.00	Number of bets per day

Variables in Analytic Dataset “First month of Internet Live Action Gambling Activity: February 2005 through February 2007”

Variable	Data Type	Description	N	Min	Max	Note
UserID	Numeric	User ID	530	1324368	1405181	User ID was assigned to each participant by bwin at time of registration.
CountryID	Numeric	Country	530	40	826	Please see appendix 1.
Gender	Numeric	Gender	530	0	1	0: female; 1: male
ageRDATE	Numeric	Age at registration	530	17	62	Age as of registration date
Sreason	Numeric	Reason to close the account	530	1	3	1: unsatisfied with the service; 2: not interested; 3: gambling-related problems
p2sumstake	Numeric	Live Action. Total sum of stake	530	4.65	391628.33	Total sum of wagered in live action during 24 month period
p2sumbet	Numeric	Live Action. Total sum of bets	530	4	22053	Total number of bets in live action during 24 month period
p2sumday	Numeric	Live Action. Total active days	530	4	673	Total number of active days in live action during 24 month period
p2intvday	Numeric	Live Action. Total days from first to last play	530	31	750	A period from first to last live action play date in 24 month period
p2bpd	Numeric	Live Action. Bets per day	530	1	62.52	Average number of bets per day for live action during 24 month period
p2net	Numeric	Live Action. Stakes minus winnings live action	530	-3559.29	22160.47	Total lost in live action during 24 month period
p2bpd1m	Numeric	Live Action. Number of bets per day during the first month (Intensity)	530	1	43.67	Average number of bets per day for the first month of gambling live action (INTENSITY)

p2stakeSD1m	Numeric	Live Action. St dev of stakes during the first month (Variability)	530	.05	1266.89	Standard deviation of stake sized for the first month of betting live action (VARIABILITY)
p2totalactivedays1m	Numeric	Live Action. Total number of active days during the first month (Frequency)	530	2	31	Total number of active days during the first month of playing live action (FREQUENCY)
p2stakeSlope1m	Numeric	Live Action. Stake slope for the first month. (Trajectory)	530	-5.84	4.11	Slope of stake sizes during the first month of playing live action (TRAJECTORY)
Zp2bpd1m	Numeric	Zscore: Live Action. Number of bets per day during the first month (Intensity)	530	-.623	7.56	z-transformation for INTENSITY
Zp2stakeSD1m	Numeric	Zscore: Live Action. St dev of stakes during the first month (Variability)	530	-.27	7.94	z-transformation for VARIABILITY
Zp2totalactivedays1m	Numeric	Zscore: Live Action. Total number of active days during the first month (Frequency)	530	-.59	4.51	z-transformation for FREQUENCY
Zp2stakeslope1m	Numeric	Zscore: Live Action. Stake slope for the first month (Trajectory)	530	-8.03	5.83	z-transformation for TRAJECTORY
Random	Numeric	random number	530	0	1.00	Random number generated for making the split half
p2clusteringactivity	Numeric	Live Action. Cluster membership by sd, bet per day, slope and total active days.	530	1	4	Cluster membership resulted from K-mean cluster analysis. 1: "Cluster 1. High intensity, high frequency, high variability"; 2:"Cluster 2. Low activity" 3: "Cluster 3. High intensity, low variability"; 4: "Cluster 4. Majority"
p2clusterhalf1	Numeric	Live Action Cluster. Group 1	530	1	4	Cluster membership for the first half split. Value labels - same as previous.

p2clusterhalf2	Numeric	Live Action Cluster. Group 2	530	1	4	Cluster membership for the second half split. Value labels - same as previous.
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Appendix 1: Codings for Country

Country	Country Name
4	Afghanistan
8	Albania
10	Antarctica
12	Algeria
16	American Samoa
20	Andorra
24	Angola
28	Antigua and Barbuda
31	Azerbaijan
32	Argentina
36	Australia
40	Austria
44	Bahamas
48	Bahrain
50	Bangladesh
51	Armenia
52	Barbados
56	Belgium
60	Bermuda
64	Bhutan
68	Bolivia
70	Bosnia and Herzegovina
72	Botswana
74	Bouvet Island
76	Brazil
84	Belize
86	British Indian Ocean Territory
90	Solomon Islands

92	Virgin Islands (British)
96	Brunei Darussalam
100	Bulgaria
104	Myanmar
108	Burundi
112	Belarus
116	Cambodia
120	Cameroon
124	Canada
132	Cape Verde
136	Cayman Islands
140	Central African Republic
144	Sri Lanka
148	Chad
152	Chile
156	China
158	Taiwan
162	Christmas Island
166	Cocos (Keeling) Islands
170	Colombia
174	Comoros
175	Mayotte
178	Congo
180	the Democratic Republic of the Congo
184	Cook Islands
188	Costa Rica
191	Croatia
192	Cuba
196	Cyprus
203	Czech Republic
204	Benin

208	Denmark
212	Dominica
214	Dominican Republic
218	Ecuador
222	El Salvador
226	Equatorial Guinea
231	Ethiopia
232	Eritrea
233	Estonia
234	Faroe Islands
238	Falkland Islands
242	Fiji
246	Finland
250	France
254	French Guinea
258	French Polynesia
260	French Southern Territories
262	Djibouti
266	Gabon
268	Georgia
270	Gambia
276	Germany
288	Ghana
292	Gibraltar
296	Kiribati
300	Greece
304	Greenland
308	Grenada
312	Guadeloupe
316	Guam
320	Guatemala

324	Guinea
328	Guyana
332	Haiti
334	Heard and Mc Donald Islands
336	Vatican City State (Holy See)
340	Honduras
344	Hong Kong
348	Hungary
352	Iceland
356	India
360	Indonesia
364	Iran
368	Iraq
372	Ireland
376	Israel
380	Italy
384	Cote d'Ivoire
388	Jamaica
392	Japan
398	Kazakhstan
400	Jordan
404	Kenya
408	Korea, Republic of
410	Korea (South)
414	Kuwait
417	Kyrgyzstan
418	Lao Peoples Democratic Republic
422	Lebanon
426	Lesotho
428	Latvia
430	Liberia

434	Libya
438	Liechtenstein
440	Lithuania
442	Luxembourg
446	Macau
450	Madagascar
454	Malawi
458	Malaysia
462	Maldives
466	Mali
470	Malta
474	Martinique
478	Mauritania
480	Mauritius
484	Mexico
492	Monaco
496	Mongolia
498	Moldavia
500	Montserrat
504	Morocco
508	Mozambique
512	Oman
516	Namibia
520	Nauru
524	Nepal
528	Holland
530	Netherlands Antilles
533	Aruba
540	New Caledonia
548	Vanuatu
554	New Zealand

558	Nicaragua
562	Niger
566	Nigeria
570	Niue
574	Norfolk Island
578	Norway
580	Northern Mariana Islands
581	Unites States Minor Outlying Islands
583	Micronesia, Federated States of
584	Marshall Islands
585	Palau
586	Pakistan
591	Panama
598	Papua New Guinea
600	Paraguay
604	Peru
608	Philippines
612	Pitcairn
616	Poland
620	Portugal
624	Guinea-Bissau
626	East Timor
630	Puerto Rico
634	Qatar
638	Reunion
642	Romania
643	Russian Federation
646	Rwanda
654	St. Helena
659	Saint Kitts and Nevis
660	Anguilla

662	St. Lucia
666	St. Pierre and Miquelon
670	Saint Vincent and the Grenadines
674	San Marino
678	Sao Tome and Principe
682	Saudi Arabia
686	Senegal
690	Seychelles
694	Sierra Leone
702	Singapore
703	Slovakia
704	Vietnam
705	Slovenia
706	Somalia
710	South Africa
716	Zimbabwe
724	Spain
732	Western Sahara
736	Sudan
740	Suriname
744	Svalbard and Jan Mayen Islands
748	Swaziland
752	Sweden
756	Switzerland
760	Syria
762	Tajikistan
764	Thailand
768	Togo
772	Tokelau
776	Tonga
780	Trinidad and Tobago

784	United Arab Emirates
788	Tunisia
792	Turkey
795	Turkmenistan
796	Turks and Caicos Islands
798	Tuvalu
800	Uganda
804	Ukraine
807	FYR Macedonia
818	Egypt
826	United Kingdom
834	Tanzania
840	USA
850	United States Virgin Islands
854	Burkina Faso
858	Uruguay
860	Uzbekistan
862	Venezuela
876	Wallis and Futuna Islands
882	Samoa (Independent)
887	Yemen
891	Serbia and Montenegro
894	Zambia
895	Diego Garcia
896	Ascension
897	Australian overseas territories
898	Tokelau
1000	Undefined

Appendix 2: Codings for Language

Language	Language Description
1	English
2	German
3	Italian
4	Spanish
5	Swedish
6	French
7	Turkish
8	Greek
9	Polish
10	Norwegian
11	Danish
12	Catalan
13	Czech
14	Hungarian
15	Dutch
16	Portuguese
17	Russian
18	Slovenian
19	Croatian
20	Slovak
21	Simple Chinese
22	Traditional Chinese