



# **A bibliography of empirical studies on gambling advertising**

**5<sup>th</sup> edition, December 14, 2022**

**Per Binde**

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## **CONTENTS**

Introduction .....	1
Part A: Studies focusing on gambling advertising .....	3
Part B: Studies including observations on gambling advertising.....	129
Part C: All works by year of publication .....	144

## INTRODUCTION

This aim of this bibliography is to list all works that present empirical studies of gambling advertising. I provide the bibliography *pro bono* to researchers and others with an interest in gambling advertising. The bibliography is available at my website [ongambling.org](http://ongambling.org). This is, for the time being, a convenient way to make this material available and allows me to update the bibliography once a year.

The bibliography has its origins in literature reviews that I made in 2004 and 2008, and more recently in my report *Gambling advertising: A critical research review*, which I wrote for the Responsible Gambling Trust in the UK. The report was published in April, 2014. It is available here:

[http://www.begambleaware.org/sites/default/files/2020-12/binde\\_rgt\\_report\\_gambling\\_advertising\\_2014\\_final\\_color\\_115p.pdf](http://www.begambleaware.org/sites/default/files/2020-12/binde_rgt_report_gambling_advertising_2014_final_color_115p.pdf)

This bibliography is based on an appendix to the RGT report, to which I have added works on gambling advertising that have been published after the completion of the report in 2014 or had escaped my attention when writing it.

An asterix \* before an item in the bibliography (parts A and B) means that the item was included in the RGT-report. It may, or may not, be discussed in the report. Search for the first author in the PDF-file of the RGT report to find out.

The bibliography only includes literature presenting *empirical* studies on gambling advertising. Policy discussions, opinion pieces and narrative literature reviews are not included (but *systematic* reviews are covered). With “advertising” is meant primarily promotion in mass media, on social networks, by sponsorship and via promotional messages send from gambling companies to customers by means of e-mail, SMS, phone calls, and in-app messaging.

The bibliography has three parts.

- Part A lists publications focusing on gambling advertising (176 works).
- Part B lists publications presenting studies primarily on other topics but including observations on gambling advertising (68 works).
- Part C lists all works in parts A and B by year of publication (print publication, recent works first). If you wish to browse the most recent literature, this is where you should start and then proceed to take a closer look at the works of your interest in parts A and B.

The items in the bibliography (Parts A and B) are listed in alphabetical order. The comment “Advertising issues investigated” provides a summary of the most

important topics covered by a study. If you are interested in a particular topic, try searching the bibliography for keywords associated with that topic. If you find a relevant publication, note what terms I use to describe the content, and continue searching using these.

If you know about a publication that presents results from an empirical study of gambling marketing, which is missing from this bibliography, please let me know and I will include it. Literature reviews and discussion articles (with no new empirical data) will, however, not be included.

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#### *Abstract:*

The aim of this bibliography is to list all works that present empirical studies of gambling advertising. The fifth edition (December 2022) includes 176 works focusing on gambling advertising. In a separate section, the bibliography lists 58 works on broader topics, but which include research results relating to gambling advertising.

## PART A: STUDIES FOCUSING ON GAMBLING ADVERTISING

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Abarbanel, B., Gainsbury, S. M., King, D., Hing, N., & Delfabbro, P. H. (2016). Gambling games on social platforms: How do advertisements for social casino games target young adults? *Policy & Internet*, 9(2): 184-209. doi:10.1002/poi3.135

**Abstract.** *Social casino gaming, which simulates gambling games on social platforms, has become increasingly popular and is rapidly merging with the gambling industry. Advertisements for social casino games, however, are not bound by the same regulations as real money gambling, despite their similarities. We performed a content analysis of a sample of 115 unique social casino gaming advertisements captured by young adults during their regular Internet use. The results showed that the advertisement imagery typically featured images likely to appeal to young adults, such as bright colors, character images of young adults, cartoon animal characters, gambling and sporting activities, references to popular culture, and references to Las Vegas. Latent and manifest message themes included glamorization of gambling, winning, normalization of gambling, play for free, and a general encouragement to play. Notably, nearly 90 percent of the advertisements contained no responsible or problem gambling language, despite the gambling-like content. As young people are receptive of messages that encourage gambling, we recommend that gaming companies recognize the potential harms of advertisements and embrace corporate social responsibility standards. This includes adding warning messages to advertisements for gambling-themed games and ensuring that marketing messages do not encourage excessive gambling.*

**Advertising issues investigated:** Content of advertising on social media for social casino games.

**Type of study and method:** Content analysis of 115 advertising messages collected during social media use by 20 students aged 19-25 years.

**Location:** Australia.

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Abarbanel, B., & Phung, D. (2019). Exploring gamer's perceptions of esports betting advertising. *Gaming Law Review*, 23(9): 640-641. doi:10.1089/qlr2.2019.2394

**Abstract.** *(No abstract available, here follows excerpts from the text) "[T]his brief report provides an initial look at how esports consumers, themselves, view the presence of gambling advertising. ... We approached this inquiry by first reviewing the degree to which esports spectators and esports bettors recall having seen esports betting advertising. Next, we assess their attitude toward inclusion of betting advertising in esports. ... As predicted, those who have bet on esports were more likely to recall having seen esports betting advertising and thought that esports*

*betting advertising is appropriate or somewhat appropriate, when compared to those who have not bet on esports. In addition, those who have watched esports were more likely to recall having seen esports betting advertising. Contrary to our hypothesis, however, was the finding that those who have watched esports were more likely to think that esports betting advertising is appropriate, somewhat appropriate, or be neutral on the subject. This suggests that, overall, esports viewers and bettors did not consider the presence of betting advertising as concerning as other stakeholders have expressed."*

**Advertising issues investigated:** The perception of e-sports betting advertising among e-sports spectators and participants.

**Type of study and method:** Quantitative analysis of survey administered to participants in an online panel (N=1049).

**Location:** USA.

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Achoyan, L. (2020). *The development of effective advertising for the Armenian betting industry (Bachelor of Arts thesis)*. Yerevan, Armenia: American University of Armenia.

**Abstract.** *This applied research proposes an advertising campaign for the Armenian betting industry. The purpose of the campaign is to introduce the new product that Vivarobet an Armenian based online betting company offers – horse race betting online. The process of campaign development used industrial research that resulted in a campaign strategy using online advertising and a face to face event. The development of the proposed campaign included campaign research with consumer surveys, a focus group and interviews conducted with a representative customer and the head of marketing department of Vivarobet. Other stages of development of the proposed campaign included audience identification, message construction and a tactical plan for media placement and planning the event. The launch event of “Your Horsepower” campaign is planned to launch during the month of October in 2020.*

**Advertising issues investigated:** The development of an advertising campaign for a horse betting company.

**Type of study and method:** Applied research using multiple methods, including market analysis, focus groups and a survey.

**Location:** Armenia

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ASA. (2014). *Public perceptions of gambling advertising in the UK: Qualitative research*. St Albans, Herts: The Advertising Standards Authority & Research Works Ltd. <http://www.asa.org.uk/News->

[resources/~/\\_media/Files/ASA/Reports/ASA%20Gambling%20Advertising%20Research%20Agency%20Report.ashx](resources/~/_media/Files/ASA/Reports/ASA%20Gambling%20Advertising%20Research%20Agency%20Report.ashx)

**Management summary:**

- *Our pre-task diary exercise showed that people are exposed to far more gambling advertising than they might have assumed. Younger men and older women from lower socio-economic groups clearly see a great deal of gambling advertising (especially bingo advertising on daytime television).*
- *Attitudes towards gambling advertising were characterised by competing responses. Initially gambling was broadly acknowledged to be potentially harmful, with protection from gambling advertising needed for children in particular. Conversely, however, a majority of respondents simultaneously held a parallel view which states that gambling is a common and relatively normal leisure pursuit, which can be enjoyed responsibly. There was resistance to the idea that advertising for gambling should be targeted for constraint.*
- *A majority were inclined to be relaxed in relation to gambling advertising, provided it is not misleading, inaccurate or specifically targeted at children.*
- *The type and nature of the complaints made about the target advertising were a genuine surprise to many in the sample. The ASA itself was reasonably familiar and many respondents assessed the organisation to be sensible, considered and effective. A majority of respondents agreed with the judgements made by the ASA in all cases, which they found appropriate and balanced.*
- *Feelings about the core research issues explored in the research tended towards a libertarian position; gambling was seen as a normal and acceptable leisure pursuit.*
- *The timing and placement of gambling advertising was viewed as straightforward, with no gambling adverts to be allowed around children's programming.*
- *Children's exposure to sports betting was not seen as a significant problem and children's exposure to bingo advertising was also seen as unlikely to cause harm.*
- *The issue of TV bingo leading people towards harder forms of gambling was complex: the public was doubtful, but regular gamblers confirmed this to be true.*
- *Equally, 'bet now' advertising, did have an impact on the male regular gamblers, all of whom admitted to being affected to the point of 'wanting to have a bet'*
- *Finally, the issue of the impacts of gambling advertising on vulnerable audiences elicited a debate which indicated that our sample was aligned against censorship on this basis, unless material is obviously distasteful, offensive or intended to manipulate or deceive.*

**Advertising issues investigated:** Perceptions of and attitudes towards gambling advertising.

**Type of study and method:** Focus groups, individual in-depths qualitative interviews, participants writing a one week diary of exposure to gambling advertising, follow-up bulletin board on the internet.

**Location:** UK

Bestman, A., Thomas, S., Randle, M., Pitt, H., Daube, M., & Pettigrew, S. (2016). Shaping pathways to gambling consumption? An analysis of the promotion of gambling and non-gambling activities from gambling venues. *Addiction Research and Theory*, 24(2), 152-162. doi:10.3109/16066359.2015.1093121

**Abstract.** - *Background:* In Australia, venues which provide gambling activities also provide activities that are utilised by families and children. However, there has been limited theoretical or empirical discussion about whether engagement with non-gambling activities may play a role in shaping pathways to current or future engagement in gambling within these environments. We examined marketing tactics for non-gambling and gambling activities in Clubs Using this data, we propose a conceptual model to test the role of non-gambling activities within gambling environments in shaping gambling attitudes and consumption intentions.

- *Methods:* This study used a mixed method interpretive content analysis to review the marketing activities on the websites of a sample of 65 registered Clubs in New South Wales, Australia. We identified the extent and nature of techniques used to market gambling and non-gambling activities, particularly non-gambling activities directed towards families and children.

- *Results:* Clubs use various marketing tactics to appeal to families and encourage parents to bring their children into venues. We hypothesise that marketing aimed at bringing children and families into gambling environments may play a role in shaping children's and adults perceptions of these environments and may be influential in the development of a pathway that increases the likelihood that children will continue to visit these environments as adults, and subsequently the extent to which they engage in gambling later in life.

- *Conclusions:* Future research should explore how the presence of family-friendly activities in Clubs and other venues with gambling activities may play a role in shaping future gambling attitudes and behaviours.

**Advertising issues investigated:** Content of website of social clubs, which promote gambling as well as non-gambling activities at the clubs.

**Type of study and method:** Content analysis of 65 websites.

**Location:** New South Wales, Australia.

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\* Binde, P. (2005). *Att sälja en dröm: Om spelreklam och dess påverkan* [Selling Dreams: On the Effects of Gambling Advertising]. Stockholm: Statens folkhälsoinstitut



**Abstract (translated from Swedish).** *Gambling advertising has become a controversial topic in Sweden, as is also the case in several other European countries as well as in the United States. It is debated to what extent advertising contributes to problem gambling, and if much of gambling advertising should be regarded as deceptive and unethical. This report in Swedish presents facts on gambling advertising in Sweden and reviews the academic literature on the subject. It discusses the main issues that have been raised with respect to gambling advertising in the public debate and offers suggestions for future research.*

**Advertising issues investigated:** Messages in advertising; deception in advertising.

**Type of study and method:** Content analysis of a convenience sample (ca. 250 items) of advertising in print and on billboards.

**Location:** Sweden.

**Comment:** In Swedish. This report (160 pages) includes a literature review and discussions on many topics relating to gambling advertising, such as its impact on problem gambling.

**Related publication:** Binde (2009a) is an abridged version in English of the content analysis and the discussions of deception in advertising.

\* Binde, P. (2007). *Spelreklam och spelberoende: En intervjustudie* [Gambling advertising and problem gambling: An interview study]. Östersund: Statens folkhälsoinstitut.

**Abstract (translated from Swedish).** *The premise for the study presented in this report is that problem gamblers can to some extent tell what influence gambling advertising has had on their problems. No other such investigation had previously been conducted in Sweden or elsewhere. The study was based on relatively long interviews with twenty-five individuals with present or past severe gambling problems. The study also explores how the individuals interviewed more generally react when confronted with gambling advertising and what thoughts they have on the promotion of gambling in Sweden. The opinions and experiences presented are those of persons who have years of experience of gambling problems – their own and those of others – and can therefore be valuable to those, in the gambling industry or elsewhere, who have an interest in responsible provision of gambling. Advertising regulation is discussed in the light of the findings of the study.*

**Advertising issues investigated:** Perception of and self-perceived impact of advertising among problem gamblers.

**Type of study and method:** Qualitative interview study (N=25).

**Location:** Sweden.

**Comment:** This is a report in Swedish (133 pages).

**Related publication:** Binde (2009b) is a much-abridged version in English.

\* Binde, P. (2009). Exploring the impact of gambling advertising: An interview study of problem gamblers. *International Journal of Mental Health and Addiction* 7(4), 541-554.

**Abstract.** *This study qualitatively explored the impact of gambling advertising on problem gambling by interviewing twenty-five people with current or past gambling problems. Interviews were relatively long and involved the participants' viewing numerous examples of gambling advertising. A quarter of the participants reported that gambling advertising had no impact on their problems, slightly over half of them reported that advertising had a marginal impact, and one fifth reported a tangible impact. However, none considered advertising to be a main cause of their gambling problems. The negative self-perceived impact was primarily that advertising triggered impulses to gamble. Advertising thus increased already high involvement in gambling and/or made it harder to stick to a decision to gamble less or not at all.*

**Advertising issues investigated:** Perception of and self-perceived impact of advertising among problem gamblers.

**Type of study and method:** Qualitative interview study (N=25).

**Location:** Sweden.

**Related publication:** This is an abridged version in English of Binde (2007).

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\* Binde, P. (2010). "You could become a millionaire": Truth, deception and imagination in gambling advertising. In S. F. Kingma (Ed.), *Global Gambling: Cultural Perspectives on Gambling Organizations* (pp. 171-194). New York & London: Routledge.

**Abstract.** *This book chapter examines psychological and rhetorical devices commonly used in gambling advertising, and discusses to what extent these can be regarded as misleading. I conclude that it is difficult to distinguish sharply between advertising of gambling products that misleads consumers and that which does not. Responsible gambling provision should mean that gambling companies do not publish advertising that is even remotely misleading, and that they are responsive to public opinion regarding the truthfulness, content and tone of their advertising. Gambling, being an activity sustained by imagery and multifaceted cultural meanings, provides ample material for attractive themes in advertising. There is thus no need for gambling companies to market their products using dubious half-truths concerning the chances of winning. Less focus on money and more emphasis on the culturally meaningful elements of gambling would make deception in gambling advertising less of a controversial subject.*

**Advertising issues investigated:** Messages in advertising; deception in advertising.

**Type of study and method:** Content analysis of a convenience sample (ca. 250 items) of advertising in print and on billboards.

**Location:** Sweden.

**Related publication:** This is an abridged version in English of parts of Binde (2005).

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Binde, P., & Romild, U. (2019). Self-reported negative influence of gambling advertising in a Swedish population-based sample. *Journal of Gambling Studies*, 35(2), 709-724. doi:10.1007/s10899-018-9791-x

***Abstract.** This study investigated the negative influence of gambling advertising, that is, gambling more often or for more money than intended. We analyzed data from wave four of the Swedish Longitudinal Gambling Study (Swelogs), in which the self-perceived negative influence of gambling advertising was measured by responses to three survey questions. Few gamblers reported having been negatively influenced by gambling advertising. Among those who reported such influence, problem gamblers were overrepresented. Those who had set limits for their gambling reported a negative influence from advertising more often than others, which likely was caused by a perception that advertising is detrimental to efforts to cut down on excessive gambling. A multivariate regression analysis showed that negative influence from gambling advertising was positively associated with problem gambling, gambling at least monthly, participation in online gambling, and being in the age group 30–49 years. We conclude that although few gamblers are negatively influenced by gambling advertising, the adverse effects on those that are should not be neglected. For a considerable number of people, gambling advertising substantially contributes to problem gambling.*

**Advertising issues investigated:** Self-reported negative influence of gambling advertising in relation to a number of demographic and gambling behaviour variables.

**Type of study and method:** Quantitative analysis of results from a population-based sample ( $n = 2163$ ).

**Location:** Sweden.

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Blotnick, K., M. Das, C. French, F. French, P. Mombourquette & D. Norris. (2013). The relative influence of promotion, peer and family influences on youth gambling in Nova Scotia. *Workplace Review*, April, 33-41.

***Abstract.** This exploratory research investigated the relative influence on youth gambling behaviour attributed to family and peer influencers and gambling promotion. Analyzing data collected from Nova Scotia public school students in*

grades 7 through 9, researchers determined that when subjected to a stepwise regression analysis, peers provide statistically significant influence on youth gambling activity, rendering the student's exposure to gambling promotion and family influence insignificant as factors in gambling behaviour. Future research is recommended to further examine these relationships using larger samples of boys and girls.

**Advertising issues investigated:** Association between recalled advertising exposure and gambling behavior, in relation to associations between family/peer influence and gambling behavior.

**Type of study and method:** Quantitative survey of school children 12-16 years old ( $n = 192$ ).

**Location:** Nova Scotia, Canada.

\* Borg, M.O. & H.A. Stranahan. (2005). Does lottery advertising exploit disadvantaged and vulnerable markets? *Business Ethics Quarterly* 15(1), 23-35.

**Abstract.** *Is it unethical to advertise lotteries? Many citizens think that states should not be actively promoting and encouraging the public to spend hard-earned dollars on a bet that they are virtually guaranteed to lose. Perhaps more importantly, business ethicists are concerned that lottery advertising may be targeting the most vulnerable markets: households with the lowest income and education levels. If this were true, then it would increase the already disproportionately large burden of lottery taxes on the poor. Fortunately, our research finds no evidence to support the contention that advertising is responsible for high rates of lottery participation and expenditures by lower income groups or that low-income groups are more affected by advertising than high-income groups. On the contrary, awareness of lottery advertising seems to be associated with a higher probability to play Lotto only for the middle income group. This means that lottery advertising may actually reduce the regressivity of lottery taxes.*

**Advertising issues investigated:** Recall of lottery advertising across various groups of people.

**Type of study and method:** Quantitative survey using telephone interviews (N=1,311).

**Location:** Florida, USA.

Bouguettaya, A., Lynott, D., Carter, A., Zerhouni, O., Meyer, S., Ladegaard, I., . . . O'Brien, K. S. (2020). The relationship between gambling advertising and gambling attitudes, intentions and behaviours: A critical and meta-analytic review. *Current Opinion in Behavioral Sciences*, 31(1), 89-101. doi:10.1016/j.cobeha.2020.02.010

**Abstract.** *Gambling advertising has become ubiquitous in westernised countries in the last two decades, yet there is little understanding of the relationship between exposure to gambling advertising and gambling attitudes, intentions and behaviour. We conduct a critical and meta-analytic review of the past two decades of empirical research. The research suggests a positive association between exposure to gambling advertising and gambling-related attitudes, intentions and behaviour. The association is greatest for gambling behaviour. There is some evidence for a dose-response relationship. The quality and breadth of research on gambling advertising are weaker than those in comparable areas (e.g., alcohol, tobacco), with an absence of longitudinal and experimental studies. Gaps in, and methodological problems with, the field are discussed, and research directions recommended.*

**Advertising issues investigated:** The relationship between gambling advertising and gambling attitudes, intentions and behaviors.

**Type of study and method:** Meta-analysis of studies of gambling advertising (N=24).

**Location:** International.

**Comment:** All the methodological weaknesses of previous cross-sectional studies are replicated in this metanalysis. No longitudinal studies were included, because there are no (except one EMA-study covering seven days). The possibility that favorable attitudes and engagement in gambling increases the attention and recall of gambling advertising is not discussed. The results are incompatible with the observation in many western societies in the past decade, that while gambling advertising increases in volume, gambling participation and gambling problems decrease. The association between excessive gambling advertising and negative attitudes towards gambling is not discussed. While it is obvious that a proportion of problem gambling is attributable to gambling marketing, it is not discussed if that proportion is small or great.

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Bradley, A., & James, R. J. E. (2019). How are major gambling brands using Twitter? *International Gambling Studies*, 19(3), 451-470.  
doi:10.1080/14459795.2019.1606927

**Abstract.** *This paper is the first to compare how major gambling brands are using the popular social media platform Twitter, looking at how gambling brands vary in the frequency of their messages, the content of their tweets and engagement with their Twitter activity. 63,913 tweets were collected from seven well-known British gambling brands (Bet365, Betfair, Betfred, Coral, Ladbrokes, Paddy Power, William Hill) and their associated Twitter accounts (Total Number of Accounts = 22) via the Twitter Application Program Interface (API) on the 1 August 2018. Companies varied in their approach to Twitter, some posting from a single account whereas others segmented their tweets by topic or purpose. Frequency analysis of tweets showed that on average major gambling brands tweeted anywhere between 89 and*

202 tweets a day. Sentiment analysis of tweets showed a positivity bias with the language in tweets being associated with positive emotions like anticipation, trust and joy. Paddy Power, Bet365 and Coral produced the content that received the highest number of likes or shares from other twitter users. This study highlights the extent to which companies are using Twitter; followers could potentially be receiving hundreds of messages per day.

**Advertising issues investigated:** Frequency and content of the Twitter activity of gambling companies.

**Type of study and method:** Quantitative examination of Twitter activity and sentiment analysis.

**Location:** Great Britain.

Browne, M., Hing, N., Russell, A. M. T., Thomas, A., & Jenkinson, R. (2019). The impact of exposure to wagering advertisements and inducements on intended and actual betting expenditure: An ecological momentary assessment study. *Journal of Behavioral Addictions*, 8, 146-156. doi:10.1556/2006.8.2019.10

**Abstract.** - *Background and aims.* Research suggests that a large proportion of regular sports and race bettors experience harm related to their gambling. In Australia, people who bet regularly are targeted by a proliferation of different forms of inducements and advertising – many of which are believed to encourage excessive betting and erroneous perceptions of risk. However, scant research has examined the impact of marketing messaging to this group, which is also limited to cross-sectional or qualitative designs. We aimed to determine whether exposure to wagering advertisements and inducements influenced intended betting expenditure, actual betting expenditure, and spending more than intended.

- *Methods.* We report on an ecological momentary assessment study, measuring regular exposure to 20 different forms of marketing, as well as wagering spend from 318 race bettors and 279 sports bettors. Up to 15 assessments per participant were conducted over 3 weeks (mean = 11.46, median = 14), yielding 6,843 observations for analysis.

- *Results.* Exposure to advertising and inducements was reliably linked to a greater likelihood of betting, higher intended and actual betting expenditure, and spending more than intended. “Push” messaging and inducements that convey the impression of reduced risk (stake-back inducements and multibet offers) were particularly influential, as well as brands promoted during events and advertisements on betting websites/apps.

- *Discussion and conclusions.* Given that a large proportion of regular sports and race bettors experience problems, restrictions on these forms of marketing are advisable. These findings suggest that this is particularly important for marketing that is “pushed” to gamblers or that suggests reduced risk.

**Advertising issues investigated:** The relationship between self-perceived advertising exposure and gambling behaviour.

**Type of study and method:** Statistical study of survey responses and EMA-data.

**Location:** Australia.

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Buchanan, J., & Shen, Y. (2021). Gambling and marketing: A systematic literature review using HistCite. *Accounting & Finance*, 61(2), 2837-2851.  
<https://doi.org/10.1111/acfi.12685>

**Abstract.** *This paper presents a systematic literature review using HistCite™ in the context of gambling. After several iterations of data cleaning, the final dataset comprised 265 articles. Four key themes are identified: profiling gamblers; gambling markets; gambling motivation and fallacies; and societal effects. Further, this study identifies four key emerging research themes and associated directions for future research: adolescent gambling, health conditions and problem gambling, dark nudging. Gambling is economically and socially significant, both in Australia and globally. Whilst gambling taxes are utilised by governments for the social good, the academic literature largely focuses on the issue of problem gambling.*

**Advertising issues investigated:** The marketing of gambling.

**Type of study and method:** Systematic review.

**Location:** International.

**Comment:** This review is seriously failed because the search string was: gamb\* AND market\*. Thus, the results from the search are a mix of articles and studies that are (1) about the marketing of gambling and (2) the gambling market.

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Buil, Pilar, Maria José Solé Moratilla & Pablo Garicía Ruiz. (2015). Online gambling advertising regulations in Spain: A study on the protection of minors. *Adicciones* 27(3), 198-204.

**Abstract.** *This article examines the online gambling advertising regulations in Spain currently in effect to assess the actual protection of underage youth. In recent years, online gambling among youth has increased. Through advertising, online gambling companies incite and encourage an involvement that can be harmful for vulnerable audiences. Some studies have demonstrated that advertising influences youths' assessment of gambling by increasing its appeal. We demonstrate that the shortcomings of the legal framework in force results in effective vulnerability of minors. We claim that society should seek to implement a regulatory framework to protect children from the risk of developing an addiction.*

**Advertising issues investigated:** Intentions to protect underage youth in the regulation and codes of conduct relating to online gambling advertising, compared with how in reality these intentions are achieved.

**Type of study and method:** Review of regulations and codes, and observations on how these are applied in reality.

**Location:** Spain.

**Comment:** This article is available both in English and in Spanish.

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Bunn, C., Ireland, R., Minton, J., Holman, D., Philpott, M., & Chambers, S. (2019). Shirt sponsorship by gambling companies in the English and Scottish Premier Leagues: Global reach and public health concerns. *Soccer & Society*, 20(6), 824-835. doi:10.1080/14660970.2018.1425682

***Abstract.** While the nature of gambling practices is contested, a strong evidence base demonstrates that gambling can become a serious disorder and have a range of detrimental effects for individuals, communities and societies. Over the last decade, football in the UK has become visibly entwined with gambling marketing. To explore this apparent trend, we tracked shirt sponsors in both the English and Scottish Premier Leagues since 1992 and found a pronounced increase in the presence of sponsorship by gambling companies. This increase occurred at the same time the Gambling Act 2005, which liberalized rules, was introduced. We argue that current levels of gambling sponsorship in UK football, and the global visibility it provides to gambling brands, is a public health concern that needs to be debated and addressed. We recommend that legislators revisit the relationship between football in the UK and the sponsorship it receives from the gambling industry.*

**Advertising issues investigated:** The prevalence of shirt sponsorship by gambling companies in soccer leagues.

**Type of study and method:** Quantitative analysis of various information sources regarding shirt sponsorship in soccer leagues.

**Location:** UK.

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Cassidy, R. (2017). *Frequency, duration and medium of advertisements for gambling and other risky products in commercial and public service broadcasts of English Premier League football* (unpublished paper). London: Goldsmiths, University of London. <https://osf.io/gprkv/?action=download>

***Abstract.** - Background: There is concern in the media and among public health professionals about the proliferation of advertisements for gambling and other risky products during sporting broadcasts and its potential impact on vulnerable groups including children and young people.*

*- Methods: An established coding framework was used to identify and categorize all instances of risky product marketing in six broadcasts of English Premier League football: three episodes of Match of the Day, a highlights program on the BBC (a public service broadcaster), and three full matches on Sky Television (a commercial subscription channel).*



- *Results: Gambling advertising occurred more frequently than either alcohol or hyperpalatable food advertising in both sporting highlights broadcasts on non-commercial UK television and full sports broadcasts on commercial stations. Overall, there was more advertising of risky products during highlights shows on the BBC than there was during live matches on Sky.*

- *Conclusions: Concern about the advertising of gambling, alcohol and hyperpalatable food has focused on commercial stations which include advertisement breaks in their broadcasts. However, this research suggests that public broadcasts of football highlights, which do not include advertisement breaks, are also saturated with gambling and other risky product advertising. Further research is needed to investigate how advertising impacts different groups, particularly children and young people.*

**Advertising issues investigated:** The prevalence of advertising for gambling and “other risky products” during English Premier League soccer.

**Type of study and method:** Quantitative media analysis.

**Location:** UK.

Clemens, F., Hanewinkel, R., & Morgenstern, M. (2017). Exposure to gambling advertisements and gambling behavior in young people. *Journal of Gambling Studies*, 33(1): 1-13. doi:10.1007/s10899-016-9606-x

**Abstract.** *A cross-sectional survey of 4617 adolescents and young adults from 38 schools in two German states was conducted in 2014 to assess the association between gambling advertisements and gambling behavior. Exposure to ten gambling advertisements was measured with masked ad images; students indicated contact frequency and brand recall. Main outcomes were several gambling behaviors including probable pathological gambling assessed with the South Oaks Gambling Screen (SOGS  $\geq 5$ ). A total of 65.4 % of the students reported gambling at least once in their life; 42.2 % gambled in the last 12 months; 6.9 % gambled in the last week, and 2.8 % reported probable pathological gambling. The average frequency that one of the selected ads had been seen at least once was 29.5 %, the average brand recall rate was 9.4 %. After adjustment for confounding, multilevel mixed-effects logistic regressions revealed that high gambling ad exposure was positively related to all assessed gambling outcomes, with the strongest association for weekly gambling. Future studies need to clarify the temporal sequence and specificity of these associations*

**Advertising issues investigated:** The association between on the one hand recall of gambling advertising and on the other hand gambling habits and problem gambling.

**Type of study and method:** Quantitative survey study of adolescents and young adults.

**Location:** Germany (two states)

**Comment:** This is one of many studies that show an association between recall of gambling advertising, and relatively high participation in gambling and problem gambling. However, this seems to be the first study to measure recognition of ads, rather than asking respondents to estimate exposure. As with all cross-sectional studies, it remains unclear whether viewing ads lead to gambling or if an interest in gambling leads to an interest and high recall of gambling ads.

Columb, D., Wong, M. C., O'Mahoney, V., Harrington, C., Griffiths, M. D., & O'Gara. (2020). Gambling advertising during live televised male sporting events in Ireland: A descriptive study. *Irish Journal of Psychological Medicine, Advance online publication*. doi: 10.1017/ipm.2020.78

**Abstract.** - *Objectives: There are no data relating to gambling advertisements shown during live sporting events in Ireland. The aim of the present study was to analyze gambling advertisements shown during live sporting events broadcast in Ireland and to assess these advertisements for responsible gambling (RG) practices.*

- *Methods: Sixty-five live televised sporting events comprising Association Football (soccer), Rugby Union, and Gaelic Athletic Association (GAA) matches broadcast in Ireland were analyzed. Pre-match (up to 30 minutes before kick-off), half-time, and post-match (up to 30 minutes after the match has ended) advertisement breaks were analyzed for gambling advertisements, including in-game fixed (static advertising) and dynamic (electronic advertisements changing at regular intervals) pitch-side advertising. Gambling advertisements were studied for evidence of RG practices.*

- *Results: A total of 3602 television advertisements, 618 dynamic advertisements, and 394 static advertisements were analyzed. Gambling advertisements were shown in 75.4% (n = 49) games and were the seventh most commonly televised advertisement shown overall. Gambling advertising was more common in football (fourth most common advertisement) compared to rugby (12th most common) and GAA (13th most common). Static and dynamic gambling advertising were common during football matches (second and first most common advertisements, respectively). The majority of advertisements contained RG messaging, an age limit, and an RG organization. No advertisements showing responsible gambling tools were observed.*

- *Conclusions: Gambling advertisements are commonly shown during live televised sporting broadcasts in Ireland, especially during live football matches and typically before the adult television watershed. Gambling legislation is required to minimize harm to vulnerable groups including children.*

**Advertising issues investigated:** Gambling advertising during live televised male sporting events.

**Type of study and method:** Quantitative media analysis.

**Location:** Ireland

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Critchlow, N., Moodie, C., Stead, M., Morgan, A., Newall, P. W. S., & Dobbie, F. (2020). Visibility of age restriction warnings, harm reduction messages and terms and conditions: A content analysis of paid-for gambling advertising in the United Kingdom. *Public Health, 184*, 79-88. doi: 10.1007/s10899-022-10153-3

**Abstract.** - *Objective. The inclusion and design of age restriction warnings, harm reduction messages and terms and conditions (T&Cs) in gambling advertising is self-regulated in the United Kingdom. Our study examines the visibility and nature of this information in a sample of paid-for gambling adverts.*

- *Study design. A content analysis of a stratified random sample of gambling adverts (n = 300) in the United Kingdom from eight paid-for advertising channels (March 2018).*

- *Methods. For each advert, we assessed whether any age restriction warnings, harm reduction messages and T&Cs were present. If so, visibility was scored on a five-point scale ranging from very poor ( $\leq 10\%$  of advert space) to very good ( $\geq 26\%$  of advert), which had high inter-rater reliability. Descriptive information on position, design and tone of language was recorded.*

- *Results. One in seven adverts (14%) did not feature an age restriction warning or harm reduction message. In adverts that did, 84% of age restriction warnings and 54% of harm reduction messages had very poor visibility. At least one in ten adverts did not contain T&Cs. In adverts that did, 73% had very poor visibility. For age restriction warnings, harm reduction messages and T&Cs, most appeared in small fonts and outside the main advert frame. Most harm reduction messages did not actually reference gambling-related harms.*

- *Conclusion. Age restriction warnings, harm reduction messages and T&Cs do not always appear in paid-for gambling advertising. When they do, visibility is often very poor and the messaging not clear. The findings do not support a self-regulatory approach to managing this information in gambling adverts.*

**Advertising issues investigated:** The visibility of age restriction warnings, harm reduction messages and terms of conditions in televised gambling advertising

**Type of study and method:** Quantitative content analysis.

**Location:** UK.

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Critchlow, N., Hunt, K., Wardle, H., & Stead, M. (2022). Expenditure on paid-for gambling advertising during the national COVID-19 'Lockdowns': An observational study of media monitoring data from the United Kingdom. *Journal of Gambling Studies*, Advance online publication, 1-15. doi: 10.1007/s10899-022-10153-3

**Abstract.** *Changes in gambling advertising during national COVID-19 'lockdowns', when stay-at-home rules restricted participation in certain gambling activities, provides important context to variance in gambling behaviour during these periods. This study describes expenditure on paid-for gambling advertising during three national lockdowns, compares expenditure to pre-pandemic estimates, and compares changes in expenditure by subsector. Data come from an observational study of weekly expenditure on paid-for gambling advertising in the United Kingdom (n = 135 weeks; beginning 2019 to mid-2021), focusing on three COVID-19 lockdowns: (1) March-May 2020; (2) November-December 2020; and (3) January-March 2021. We descriptively analysed how total advertising expenditure in each lockdown (£GBP, inflation-adjusted) compared to the same time points in 2019, both overall and by subsector (bookmakers, lotteries, online bingo, online casino and poker, gaming, pools, mobile content). Gambling advertising expenditure during lockdown one was 38.5% lower than 2019 (£43.5 million[m] vs. £70.7 m, respectively), with decreases across all subsectors (range: -81.7% [bookmakers] to -2.8% [online bingo]). Total advertising expenditure in lockdown two was 49.3% higher than 2019 (£51.7 m vs. £34.6 m), with increases for 5/7 subsectors (range: -31.6% [mobile content] to +103.8% [bookmakers]). In lockdown three, advertising expenditure was 5.9% higher than 2019 (£91.2 m vs. £86.1 m), with increases for 4/7 subsectors (range: -92.4% [pools] to +49.2% [mobile content]). Reductions in advertising expenditure in lockdown one are congruent with self-reported reductions in overall gambling also observed during this period. Further research is needed to determine whether increased advertising expenditure in lockdowns two and three correlates with increased gambling, overall and for specific subsectors.*

**Advertising issues investigated:** The amount of advertising during the three COVID-19 lockdowns in the UK.

**Type of study and method:** Quantitative data on advertising volume.

**Location:**UK.

David, J. L., Thomas, S. L., Randle, M., Pitt, H., & Daube, M. (2019). Parent and child perceptions of gambling promotions in Australian sport. *Health Promotion International*, 35(2), 362-372. doi.org/10.1093/heapro/daz028

**Abstract.** *Gambling is recognized as a significant public health problem. However, there is little research exploring community attitudes towards gambling and the development of advocacy initiatives. Engaging adults and young people in advocacy efforts is recognized as being beneficial to the successful implementation of harm prevention and reduction strategies. This study explored the attitudes of young people and their parents towards the alignment of gambling with sport, and the strategies they perceive could be used to prevent and reduce gambling related harm. Using a Constructivist Grounded Theory approach, 30 family groups from Melbourne,*

*Australia participated in semi-structured interviews. Parents and young people were asked about gambling and its promotion, alignment with sporting codes, the potential impact on young people and strategies that may prevent or reduce gambling harm. Thematic analysis was undertaken to interpret the data. The sample comprised 29 parents, one grandparent and 48 young people. Themes emerging from the data related to the use of imagery and appeal strategies in advertisements, the normalization of betting in advertisements and the alignment of betting with sport. Parents and young people also identified a number of potential gambling harm prevention and reduction initiatives. Parents and young people were able to describe a range of strategies used by gambling companies to promote their products, understand the potential impact of these strategies, and recommend strategies to reduce harm. Given this level of understanding there is clearly an opportunity to engage young people and stakeholders in advocacy initiatives aimed at reducing and preventing gambling harm.*

**Advertising issues investigated:** Parent and child perceptions of gambling promotions in Australian sport

**Type of study and method:** Interviews with young people and their parents.

**Location:** Melbourne, Australia.

Deans, E. G., Thomas, S. L., Daube, M., Derevensky, J., & Gordon, R. (2016). Creating symbolic cultures of consumption: An analysis of the content of sports wagering advertisements in Australia. *BMC Public Health, 16*(208), 1-11.

**Abstract.** - *Background* - Since 2008, Australia has seen the rapid emergence of marketing for online and mobile sports wagering. Previous research from other areas of public health, such as tobacco and alcohol, has identified the range of appeal strategies these industries used to align their products with culturally valued symbols. However, there is very limited research that has investigated the tactics the sports wagering industry uses within marketing to influence the consumption of its products and services.

- *Method* - This study consisted of a mixed method interpretive content analysis of 85 sports wagering advertisements from 11 Australian and multinational wagering companies. Advertisements were identified via internet searches and industry websites. A coding framework was applied to investigate the extent and nature of symbolic appeal strategies within advertisements.

- *Results* - Ten major appeal strategies emerged from this analysis. These included sports fan rituals and behaviours; mateship; gender stereotypes; winning; social status; adventure, thrill and risk; happiness; sexualised imagery; power and control; and patriotism. Symbols relating to sports fan rituals and behaviours, and mateship, were the most common strategies used within the advertisements.

- *Discussion/Conclusions* - This research suggests that the appeal strategies used by the sports wagering industry are similar to those strategies adopted by other unhealthy commodity industries. With respect to gambling, analysis revealed that strategies are clearly targeted to young male sports fans. Researchers and public health practitioners should seek to better understand the impact of marketing on the normalisation of sports wagering for this audience segment, and implement strategies to prevent gambling harm.

**Advertising issues investigated:** Messages and meanings in sports betting advertisements.

**Type of study and method:** "... mixed method interpretive content analysis...."

**Location:** Australia

Deans, E. G., Thomas, S. L., Derevensky, J., & Daube, M. (2017). The influence of marketing on the sports betting attitudes and consumption behaviours of young men: Implications for harm reduction and prevention strategies. *Harm Reduction Journal*, 14(5), 1-12. doi:10.1186/s12954-017-0131-8

**Abstract.** - *Background* - Gambling can cause significant health and social harms for individuals, their families, and communities. While many studies have explored the individual factors that may lead to and minimise harmful gambling, there is still limited knowledge about the broader range of factors that may contribute to gambling harm. There are significant regulations to prevent the marketing of some forms of gambling but comparatively limited regulations relating to the marketing of newer forms of online gambling such as sports betting. There is a need for better information about how marketing strategies may be shaping betting attitudes and behaviours and the range of policy and regulatory responses that may help to prevent the risky or harmful consumption of these products.

- *Methods* - We conducted qualitative, semi-structured interviews with 50 Australian men (aged 20–37 years) who gambled on sports. We explored their attitudes and opinions regarding sports betting marketing, the embedding of marketing within sports and other non-gambling community environments, and the implications this had for the normalisation of betting.

- *Results* - Our findings indicate that most of the environments in which participants reported seeing or hearing betting advertisements were not in environments specifically designed for betting. Participants described that the saturation of marketing for betting products, including through sports-based commentary and sports programming, normalised betting. Participants described that the inducements offered by the industry were effective marketing strategies in getting themselves and other young men to bet on sports. Inducements were also linked with feelings of greater control over betting outcomes and stimulated some individuals to sign up with more than one betting provider.

- *Conclusions* - This research suggests that marketing plays a strong role in the normalisation of gambling in sports. This has the potential to increase the risks and subsequent harms associated with these products. Legislators must begin to consider the cultural lag between an evolving gambling landscape, which supports sophisticated marketing strategies, and effective policies and practices which aim to reduce and prevent gambling harm.

**Advertising issues investigated:** The influence of marketing on the sports betting attitudes and consumption behaviours of young men.

**Type of study and method:** Qualitative interviews with 50 Australian men.

**Location:** Australia

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De Jans, S. (2022). The effectiveness of betting odds in digital gambling advertising for sports betting. *International Gambling Studies*, Advance online publication. <https://doi.org/10.1080/14459795.2022.2079705>

**Abstract.** Digital gambling advertising is omnipresent nowadays and leads young adults easily and directly to online gambling websites, challenging their self-control and inducing impulsive behaviors. The current study examines how including betting odds in digital gambling advertising for sports betting affects young adults' gambling intentions and gambling attitudes toward sports betting and whether positive affective reactions toward the advertising can explain this. In addition, the moderating roles of gender and advertising format are investigated. The results of a two (advertising strategy: no odds advertising versus odds advertising) by two (digital advertising format: social media ad versus online banner) between-subjects experiment among 150 young adults (18 to 25 years) show that odds advertising (compared to an ad not including odds) led to more positive affective reactions toward the sports betting advertisement, which subsequently positively affected both gambling intentions and gambling attitudes. However, these results were only true for men and not for women. Finally, there was no moderating role of digital advertising format.

**Advertising issues investigated:** The comparative impact on gambling intentions and attitudes of including, or not including, odds information in online sports betting marketing.

**Type of study and method:** Experimental study conducted online (n = 150, ages 18-25 years).

**Location:** Belgium.

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\* Derevensky, J., A. Sklar, R. Gupta & C. Messerlian. (2010). An empirical study examining the impact of gambling advertisements on adolescent gambling attitudes and behaviors. *International Journal of Mental Health and Addiction*, 8(1), 21-34.

**Abstract.** *Based upon a previous qualitative study a questionnaire ascertaining adolescents' awareness of gambling advertisements and their impact upon their behavior was developed and administered to 1,147 youth between the ages of 12 and 19. The findings suggest that almost all youth report being exposed to advertising with many individuals indicating being bombarded with messages, especially through pop-up ads viewed on the Internet. Sixty-one percent of youth reported receiving spam gambling advertisements by e-mail and 96% had seen TV advertisements for gambling. The underlying perceived message is that winning is easy, the chance of winning is high and that gambling is an easy way to become wealthy. While most youth are dismissive of the messages and are aware of the risks associated with gambling, a large percentage of youth report that these messages prompt them to gamble. Rather than inciting non-gamblers to begin gambling, advertisements appear to serve the function of maintaining established gambling habits and were particularly problematic to youth with gambling problems. Gender and developmental trends were noted.*

**Advertising issues investigated:** Perceptions of advertising, recall of having seen advertising, cross-sectional observations on recall and vulnerability, retrospective self-perceived impact of advertising across different categories of gamblers.

**Type of study and method:** Youth study using a questionnaire (N=1,147).

**Location:** Ontario, Canada.

**Comment:** "Effects of Gambling Advertising Questionnaire" (EGAQ) is used.

di Leonzi, S., Ciofalo, G., Di Stefano, A., & Barricella, S. (2016). I giochi (d'azzardo) e gli spot. La pubblicizzazione televisiva del gambling in Italia. *Sociologica e Ricerca Sociale*, 110, 41-62. doi:10.3280/SR2016-110004

**Abstract (in English).** *The following article results from a research focused on the television advertising of gambling in Italy. Gambling is considered a cultural object as well as a media one, and the symbolic efficacy is analyzed through Schudson's dimensions, which allows to «measure» the force of a given cultural product. As a result of gambling addiction becoming a social problem, institutionalized by recent political interventions, some of the commercials analyzed show the development of a narration where the promise of happiness (presented as excitement linked to the game as a performance and a potential win) seems to flourish paradoxically through the very risk of unhappiness related to gambling.*

**Advertising issues investigated:** See Abstract.

**Type of study and method:** See Abstract.

**Location:** Italy

**Note:** This article is only available in Italian.



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Djohari, N., Weston, G., Cassidy, R., & Kulas-Reid, I. (2021). The visibility of gambling sponsorship in football related products marketed directly to children. *Soccer & Society*, 22(7), 769-777. doi: 10.1080/14660970.2020.1860028

**Abstract** UK law prohibits direct marketing of gambling to children. However, our data, gathered between 2018 and 2020, demonstrate that gambling logos occur frequently in football-related products and media consumed by children. This is a pressing issue for policymakers because research suggests that although children engage with football as spectators, they engage more often through readily available material culture. Discussions in the media about sponsorship of football teams by gambling companies have focused on the exposure of children to advertisements during live broadcasts. Analysing visible gambling sponsorship in children's media, this paper shows how a single gambling logo on a player's shirt is refracted many times through collectable cards, football magazines and the mediatized 'play' of a child fan's world. It concludes that discussions around gambling advertising and its impact on children should be informed by an awareness of how children, as opposed to adults, engage with football.

**Advertising issues investigated:** Children's' exposure to gambling sponsorship player shirt logos in collectible cards and football magazines

**Type of study and method:** Media study

**Location:** UK

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Djohari, N., Weston, G., Cassidy, R., Wemyss, M., & Thomas, S. (2019). Recall and awareness of gambling advertising and sponsorship in sport in the UK: A study of young people and adults. *Harm Reduction Journal*, 16(24), 1-12. doi:10.1186/s12954-019-0291-9

**Abstract - Background -** The impact of gambling advertisements shown during sporting events on young people is an important public health issue. While extensive research has taken place in Australia, there is still only a limited understanding of this issue in the United Kingdom (UK).

**- Method -** A mixed methods study was conducted with 71 family groups comprised of 99 young people (8–16 years) and 71 adults recruited at six sites across South London, England (May–July 2018). Interviewer-assisted surveys investigated recall and awareness of sports betting brands using interviews and a magnet placement board activity developed in Australia. Quantitative data were analysed using descriptive statistics, with qualitative data interpreted using thematic analysis techniques.

- *Results* - Just under half of young people ( $n = 46$ , 46%) and more than two thirds of adults ( $n = 49$ , 71%) were able, unprompted, to name at least one gambling brand. Boys had a significantly higher recall of brands than girls, as did young people who watched a lot of football on television. Almost two thirds of young people ( $n = 63$ , 63%) correctly placed one or more shirt sponsor magnets next to the corresponding football team, and 30% ( $n = 30$ ) correctly placed three or more sponsors magnets next to the corresponding football team. Just under two thirds of adults ( $n = 44$ , 62%) correctly placed one or more shirt sponsors magnets next to the corresponding football team. Young people recalled seeing gambling advertising on television ( $n = 78$ ), technology/screens ( $n = 49$ ), and in association with sports teams ( $n = 43$ ). Adults recalled seeing advertising on television ( $n = 56$ ), on technology/screens ( $n = 37$ ), in sports stadiums ( $n = 34$ ), and in betting venues ( $n = 34$ ). Over three quarters of young people ( $n = 74$  out of 95 responses, 78%) and 86% of adults ( $n = 59$  out of 69 responses) thought that betting had become a normal part of sport.

- *Conclusion* - In order to reduce the exposure of young people to gambling advertising, policymakers in the UK should consider comprehensive approaches, similar to those applied in tobacco control, which cover all forms of advertising, including promotion and sponsorship.

**Advertising issues investigated:** Recall and awareness among young people and adults of gambling advertising and sport sponsorship.

**Type of study and method:** Mixed methods

**Location:** UK.

Dunlop, P., & Ballantyne, E. E. F. (2021). Effective and responsible marketing of online sports gambling to young adults in the UK. *SN Business & Economics*, 1 (Article 124), 1-22. <https://doi.org/10.1007/s43546-021-00125-x>

**Abstract.** *In an industry that has experienced rapid growth for a number of years, where product differentiation is minimal, the marketing tactics of online sports gambling (OSG) bookmakers are likely to push the boundaries of what can be considered responsible, as companies seek to stand out from competitors and take advantage of industry growth. This research aims to explore how the marketing tactics of OSG companies shape the gambling habits of young adult consumers, and whether this demographic considers these tactics responsible. Recommendations are made on how online bookmakers can remain responsible in their marketing to young adults. Findings revealed that the primary motivation behind young adults' recreational gambling was the excitement induced through participation. Further, young adults' OSG bookmaker preference is influenced by promotional offers for existing customers. Results from the study indicate that in general, young adults do not deem the varied marketing techniques employed by OSG companies as irresponsible practices. However there were concerns regarding the potential impact*

of the continued increase in OSG marketing on problem gamblers and children (under 18).

**Advertising issues investigated:** Young men's thoughts about the marketing of online sports betting and how such marketing affect their gambling behavior.

**Type of study and method:** Qualitative interviews with 12 young men.

**Location:** UK

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Eriksson, J., & Johnson, M. (2016). *I slutändan så kommer sannolikhetsläran att jämna ut saker och ting: En kvalitativ studie om kändisars framförande av native advertising i podcast* [In the end, probability theory will make everything balance out. A qualitative study of celebrity native advertising in a podcast]. Jönköping: Jönköping University, School of Education and Communication.

**Abstract.** *This research has studied how celebrities use native advertising in podcasts. This was achieved by studying how the podcasters Alex Schulman and Sigge Eklund in their podcast "Alex och Siggas podcast" construct their advertisement for the online casino company Maria Casino. We wanted to create new theoretical knowledge about native advertising as it is a new phenomenon, specially in podcasts. In the theoretical field we use the theoretical terms legitimization, congruence and authenticity. As method qualitative content analysis, was used. We saw that Schulman and Eklund legitimize gambling to their listeners. In addition they create congruence to Maria Casino and try to act authentic about gambling. In the end of the paper, we discuss what consequences their advertising can get for the listeners.*

**Advertising issues investigated:** "Native advertising" for online casino in a Swedish celebrity podcast.

**Type of study and method:** Content analysis of about 35 minutes of casino marketing, embedded in the podcast.

**Location:** Sweden

**Note:** This is an excellent student essay, unfortunately available only in Swedish.

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Fortunato, J. A. (2020). The ethics of media framing: Examining sports gambling as a legally permitted activity. *Media Ethics*, 32(1), no pagination.

**Abstract.** *This essay questions the ethics of media and marketing framing in the context of sports gambling. The analysis will enhance the importance of understanding the framing process from an ethical perspective for all risk-behavior industries.*

**Advertising issues investigated:** The ethics of sports betting promotion and marketing.

**Type of study and method:** A review of public actions and messaging associated with sports betting.

**Location:** USA.

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Gainsbury, S.M., P. Delfabbro, D.L. King & N. Hing. (2016). An exploratory study of gambling operators' use of social media and the latent messages conveyed. *Journal of Gambling Studies*, 32(1), 125-141. DOI: 10.1007/s10899-015-9525-2.

***Abstract.** Advertisements for gambling products have historically been restricted due to their potential to normalize gambling and contribute to excessive gambling behaviours among vulnerable populations. However, social media enables gambling operators to promote products and brands with fewer constraints than in traditional forms of media. This study investigated how social media is used by gambling operators to promote gambling activities including an analysis of the latent messages that are conveyed. A representative sample of major land-based and online gambling venues and operators, including casinos, clubs, hotels, lottery and wagering operators (n = 101), was obtained. Websites and social media profiles of gambling operators were audited to investigate the types of social media used, content of promotions, and prevalence of responsible gambling messaging. The results showed that Facebook and Twitter were the dominant platforms used, most commonly by casinos and online wagering operators. A key finding was that online gambling operators included gambling content in conjunction with related news and events, as well as unrelated content, as way of normalizing gambling within a broader social context. Unlike land-based gambling promotions, responsible gambling information tended not to feature in operators' posts and profiles. The key messages propagated in social media gambling promotions were positively framed, and tended to encourage gambling using a range of cross-promotional tactics to emphasize the winning aspect of gambling. The implications of freely accessible and pervasive gambling promotions via social media are discussed with respect to the general community as well as vulnerable populations.*

**Advertising issues investigated:** Gambling operators' use of social media in promoting their products and brand; the messages conveyed by such promotions.

**Type of study and method:** Survey of the Australian-facing websites and social media pages for 101 gambling operators.

**Location:** Australia

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Gainsbury, S.M., D.L. King, N. Hing & P. Delfabbro. (2015). Social media marketing and gambling: An interview study of gambling operators in Australia. *International Gambling Studies*, 15(3), 377-393.

**Abstract.** *Social media has become an established tool to engage and maintain customer loyalty. However, its successful use involves a balance between promotion, public relations and corporate social responsibility. Nineteen individuals working in the Australian gambling industry were interviewed. The aim was to explore how gambling operators are using social media to engage with users and promote products, their considerations underpinning these actions, and the extent to which responsible gambling practices are included. All operators were active on social media and used these platforms to attempt to increase customer engagement and strengthen existing relationships. Gambling-related content was usually balanced against non-gambling content, or operators focused exclusively on non-gambling content. Sales goals or raising revenue were not direct aims of social media use. Operators sought to use social media as an indirect way to maintain their customer base and attract new customers via favourable ratings and information transfer. Few operators provided specific responsible gambling messages, despite being mindful of the dangers of targeting vulnerable populations, specifically young people and problem gamblers. This study is unique as it provides an in-depth first-hand account of how gambling operators are using social media.*

**Advertising issues investigated:** Use of social media marketing of gambling, as described by professionals working in the Australian gambling business.

**Type of study and method:** Interviews with professionals in the gambling business ( $n = 19$ ).

**Location:** Australia.

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Gainsbury, S. M., King, D., Delfabbro, P., Hing, N., Russell, A., Blaszczyński, A., & Derevensky, J. (2015). *The use of social media in gambling*. Melbourne: Gambling Research Australia. Retrieved from <http://www.gamblingresearch.org.au/resources/d06679ec-3577-4cb0-867c-594ce741dbf6/grasocialmediareport.pdf>

**Excerpt from the executive summary.** *The purpose of this project was to identify and describe the availability and promotion of gambling and social casino game opportunities via social media; whether there has been a transition between social casino game play and gambling; and the potential for social media to be used to promote responsible gambling. ... For the majority of people, social casino games have no impact on their gambling. There is little evidence that gambling promotions via social media or social casino games influence gambling for the majority of users. However, for a minority of at-risk gamblers and adolescents, social casino games*

*may encourage increased gambling and irrational beliefs, which may exacerbate existing gambling problems. ... There is a very high overlap between gamblers and social casino game players, indicating an underlying interest in gambling-themed activities driving both activities. However, these activities appear to be used for different purposes for the majority of players.*

**Advertising issues investigated:** Numerous aspects of gambling in social media, including marketing.

**Type of study and method:** Multi-method and multi-stage: literature review; audit of Australian social media pages; a case study of the Facebook site of an Australian male user; interviews conducted with representatives of 12 Australian gambling operators, 12 organisations with expertise and insight into online gambling and social casino games, and 12 Australian adult social casino game players; an online survey of 1,554 adults (aged 18+) and 561 adolescents (aged 12–17).

**Location:** Australia.

**Comment:** This 337-page report covers many topics relating to social media and gambling. Some of the material has been published in adapted form in journal articles.

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Gainsbury, S. M., King, D. L., Russell, A. M. T., Delfabbro, P., Derevensky, J., & Hing, N. (2016). Exposure to and engagement with gambling marketing in social media: Reported impacts on moderate-risk and problem gamblers. *Psychology of Addictive Behaviors*, 30(2), 270-276. doi:10.1037/adb0000156

**Abstract.** *Digital advertising for gambling and specifically marketing via social media have increased in recent years, and the impact on vulnerable consumers, including moderate-risk and problem gamblers, is unknown. Social media promotions often fall outside of advertising restrictions and codes of conduct and may have an inequitable effect on susceptible gamblers. This study aimed to investigate recall of exposure to, and reported impact on gamblers of, gambling promotions and marketing content on social media, with a focus on vulnerable users currently experiencing gambling problems. Gamblers who use social media (N = 964) completed an online survey assessing their exposure to and engagement with gambling operators on social media, their problem gambling severity, and the impact of social media promotions on their gambling. Gamblers at moderate risk and problem gamblers were significantly more likely to report having been exposed to social media gambling promotions and indicated actively engaging with gambling operators via these platforms. They were more likely to self-report that they had increased gambling as a result of these promotions, and over one third reported that the promotions had increased their problems. This research suggests that gamblers at moderate risk or those experiencing gambling problems are more likely to be impacted by social media promotions, and these may play a role in exacerbating*

*disordered gambling. Future research should verify these self-reported results with behavioral data. However, the potential influence of advertisements via these new platforms should be considered by clinicians and policymakers, given their potential role in the formation of this behavioral addiction.*

**Advertising issues investigated:** Recall of exposure to, and reported impact on gamblers of, gambling promotions and marketing content on social media, with a focus on vulnerable users currently experiencing gambling problems

**Type of study and method:** Quantitative study of users of social media ( $n = 964$ ) from existing market research online panels.

**Location:** Australia.

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\* Gavriel Fried, B., M. Teichman & G. Rahav. (2010). Adolescent gambling: Temperament, sense of coherence and exposure to advertising. *Addiction Research & Theory*, 18(5), 586-598.

**Abstract.** *This study examines the relationships between gambling behaviour and temperament, sense of coherence (SOC) and exposure to advertising among adolescents, and the interactions between these three independent variables in relation to problem gambling (PG). One thousand and sixty-nine Israeli adolescents (males = 539, females = 530), aged 16–19, were sampled from 19 high schools. The following instruments were used: a gambling behaviour scale; a PG scale; an advertising exposure scale; Buss and Plomin's emotionality, activity and sociability (EAS) questionnaire measuring temperament; and a short version of Antonovsky's SOC scale. The findings indicated a relationship between recall of exposure to advertising and gambling behaviour and PG among adolescents. No correlations were found between SOC and gambling behaviour and PG, and no correlation was found between temperament and gambling behaviour. However, the effect of temperament on PG was significant for girls only. In addition, no interaction was found between the three independent variables relating to PG. The findings of this study underline the social role of advertisements in the process of developing gambling behaviour among adolescents and its effect on problem gambling.*

**Advertising issues investigated:** Exposure to advertising and problem gambling (cross-sectional correlation found).

**Type of study and method:** Youth study using a questionnaire (N=1,069).

**Location:** Israel.

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Goedecke, K. (2021). "Be soft": Irony, postfeminism, and masculine positions in Swedish sport betting commercials. *Men and Masculinities*, 24(5), 719-739. doi: 10.1177/1097184X211012739

**Abstract.** *Gambling advertising usually draws heavily on gendered stereotypes, including portrayals of male gamblers as tough and successful. Meanwhile, representations of men in advertising have grown increasingly diverse, with emotional and sexualized men accompanying heroic, muscular portrayals. In this article, both these bodies of research are drawn upon to discuss a series of Swedish sports betting commercials which encourage the viewer to “bet hard” while also “being soft.” The celebration of “softness” is ambiguous but can be seen as referencing gendered, political discussions about men and masculinity. Engaging with hybrid masculinities theory, postfeminism, and discourses about gambling and betting, the article demonstrates that meanings around “softness” are ambiguous, ironic, and serve to normalize gambling by distancing it from discourses about addiction. The commercials represent a shift in gambling advertising, but the linking of men’s politics to gambling also represents a new complexity in narratives about “new,” or “soft,” men.*

**Advertising issues investigated:** The portrayal of men and masculinity in advertising for sport betting

**Type of study and method:** Content analysis of three television spots promoting the betting company Bethard.

**Location:** Sweden.

Goedecke, K. (2022). Feel the suspense! Masculine positions and emotional interpellations in Swedish sports betting commercials. *Feminist Media Studies*, Advance online publication. <https://doi.org/10.1080/14680777.2022.2032789>

**Abstract.** *Gambling advertising is often permeated by stereotypical portrayals of gender, including those of male gamblers as tough and successful. Simultaneously, representations of men in other advertising has become increasingly diverse, including emotional and sexualized, heroic and muscular portrayals. This article uses both these bodies of research to discuss Swedish sports betting commercials from 2019–2020. It shows that different commercials draw on diametrically different formulations of the game, emphasizing skill and luck, rationality and emotion respectively, which is conceptualized as different, gendered emotional interpellations. These include production of emotional or stoic masculine viewer positions, as well as the portrayal and evoking of emotions, and point to the psychic and emotional dimension of neo-liberal, consumerist culture, which strives to incorporate and exploit ever more aspects of the personal. The article furthers the theorizing of emotions in consumerist culture, contributes to gambling research by problematizing gendered ideas about skill and luck, and adds to studies of men in contemporary consumerist culture with discussions of emotionality, rationality, homosociality, and masculinized interpellations of different kinds.*



**Advertising issues investigated:** The portrayal of men and masculinity in advertising for sport betting

**Type of study and method:** Content analysis of televised sports betting promotion

**Location:** Sweden.

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Gordon, R. & M. Chapman. (2014). *Brand community and sports betting in Australia*. Victoria, Australia: Victorian Responsible Gambling Foundation. Retrieved from [http://www.responsiblegambling.vic.gov.au/\\_data/assets/pdf\\_file/0012/18003/Research-report-Brand-community-and-sports-betting-in-Australia.pdf](http://www.responsiblegambling.vic.gov.au/_data/assets/pdf_file/0012/18003/Research-report-Brand-community-and-sports-betting-in-Australia.pdf)

**Abstract.** *This project explores the presence and use of brand community in relation to sports betting. This is an important area of inquiry given the increase in gambling marketing in Australia, as research examining its potential impact is only recently emerging. Brand community is a community of consumers formed on the basis of affection for and connections to a particular brand. Three key markers of brand community have previously been identified. These are consciousness of kind (e.g. a sense of togetherness between consumers in the community), rituals and traditions (customs associated with consumption of the brand), and shared moral responsibility (integrating members into, and fostering a sense of sympathy between consumers in the community). The study explores the presence and meanings of these markers of brand community in relation to sports betting marketing, how they may engage young adult gamblers, and then examines the responses of a sample of gamblers. A mixed methods approach was used. A content analysis of contemporary sports betting marketing on sports websites, and during live footage and sports (the National Rugby League [NRL] and Australian Football League [AFL]) competitions was undertaken to identify and analyse brand activity displaying markers of brand community. Following the content analysis, exploratory focus group research with young adult gambler (18--30 years) friendship groups in urban and regional Victoria discussed and explored their awareness and responses to sports betting marketing including markers of brand community, the relationships between sports betting brands and sport, and explored their socialising and consumption practices surrounding gambling. The focus group research also involved use of projective activities such as identifying masked and unmasked sports betting brands, and mapping their perceptions towards these brands to gain insight on consumer responses to sports betting brands. The findings offer valuable insight and understanding of how contemporary sports betting marketing uses markers of community to promote brands, and how consumers respond to and interact with sports betting brands. Our findings from the content analysis research suggest that sports betting marketing appears to be heavily embedded within community cultures surrounding sport – often using language identifying with the game, identifying with the rituals and traditions, and identifying with the sense of togetherness and belonging often present in sports.*

*The focus group research with consumers identified that participants were often highly aware of, and engaged by, such sports betting brand community activities. The study suggests that gambling marketing had a role in socialising consumers to sports betting. Therefore, researchers and policy makers should focus on how sports betting marketing, and the embedded nature of sports betting brands within Australian sport, creates consumption communities around gambling, and consider what the social and policy implications are from this.*

**Advertising issues investigated:** Sport betting companies' strategies to embed marketing and brand promotion in the culture of sport enthusiasts; the symbiosis between sport betting, sport betting brands, and sport.

**Type of study and method:** Content analysis of sports betting brand marketing on the internet and in live TV footage; focus group research with young adults.

**Location:** Victoria, Australia.

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Gosker, E. (1999). The marketing of gambling to the elderly. *Elder Law Journal*, 7(1), 185-216.

**Abstract.** *In recent years, the majority of states have legalized some form of lottery or casino gambling as an alternative means to raise tax revenues. Competition among the everincreasing number of players in the gambling industry has resulted directly in the implementation of aggressive advertising tactics in order to maintain a profitable customer base. As such, casinos and lotteries shift much of their focus to their most vulnerable and reliable spenders-the elderly. Ms. Gosker first illustrates the significance of the burgeoning gambling industry in the United States, with an explanation for its acceptance as a legitimate source of entertainment and revenue. Here, the author makes evident that, regardless of state incentives, market demand will dictate the industry's profit potential. This discussion also focuses on specific marketing efforts employed by casinos and lotteries, including strategies aimed toward elderly customers. Ms. Gosker next evaluates the potential to regulate these marketing techniques. In particular, the author analyzes whether the First Amendment of the U.S. Constitution protects the gambling industry's advertisements as "commercial" speech. Ultimately, Ms. Gosker defends the constitutionality of the federal ban on television and radio casino advertisements and calls for Congress to adopt appropriate restrictions to prevent unfair casino and lottery marketing campaigns aimed at the elderly. Furthermore, the note encourages the nursing home industry to take an active role in preventing the gambling industry from targeting its residents.*

**Advertising issues investigated:** The extent and character of casino and lottery marketing, with a focus on marketing targeting the elderly.

**Type of study and method:** Compilation of statistics on gambling and marketing, and review and discussion of legal documents.

**Location:** USA

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Guerrero-Solé, F., Lopez-Gonzales, H., & Griffith, M. D. (2017). Online gambling advertising and the Third-Person Effect: A pilot study. *International Journal of Cyber Behavior, Psychology and Learning*, 7(2), 15-30.

**Abstract.** *Gambling disorder is known to have a negatively detrimental impact on affected individual's physical and psychological health, social relationships, and finances. Via remote technologies (e.g., Internet, mobile phones, and interactive television), gambling has come out of gambling venues and has brought the potential for online gambling to occur anywhere (e.g., the home, the workplace, and on the move). Alongside the rise of online gambling, online gambling advertising have spread throughout all type of media. In a sample of 201 Spanish university students, the present study explored the perceived influence of online gambling advertising. More specifically it examined the Third-Person Effect (TPE), and its consequences on individuals' willingness to support censorship or public service advertising. The findings demonstrate that despite the difference on the perception of the effects of online gambling advertising, it scarcely accounts for the behavioural outcomes analysed. On the contrary, awareness of problem gambling and, above all, paternalistic attitudes appear to explain this support.*

**Advertising issues investigated:** The perceived influence of online gambling advertising; the Third-Person effect.

**Type of study and method:** Questionnaire study; 201 university students participated.

**Location:** Spain.

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Guillou-Landreat, M., Gallopel-Morvan, K., Lever, D., Le Goff, D., & Le Reste, J.-Y. (2021). Gambling marketing strategies and the Internet: What do we know? A systematic review. *Frontiers in Psychiatry - Addictive Disorders*, 12(583817), 1-21. doi: 10.3389/fpsy.2021.583817

**Abstract.** - *Background: The gambling industry has developed many types of gambling on Internet in recent years. Gambling is a social activity for a majority of the world population, but problem gambling (PG) can emerge. The trajectories of gamblers from initiation to PG development are influenced by many variables, including individual and environmental variables and also variables linked to the gambling characteristics. Marketing has been reported to influence gamblers' perceptions and behaviors, but this is not as clear for digital marketing. Digital*

*gambling marketing is broad, ranging from the marketing of gambling websites to communication and advertising on the social media and networks. The objective of this article was to fill this gap by conducting a systematic literature review in order to answer the following questions: (1) What are the strategies of digital gambling marketing? (2) What is the effect of this exposure on gambling representations, intentions and practices?*

*- Method: A systematic review was conducted following the PRISMA guidelines on Pubmed database (Medline) from February 2020 to March 2020 and Scopus. Existing papers published between January 2000 and February 2020 were identified by searching with this algorithm: (((“internet”[MeSH Major Topic] OR (communications[All Fields] AND media[All Fields])) OR (“social media”[MeSH Terms] OR (“social”[All Fields] AND “media”[All Fields]) OR “social media”[All Fields])) AND “gambling”[MeSH Major Topic]) AND (“marketing”[MeSH Terms] OR “marketing”[All Fields]), in title, keywords or abstract.*

*- Results: Ninety-one candidate studies were selected, 21 studies were selected for the systematic review. Sport appeared as a specific target of online gambling marketing. A growing range of platforms for online sport betting and the development of strategies on the social media were identified. Regarding content, a systematic association between sport and gambling was highlighted. Vulnerable populations, such as young people, appeared to be at high risk of exposure to gambling marketing.*

*- Conclusion: Little data is available on the strategies of digital gambling marketing or on exposure to it. Sport could be the first target for future research to understand how the industry is targeting specific populations, and what influence these strategies could have on PG development*

**Advertising issues investigated:** Strategies of digital gambling marketing and the effects of such marketing on gamblers’ intentions and practices.

**Type of study and method:** Systematic review of previous studies.

**Location:** International.

Gunter, B. (2019). *Gambling advertising: Nature, effects and regulation*. Bingley, UK: Emerald.

**Abstract.** *There is a growing concern about the rise of gambling in many countries. With the expansion of online gambling opportunities and the relaxation of restrictions on gambling around the world, the industry has increased their investment in marketing activities. The use of diverse and highly visible promotional reminders has been identified as an important influence on problem gambling. Gambling critics, activists and some media campaigns have called for tighter controls over gambling advertising and some national governments have begun to review their legislation and regulatory practices. Gambling Advertising: Nature, Effects and Regulation examines these issues and reviews empirical research about the role of advertising*

*and other forms of marketing in the encouragement of gambling behaviour. However, despite the accumulation of research evidence about the nature and effects of gambling advertising and promotion over the first two decades of the 21st century, there are still gaps in our knowledge. In its attempts to clarify the effectiveness of specific restrictions on the location, amount and nature of gambling advertising, this book will aid university teachers and researchers working in fields such as advertising and marketing, business, communications and media, leisure, and advertising and gambling regulation.*

**Advertising issues investigated:** Various, see abstract.

**Type of study and method:** This is mainly a review, discussion and synthesis of previous research.

**Location:** International.

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Hanss, D., R.A. Mentzoni, M.D. Griffiths & S. Pallesen. (2015). The impact of gambling advertising: Problem gamblers report stronger impacts on involvement, knowledge, and awareness than recreational gamblers. *Psychology of Addictive Behaviors*, 29(2), 483-491.

**Abstract.** *Although there is a general lack of empirical evidence that advertising influences gambling participation, the regulation of gambling advertising is hotly debated among academic researchers, treatment specialists, lobby groups, regulators, and policymakers. This study contributes to the ongoing debate by investigating perceived impacts of gambling advertising in a sample of gamblers drawn from the general population in Norway (n = 6,034). Three dimensions of advertising impacts were identified, representing perceived impacts on (a) gambling-related attitudes, interest, and behavior (“involvement”); (b) knowledge about gambling options and providers (“knowledge”); and (c) the degree to which people are aware of gambling advertising (“awareness”). Overall, impacts were strongest for the knowledge dimension, and, for all 3 dimensions, the impact increased with level of advertising exposure. Those identified as problem gamblers in the sample (n = 57) reported advertising impacts concerning involvement more than recreational gamblers, and this finding was not attributable to differences in advertising exposure. Additionally, younger gamblers reported stronger impacts on involvement and knowledge but were less likely to agree that they were aware of gambling advertising than older gamblers. Male gamblers were more likely than female gamblers to report stronger impacts on both involvement and knowledge. These findings are discussed with regard to existing research on gambling advertising as well as their implications for future research and policy-making.*

**Advertising issues investigated:** Gamblers’ perceptions and perceived influence of gambling advertising.

**Type of study and method:** Analysis of questions on problem gambling and gambling advertising included in a national population study.

**Location:** Norway.

**Comment:** A limitation of the study is that individuals' recall of gambling advertising is used as an indicator of exposure to gambling advertising; this is not fully accurate since the ability to recall having seen advertising depends on several factors, including interest and involvement in the products advertised.

\* Heiens, R. (1993). *The influence of newspaper, radio and television publicity on sales of the state of Colorado's lottery product, Lotto*. Tallahassee: Florida State University.

**Abstract.** *The present study is an examination of the variables influencing lottery sales in the state of Colorado. Specifically, the present study focuses on the unique influence of newspaper, radio, and television publicity on Lotto sales in the state of Colorado. Also, radio advertising, television advertising, distribution, and jackpot size are included as additional independent variables in the present study. In order to test the hypotheses in the present study, several time series regression equations are specified and calculated. Recognizing the potential cumulative or carryover effect for each of the independent variables examined, each regression equation is calculated via the Koyck specification, which describes a relationship in which the influence of the independent variables on sales decays geometrically with time. Finally, the relationships between each of the independent variables and Lotto sales are graphically depicted, and the managerial and behavioral science implications of the results are examined.*

**Advertising issues investigated:** Advertising efficiency.

**Type of study and method:** Econometric study.

**Location:** Colorado, USA.

**Comment:** The data and conclusions regarding advertising efficiency are similar to what is presented in Heiens (1999).

\* Heiens, R.A. (1999). The influence of product publicity on product sales in a noncompetitive environment. *Academy of Marketing Studies Journal*, 3(1), 1-10.

**Abstract.** *In an effort to more fully integrate publicity into the marketing and promotion mix, the present study examines the influence of product-related newspaper, television, and radio publicity on Lotto sales in the state of Colorado. The results of the present study indicate that in addition to Jackpot size, television publicity has a statistically significant positive impact on Lotto sales, whereas newspaper and radio publicity do not. Consequently, in their efforts to generate favorable publicity, lottery*

*managers should emphasize the dissemination of jackpot size information via the television medium. Moreover, considering the observed 90% duration interval of .8651 weeks for the influence of marketing variables on sales, a continuous media placement schedule is suggested. The neat and tidy divisions separating marketing and public relations are breaking down. It may be that the best way to solve a marketing problem would be through public relations activities (Kotler & Mindak 1978).*

**Advertising issues investigated:** Advertising efficiency.

**Type of study and method:** Econometric study.

**Location:** Colorado, USA.

**Comment:** The data and conclusions regarding advertising efficiency are similar to what is presented in Heiens (1993).

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Henriksen, J., Hornebrant, M., & Berndt, A. (2022). Online casinos: Advertising and avoidance among Generation Y consumers in Sweden. *SN Business & Economics*, 2(Article no. 2), 1-22. <https://doi.org/10.1007/s43546-021-00185-z>

**Abstract.** *Online casinos are one of Sweden's largest gambling sectors. Increased advertising investment and advertising frequency have sought to attract Generation Y consumers to these casinos, yet it has been suggested that advertising can contribute to avoidance behaviours towards products and services, including online casinos and specific gambling brands. The various advertising aspects used in gambling advertising and their impact on behaviour have not been widely researched. Thus, the purpose of this study was to explore the use of creative strategies in casino advertising and how it contributes to the avoidance of online casinos, specifically among Swedish Generation Y consumers. As an exploratory study, qualitative methods were used. Initially, 13 casino advertisements were analysed to identify the strategies used in the advertisements. These were then presented to Generation Y consumers in three focus groups and six in-depth interviews. The analysis of the advertising shows the use of people and characters in presenting the casino brand. Male voice-overs were utilised in addition to music and other casino-related sounds. The advertising also used bright colours to attract attention. The impact of these advertisements is that the content, the auditory cues rather than just music, the emotional response, and the frequency of the advertising were found to contribute to the avoidance of casino brands. Furthermore, the ethics and general attitudes to the industry impact the decision to avoid these brands. The managerial implication of this research shows the impact of advertisements on the decision to avoid a brand, specifically a casino brand.*

**Advertising issues investigated:** Young peoples' perceptions of televised casino marketing and their resulting avoidance of online casino gambling and dislike of particular brands.

**Type of study and method:** Qualitative interviews and focus groups.

**Location:** Sweden

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\* Hess, H.F. & J.V. Diller. (1969). Motivation for gambling as revealed in the marketing methods of the legitimate gambling industry. *Psychological Reports*, 25, 19-27.

**Abstract.** *An analysis of the marketing appeals made by the legal Nevada gambling industry yields three main categories of motive toward which appeals are made: (1) rational-economic motives, (2) recreational motives, and (3) prestige-seeking motives. It was noted that the industry seems loath to exploit motives which may be related to psychopathology, such as the desire to lose in order to alleviate guilt.*

**Advertising issues investigated:** Messages in advertising.

**Type of study and method:** Qualitative content analysis of marketing and advertising in casinos, data from field observations.

**Location:** Nevada, USA.

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Hing, N., Browne, M., Russell, A. M. T., Greer, N., Thomas, A., Jenkinson, R., & Rockloff, M. (2019). Where's the bonus in bonus bets? Assessing sports bettors' comprehension of their true cost. *Journal of Gambling Studies*, 35(2), 587-599. doi:10.1007/s10899-018-9800-0

**Abstract.** *Wagering inducements with bonus bets are prominently marketed and often have play-through conditions requiring further expenditure. However, these conditions are not usually presented in the inducement advertisement and may be difficult to locate. The play-through conditions themselves are complex and may lead bettors to miscalculate the inducement's true cost. Therefore, in relation to inducements with bonus bets, this study aimed to assess: (1) whether their perceived attractiveness varies with the amount and type of information provided about their play-through conditions; (2) bettors' comprehension of their true cost; and (3) whether bettors' comprehension of their true cost varies with problem gambling severity. A sample of 299 Australian sports bettors completed an online survey and rated the attractiveness of three variations of an inducement. Promo1 simply noted that "terms and conditions apply"; promo2 included the terms and conditions immediately below the offer; and promo3 revealed the true cost of the offer. Respondents were asked to calculate the true cost before this was revealed. The study found that detailing key terms and conditions for an offer directly below the*



*advertisement impacts negatively on its perceived attractiveness. Moreover, nearly three in five bettors underestimated the additional amount they would need to bet to access any winnings from the bonus bet. No significant differences were found amongst gambler risk groups. The results imply that current approaches to marketing these inducements are likely to lead consumers to overestimate their attractiveness and underestimate their cost. To enhance responsible gambling practice, these promotional offers should be presented in ways that enable informed decision-making.*

**Advertising issues investigated:** Sport bettors' comprehension of the true cost of bonus bets.

**Type of study and method:** Experimental study with 299 participants recruited with the help of two Australian sports betting operators.

**Location:** Australia.

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Hing, N., L. Cherney, A. Blaszczynski, S.M. Gainsbury & D.I. Lubman. (2014). Do advertising and promotions for online gambling increase gambling consumption? An exploratory study. *International Gambling Studies*, 14(3), 394-409.

**Abstract.** *It remains unclear if gambling advertising and promotion increase demand for, and consumption of, gambling, or only affect market share distributions without increasing total consumption. Although this has been investigated in relation to land-based gambling, studies have not examined how such marketing influences behavioural patterns of Internet gamblers. The aim of this study, therefore, was to explore ways in which advertising and promotion of Internet gambling may contribute to increased consumption of gambling. Qualitative interviews were conducted with 50 Internet gamblers drawn from the general population, and 31 treatment-seeking Internet gamblers. In-depth analysis of interview transcripts revealed limited reported effectiveness of advertising and promotions in converting non-gamblers to Internet gamblers. However, general population gamblers reported occasionally gambling more than intended (increased consumption) in response to free bet and deposit offers. A proportion of treatment-seekers reported increased gambling, particularly associated with bonus offers that required matched deposits and gambling before any winnings could be collected. Advertisements and promotions invoked urges to gamble among treatment-seeking gamblers, and appeared to some participants to be designed to target individuals who had taken steps to limit or cease gambling. Findings provide preliminary evidence of Internet gambling promotional activities increasing overall consumption amongst a subgroup of gamblers.*

**Advertising issues investigated:** Gamblers' perceptions and perceived influence of advertising and various forms of promotion for internet gambling.

**Type of study and method:** Qualitative interview study of internet gamblers, both with and without gambling problems ( $n = 81$ ).

**Location:** Australia.

**Comment:** The study suggests that advertising and promotion for internet gambling may have more than a marginal influence on the extent of problem gambling. This may very well be the case. Some previous studies (e.g. Binde, 2007 & 2009) have indicated that the influence in general is small. However, these studies have also suggested that in some circumstance the impact may be greater. Furthermore, they have focused on “traditional” forms of advertising and not included promotional offers, such as bonuses and free games. The Hing, et al., 2014 publication is important as it concerns the mix of advertising and promotional offers typical of the marketing of commercial internet gambling.

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Hing, N., M. Lamont, P. Vitartas & E. Fink. (2015). Sports-embedded gambling promotions: A study of exposure, sports betting intention and problem gambling amongst adults *International Journal of Mental Health and Addiction*, 13(1), 115-135.

**Abstract.** *Community, media and government concerns have emerged about promoting sports betting during televised sports broadcasts, which now contain betting operators' logos, signage, websites, commentary and betting odds. Despite large television audiences being exposed, limited research has examined how these promotions shape gambling behaviour, particularly amongst problem gamblers. Underpinned by the Theory of Reasoned Action, this study explored whether exposure and attitude to gambling promotions during televised sport predict sports betting intention and whether this relationship varies with problem gambling severity. Surveys were conducted with 1,000 adults in Queensland, Australia. Strongest predictors of greater intended frequency of sports betting were higher problem gambling severity, previous sports betting participation, more frequent exposure to the promotions, and more positive attitudes towards them. Results suggest that the audience most likely to be stimulated by these promotions are problem gamblers because they have greatest exposure and a favourable disposition to them, and report they have maintained or worsened their problem sports betting behaviours. Policy and public health interventions may be needed to counter these pervasive media messages.*

**Advertising issues investigated:** Relations between twelve variables, including self-rated exposure to sport-embedded gambling promotions, attitudes towards such promotions and sports betting, intentions to bet and problem gambling severity.

**Type of study and method:** Quantitative study using an online panel of respondents ( $n = 1000$ ).

**Location:** Queensland, Australia.

**Comment:** The article includes a comprehensive review of previous research on sports-embedded gambling promotion.

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Hing, N., M. Lamont, P. Vitartas & E. Fink. (2015). Sports bettors' responses to sports-embedded gambling promotions: Implications for compulsive consumption. *Journal of Business Research*, 68(10), 2057-2066.

**Abstract.** *Commercial arrangements between sport organizations and gambling operators are resulting in extensive promotion of gambling during televised sport. This study aims to explore sports bettors' responses to these promotions, and whether this varies with problem gambling severity. Surveys with 544 Australian sports bettors with varying degrees of problem gambling severity indicate that problem gamblers have highest approval of these promotions. Compared to non-problem and at-risk gamblers, problem gamblers also report most encouragement and influence to gamble from these promotions. Problem gamblers are also more influenced to sports bet by contextual factors, particularly certain bet types and promotional appeals. Three theories are discussed to explain these results — product involvement, cue induced craving and classical conditioning. Given the rapid growth of sports betting, increasing sports betting problems, and inability to avoid gambling advertising while watching televised sport, further research is critical to understand how sports-embedded gambling promotions impact on gambling consumption and problem gambling. Research is also important to inform policy, given that sports-embedded advertising is a controversial practice prompting recent changes to broadcasting codes of practice. This exploratory study provides some foundations and future directions to inform this research effort.*

**Advertising issues investigated:** Perceptions and self-reported influence of sports-embedded gambling promotions; differences between individuals with and without gambling problems of varying severity.

**Type of study and method:** Quantitative study; a survey was administered to members of a market research panel as well as to participants in a previous gambling survey ( $n = 544$ ).

**Location:** Queensland, Australia.

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Hing, N., Russell, A., Rockloff, M., Browne, M., Langham, E., Li, E., . . . Thorne, H. (2018). *Effects of wagering marketing on vulnerable adults*. Melbourne: Victorian Responsible Gambling Foundation.

**Excerpts from the introduction.** *“This study examined the impact of approaches to wagering marketing, including inducements, on vulnerable adults. Vulnerable adults were defined as those in low-risk, moderate-risk and problem gambling categories on*

*the Problem Gambling Severity Index (PGSI). The study was guided by three research questions:*

- 1. What is the impact of wagering marketing on vulnerable adults?*
- 2. Are particular marketing approaches associated with increases in potentially harmful gambling behaviours?*
- 3. Do gambling inducements change gambler behaviour and attitudes?*

*Findings from the study show that wagering advertisements and inducements increase betting expenditure. Advertisements and inducements with most influence were direct messages from wagering operators; ads on betting websites and apps; betting brands promoted during live and televised race/sports events; commentary promoting betting or betting odds during events; stake-back offers; multi-bet offers; and inducements for rewards program points.”*

*“Key findings from the study include that wagering advertisements and inducements: are prolific; encourage riskier betting; increase betting expenditure; elicit attention, excitement, and desire to bet amongst vulnerable gamblers; and have negative effects on all gambler risk groups. While aggregate exposure across all types of advertisements and inducements increased betting expenditure, those with most influence were: direct messages from wagering operators; advertisements on betting websites and apps; betting brands promoted during live and televised race/sports events; commentary promoting betting or betting odds during events; stake-back offers; multi-bet offers; and inducements for rewards program points. Most bettors underestimated the cost of bonus bets with play-through conditions. Inducement information in wagering advertisements overrode attention to responsible gambling information. Measures to reduce harmful wagering include banning or restricting inducements that include cash rebate and reduced risk offers, which refund or match part or all of the bet via cash, bonus bets, deposits, or reward points. The appeal of these inducements is that they are thought to minimise betting losses; however, these inducements actually increase rather than decrease losses by encouraging riskier bets and increased betting expenditure. Misperceptions about the likely returns from wagering inducements indicate a need for consumer education and operator care in advertising, as well as banning or restricting play-through conditions. Direct messages are particularly problematic and require restrictions or stringent opt-in requirements. Consistent with a public health approach, measures to reduce and regulate wagering advertisements and inducements need to be supplemented by measures to reduce the environmental, structural and situational factors that interact with wagering marketing to normalise betting and contribute to betting-related harm. Reducing this harm is critical, given that two-fifths of Australian adults who bet on sports or races on a monthly basis or more frequently currently meet criteria for at-risk or problem gambling.”*

**Advertising issues investigated:** Numerous, see above.

**Type of study and method:** Several different methods were used, see above.

**Location:** Australia.

**Comment:** This comprehensive report (223 pages) present results from several studies on the impact of wagering promotions, with particular attention to the impact on vulnerable adults.

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Hing, N., Russell, A. M. T., Thomas, A., & Jenkinson, R. (2019). Wagering advertisements and inducements: Exposure and perceived influence on betting behaviour. *Journal of Gambling Studies*, 35(3), 793-811. doi:10.1007/s10899-018-09823-y

**Abstract.** *A proliferation of wagering advertising has raised concerns about its effects, especially on vulnerable gamblers. This study examined exposure to wagering advertisements and inducements, and their reported influence on the size, frequency and riskiness of bets placed—amongst regular bettors and by gambler risk group. An Ecological Momentary Assessment design minimised recall bias. After completing a baseline survey, 722 regular bettors completed up to 15 surveys administered on 5 days per week over three non-consecutive weeks. Data were analysed for the 316 race bettors and 279 sports bettors completing at least one survey. The results indicate that regular bettors have almost daily exposure to wagering advertising, including for inducements. The most frequently seen and influential advertisement types were direct messages (emails, texts and/or phone calls from wagering operators, which, in Australia, bettors are automatically opted-into when opening a betting account) and advertisements on betting websites or apps. Participants reported the most influential inducements to be: stake-back offers, multi-bet offers, match your stake or deposit offers, better odds/winnings inducements, happy hours, rewards programs, and cash out early offers. The findings indicate that wagering advertisements, including for inducements, are likely to be having powerful effects on regular bettors. On each day that respondents saw these advertisements (most days for most advertisement types), substantial minorities reported increased size and frequency of betting. Results did not vary by gambler risk group. Understanding which types of wagering advertising are associated with most gambling-related harm can inform advertising regulations, targeted public health interventions, and future research.*

**Advertising issues investigated:** The exposure to and influence of wagering advertisements and inducements.

**Type of study and method:** Quantitative study using Ecological Momentary Assessment method.

**Location:** Australia.

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Hing, N., K. Sproston, R. Brading & K. Brook. (2015). *Review and analysis of sports and race betting inducements*. Victoria, Australia: Victorian Responsible Gambling Foundation.

**Abstract.** *This research was commissioned by the foundation to better understand the extent and type of inducements being used by wagering companies. It presents a literature review and then an overview and classification of the types of inducements on offer, based on an audit of inducements offered over seven weeks by 30 local brands and 12 popular offshore operators. While further research is required, some findings suggest that promotional inducements do have an influence on betting participation, and in fact may be more effective than other types of wagering marketing in increasing betting behaviour. The authors note that local brands offered nearly three times more inducements than overseas operators. The study identified inducements that encourage continued betting and others that would intensify betting.*

**Advertising issues investigated:** Sports and race betting inducements and their use in advertising and promotion.

**Type of study and method:** Multimethod: review of the literature, an audit of inducements offered in Austria.

**Location:** Australia.

**Comment:** This comprehensive 128-page report provides an excellent introduction to betting and gambling inducements and how these are used in advertising and promotion. Australian data on inducements are reported and analysed; the impact on problem gambling is discussed. Consumer issues are also covered.

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Hing, N., Sproston, K., Brook, K., & Brading, R. (2017). The structural features of sports and race betting inducements: Issues for harm minimisation and consumer protection. *Journal of Gambling Studies*, 33(2), 685-704. doi:10.1007/s10899-016-9642-6

**Abstract.** *Minimal research has been published about inducements for sports and race betting, despite their ready availability and aggressive advertising. This paper aimed to document the range and structural features of these inducements, and analyse their alignment with the harm minimisation and consumer protection goals of responsible gambling. A scan of all inducements offered on the websites of 30 major race and sports betting brands located 223 separate inducements which we categorised into 15 generic types, all offering financial incentives to purchase. These comprised sign-up offers, refer-a-friend offers, happy hours, mobile betting bonuses, multi-bet offers, refund/stake-back offers, matching stakes/deposits, winnings paid for 'close calls', bonus or better odds, bonus or better winnings, competitions, reduced commission, free bets to selected punters, cash rebates and other free bets. All*

*inducements were subject to numerous terms and conditions which were complex, difficult to find, and obscured by legalistic language. Play-through conditions of bonus bets were particularly difficult to interpret and failed basic requirements for informed choice. Website advertisements for inducements were prominently promoted but few contained a responsible gambling message. The results were analysed to generate 12 research propositions considered worthy of empirical research to inform much needed regulatory reform in this area.*

**Advertising issues investigated:** Sports betting inducements on websites.

**Type of study and method:** “A scan of all inducements offered at the websites of 30 major race and sports betting brands.” Classification into types of inducements; characteristics of the types.

**Location:** Australia.

**Comment:** Although this study concerns content on the websites of gambling companies, which is not advertising in the proper sense of the term, inducements of most of the kinds discussed are common also in regular advertising.

Hing, N., Russell, A. M. T., Lamont, M., & Vitartas, P. (2017). Bet anywhere, anytime: An analysis of Internet sports bettors' responses to gambling promotions during sports broadcasts by problem gambling severity. *Journal of Gambling Studies*, 33(4): 1051-1065. doi:10.1007/s10899-017-9671-9

**Abstract.** *Promotions for online sports betting during televised sports broadcasts are regularly viewed by millions of Australians, raising concerns about their impacts on vulnerable groups including at-risk and problem gamblers. This study examined whether responses to these promotions varied with problem gambling severity amongst 455 Australian Internet sports bettors participating in an online survey. Results indicated that young male Internet sports bettors are especially vulnerable to gambling problems, particularly if they hold positive attitudes to gambling sponsors who embed promotions into sports broadcasts and to the promotional techniques they use and this heightens the risk that alluring messages contribute to excessive gambling. As problem gambling severity increased, so too did recognition that these promotions have impacted negatively on their sports betting behaviour. Because a plethora of sports betting brands and promotions are now heavily integrated into sports coverage, social marketing efforts are needed to offset their persuasive appeal and counter the positive attitudes towards them that appear linked to excessive gambling amongst Internet sports bettors.*

**Advertising issues investigated:** Internet sports bettors' responses to gambling promotions during sports broadcasts by problem gambling severity.

**Type of study and method:** Quantitative study; online survey with 455 Internet sports bettors.

**Location:** Australia.

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Hing, N., Russell, A. M. T., Li, E., & Vitartas, P. (2018). Does the uptake of wagering inducements predict impulse betting on sport? *Journal of Behavioral Addictions*, 7(1), 146-157. doi:10.1556/2006.7.2018.17

**Abstract.** - *Background and aims* - Marketing inducements for addictive products, such as wagering, can prompt impulse purchasing by triggering consumption reminders, urges, and cravings. Wagering inducements incentivize betting by providing bonus bets, money-back guarantees, deposits into betting accounts, and discounts. Their promotion during sporting events, push marketing efforts directed at consumers, and ease of uptake at the point-of-sale, may trigger betting on impulse. This study examined whether the uptake of wagering inducements predicted impulse betting on sport.

- *Methods* - Australian sports bettors ( $N = 1,813$ ) completed an online survey measuring their proportion of planned bets, impulse bets before match commencement, and impulse bets during play; frequency of using wagering inducements; and several psychological, behavioral, and demographic variables.

- *Results* - More frequent users of wagering inducements had a greater tendency to place impulse in-play bets, which were also predicted by problem gambling, higher buying impulsiveness, higher frequency of watching sports, younger age, and higher educational status. Sports bettors with a greater tendency to place impulse bets before match commencement also tended to have higher buying impulsiveness and to be younger, but they used inducements less frequently, and tended to be female, less-educated and non-problem, moderate risk, or problem gamblers.

- *Discussion and conclusions* - Uptake of wagering inducements appeared to be particularly effective in stimulating impulse in-play betting among problem gamblers and frequent sports viewers. These results suggest that a more cautious approach to the regulation of both in-play bets and wagering inducements may be required to better protect young adults from gambling problems and harm.

**Advertising issues investigated:** Internet sports bettors' responses to wagering inducements in relation to impulsivity.

**Type of study and method:** Quantitative study; online panel survey ( $n=1813$ ).

**Location:** Australia.

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Hing, N., Russell, A., & Rawat, V. (2018). *Direct messages received from wagering operators*. Melbourne: Victorian Responsible Gambling Foundation.

**Abstract.** (Excerpt from Executive summary)



Given the lack of prior research into direct messaging, the study was exploratory and descriptive in nature, and was guided by the following research questions developed in consultation with the VRGF [Victorian Responsible Gambling Foundation]:

1. What volume and types of direct messages are received by wagering account-holders in the lead-up to major sport and racing events?
2. What is the content of the direct messages, and to what extent do they contain inducements to bet?
3. Are the volume, types, and content of direct messages received related to the previous betting behaviour of account-holders?
4. Are the volume, types, and content of direct messages received related to the subsequent betting behaviour of account-holders?
5. How might these direct messages contribute to gambling-related harm and gambling problems?

**Advertising issues investigated:** The volume, type, content and effects on gambling behavior of direct messages received from wagering operators.

**Type of study and method:** Quantitative study; “we used an ecological momentary assessment (EMA) methodology involving short daily surveys of regular (at-least fortnightly) bettors.” 102 sports bettors och 110 race bettors.

**Location:** Australia.

\* Hing, N., P. Vitartas & M. Lamont. (2013). Gambling sponsorship of sport: An exploratory study of links with gambling attitudes and intentions. *International Gambling Studies*, 13(3), 281-301.

**Abstract.** *Gambling sponsorship of sport is increasingly prolific, but also contentious. Underpinned by the Theory of Reasoned Action (TRA), this study explores relationships between gambling sponsorship, and attitudes and intentions relating to gambling, in the context of a major Australian football competition heavily sponsored by gambling companies. Data were gathered via two online surveys (N = 212). Analysis confirmed that attitudes and social norms predicted gambling intention. Further, attitudes to gambling and gambling intention were positively associated with response to gambling sponsorship. Viewing televised football matches, perceptions about sponsor–event fit and attitude to gambling sponsorship were associated with respondents’ interest in, favourable attitude towards and propensity to use the sponsors’ products. Findings suggest that exposure to gambling promotions during televised sport may encourage gambling intentions, and that gamblers scoring higher on the PGSI are more likely to be exposed to these promotions, view them favourably, be interested in the sponsor’s products and be willing to use them. As such, these promotions may trigger gambling amongst problem and recovering problem gamblers. While further research is needed to empirically support any case for*

*regulatory change, this exploratory study provides a foundation upon which future research into gambling promotion during sport can build.*

**Advertising issues investigated:** Cross-sectional observations of relations between advertising recall, attitudes towards advertising, problem gambling and subjects' self-rated propensity to use the gambling products promoted.

**Type of study and method:** Questionnaire study.

**Location:** Australia.

Hing, N., Vitartas, P., & Lamont, M. (2017). Understanding persuasive attributes of sports betting advertisements: A conjoint analysis of selected elements. *Journal of Behavioral Addictions*, 6(4), 658-668.

**Abstract.** - *Background and aims* - Despite recent growth in sports betting advertising, minimal research has examined the influence of different advertising message attributes on betting attitudes and behaviors. This study aimed to identify which attributes of sports betting advertisements most engage attention, interest, desire and likelihood of betting among non-problem, low-risk, moderate-risk, and problem gamblers.

- *Methods* - A novel approach utilizing an experimental design incorporating conjoint analysis examined the effects of: three message formats (commentary, on-screen display, and studio crossover); four appeals (neutral, jovial, ease of placing the bet, and sense of urgency); three types of presenters (match presenter, sports betting operator, and attractive non-expert female presenter); and four bet types (traditional, exotic key event, risk-free, and micro-bet). A professional film company using paid actors produced 20 mock television advertisements simulating typical gambling messages based on the conjoint approach. These were embedded into an online survey of 611 Australian adults.

- *Results* - The most attention-grabbing attributes were type of presenter and type of bet. The attractive non-expert female presenter gained more attention from all gambler groups than other presenters. The type of bet was most persuasive in converting attention into likely betting among all gambler groups, with the risk-free bet being much more persuasive than other bet types. Problem gamblers were distinct by their greater attraction to in-play micro-bets.

- *Discussion and conclusion* - Given the potential for incentivized bets offering financial inducements and for in-play micro-bets to undermine harm minimization and consumer protection, regulators and wagering operators should reconsider whether these bet types are consistent with their responsible gambling objectives.

**Advertising issues investigated:** The varying degrees of attention, interest, desire and likelihood of betting across different types of sport betting advertisements, across different categories of problem and non-problem gamblers.

**Type of study and method:** Experimental study using an online panel ( $n = 611$ )  
**Location:** Australia.

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Hing, N., P. Vitartas, M. Lamont & E. Fink. (2014). Adolescent exposure to gambling promotions during televised sport: An exploratory study of links with gambling intentions. *International Gambling Studies*, 14(3), 374-393.

**Abstract.** *Young people are exposed to gambling promotions while watching televised sports; however, little research has examined how this influences gambling attitudes and intentions. This paper developed and tested a research model underpinned by the Theory of Reasoned Action and specifically aimed to examine (1) adolescents' exposure and attitudes to, and recall and perceptions of, gambling promotions during televised sport; (2) associations between adolescents' exposure and attitude to these gambling promotions, and their intention to gamble on sports and other gambling activities once of legal gambling age. An online survey was conducted of 131 Australian adolescents. Greater intention to gamble both on sports and non-sports was associated with higher frequency of watching televised sports, and more positive attitudes to gambling operators, to gambling promotions during televised sport and to promotional techniques used. Regression analysis indicated that the strongest predictors of sports betting intention were male gender and a more positive attitude to gambling sponsors and their promotions during televised sport. Strongest predictors of gambling intention were male gender, subjective norms and a more positive attitude to promotion of gambling during televised sport. Findings can inform advertising restrictions for gambling during general television viewing times, and health promotion messages countering promotion of gambling to adolescents.*

**Advertising issues investigated:** Recall of exposure to gambling promotions during televised sport; attitudes towards such promotions and their perceived influence on intentions to bet and gamble.

**Type of study and method:** Quantitative study; online survey with adolescents ( $n = 131$ )

**Location:** Australia.

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Hood, C. & A. Parke. (2015). Differences in parental attitudes and tolerance of child exposure to and participation in gambling, alcohol and nicotine use. *International Journal of Mental Health and Addiction*, 13(4), 497-505.

**Abstract.** *This study investigated parental attitudes toward child exposure to alcohol, nicotine (smoking tobacco) and gambling, via a questionnaire that examined parental tolerance with regard to hypothetical scenarios of exposure and participation, alongside perceptions of the importance of associated health promotion for each*

*activity. It was hypothesised that parents would indicate significantly less tolerance of, and rate health promotion activity of greater importance for, nicotine and alcohol in comparison to gambling. Results from a sample of 500 UK based parents, showed significantly less tolerance for nicotine versus alcohol and gambling in all hypothetical scenarios of exposure and direct participation. Parents also reported significantly less tolerance surrounding child consumption of alcohol than gambling. Health promotion activity surrounding nicotine was rated significantly more important than that of alcohol and gambling. It is argued that greater parental concern surrounding nicotine was attributable to increased availability of knowledge surrounding associated risks of smoking behaviour within existing regulation and health promotion activity. Arguments are made for increased public awareness of the potential harms that may be associated with gambling behaviour, which may assist parents in making informed decisions regarding their children's exposure to and participation in gambling-related activities.*

**Advertising issues investigated:** Parents attitudes towards their children's participation in and exposure to marketing for nicotine use, alcohol use and gambling.

**Type of study and method:** Quantitative study; rating of hypothetical scenarios of exposure and participation; online survey with adolescents ( $n = 500$ )

**Location:** UK.

Houghton, S., McNeil, A., Hogg, M., & Moss, M. (2019). Comparing the Twitter posting of British gambling operators and gambling affiliates: A summative content analysis. *International Gambling Studies*, 19(2), 312–326.  
doi:10.1080/14459795.2018.1561923

**Abstract.** *The current study aimed to assess the type of content posted on Twitter by British gambling operators and gambling affiliates; third-party firms who are financially incentivized to attract custom to gambling operators. Five thousand and twenty-nine tweets from 5 gambling operators and 8315 tweets from 5 gambling affiliates were collected over a 2-week period. A summative content analysis was carried out whereby each tweet was coded for its main content. Tweets were grouped together into content categories and the percentage of tweets in each content category was calculated for both operators and affiliates. The nine categories of content found were: direct advertising, betting assistance, sports content, customer engagement, humour, update of current bet status, promotional content, safer gambling and 'other'. Gambling operators had a higher proportion of posts in the sports content and humorous content categories, whilst affiliates had a higher proportion of posts within the direct advertising and betting assistance categories. These findings suggest that the affiliates were more direct in their posting style whereas operators followed a more indirect approach, reflective of a branding*

strategy. Future research should address how interacting with different types of gambling content on social media impacts upon gambling attitudes and behaviour.

**Advertising issues investigated:** The content of Twitter postings of British gambling companies and their affiliates

**Type of study and method:** Quantitative content analysis.

**Location:** Great Britain

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Houghton, S., & Moss, M. (2020). Comparing football bettors' response to social media marketing differing in bet complexity and account type – An experimental study *Journal of Behavioral Addictions*, 10(3), 388-395.

doi:10.1556/2006.2020.00056

**Abstract.** - *Background and aims.* The current study aimed to assess how sports bettors respond to advertised bets on social media and whether this differs dependent upon bet complexity and social media account type.

- *Methods.* Employing a  $3 \times 2$  repeated measures design, 145 regular football bettors were recruited to take part in an online study requiring them to rate bets advertised upon social media, providing indications of their likelihood to bet, confidence in the bet and how much they would stake on the bet. Advertised bets differed in terms of complexity (low, medium and high) and each bet was presented separately on both an operator account and an affiliate account.

- *Results.* Data analysis highlighted a significant interaction between bet complexity and account type, with bettors rating themselves as being more likely to bet and more confident in bets which were presented on an affiliate account for medium complexity bets but not for low or high complexity bets.

- *Discussion and conclusions.* This study provides initial evidence that affiliate marketing of sports betting increases bettor's confidence in certain types of bets. This heightens previously addressed concerns around affiliate marketing, given that affiliates are financially incentivised to attract custom toward gambling operators. Future research should explore risk factors for increased uptake of affiliate marketing, and the impact on gambling behaviour.

**Advertising issues investigated:** How football bettors react to bets of different complexity when these are advertised on social media by betting companies versus their affiliates.

**Type of study and method:** Online survey with regular football bettors (n=145).

**Location:** Great Britain.

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Houghton, S. P. B., & Moss, M. (2022). Assessing the bets advertised on Twitter by gambling operators and gambling affiliates – an observational study incorporating

simulation data to measure bet success. *International Gambling Studies*, Advance online publication, 1-15.

**Abstract.** *This study assessed bets advertised on Twitter by betting operators and affiliates, as well as their success. Bets advertised by 10 Twitter accounts were tracked over two weeks. Information recorded included: bet odds, bet type, number of times advertised, and bet success. The success of bets was calculated based upon placing equal stakes on each bet and running four sets of 10,000 simulations, each of an increasing number of randomly chosen bets with fixed bet stake per bet from those recorded. Both operators and affiliates advertised around 140 bets per day at average decimal odds of 6.0, however affiliates posted each bet three-times more than operators. Only one-in-five bets advertised won. Affiliate bets led to a 12% loss of original stakes, whilst operator bets led to a 20% loss. Only 30% of 10,000 simulations of 14 randomly chosen bets led to profit, decreasing to 19% when the number of bets included in the simulation increased to 140. Findings raise concerns about the volume of bets advertised on social media with large expected losses. Simulation data demonstrates how the chance of making a profit decreases the more advertised bets are bet upon. Future research should explore bettors' responses to such marketing.*

**Advertising issues investigated:** Promotion of sport bets on Twitter.

**Type of study and method:** Observation of bets promoted on Twitter and simulating the outcomes if these were bet on.

**Location:** Great Britain.

\* Howland, P. (2001). Toward an ethnography of lotto. *International Gambling Studies*, 1(1), 8-25.

**Abstract.** *Lotto - a state-sanctioned lottery in New Zealand - is a pervasive socio-cultural phenomenon. Every week more than one-third of the adult population purchase lottery tickets and in doing so replicate the promotion of Lotto as a form of benign gambling which is fun and entertaining to play. Within a model of constructive gambling Lotto may be cast as a site of normative or ideal gambling within the New Zealand context. Moreover, Lotto promotions and participation reaffirms the nationalistic ideals of the New Zealand 'good life', while simultaneously articulating some of the key narratives of transnational economics.*

**Advertising issues investigated:** Messages in advertising.

**Type of study and method:** Qualitative content analysis of convenience sample of lottery advertising.

**Location:** New Zealand.

**Comment:** The study includes field studies and interviews with lottery buyers; the approach is ethnographical.

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Håkanson, A., & Widinghoff, C. (2019). Television gambling advertisements: Extent and content of gambling advertisements with a focus on potential high-risk commercial messages. *Addictive Behaviors Reports*, 9 (Article no. 100182), 1-8. doi:10.1016/j.abrep.2019.100182

**Abstract.** - *Background* - In problem gambling, recent years have seen an expansion of online gambling in treatment-seeking patients. Television advertising may promote risky gambling, and this study aimed to assess gambling-related advertisements, with respect to potentially risky messages, in a country with high rates of online gambling among treatment seekers, for online casino particularly in treatment-seeking women. - *Methods* - A total of 144 h in six commercial television channels were studied with respect to frequency, extent and content of gambling-related advertisements, which were analysed with respect to potentially risky messages and specific target groups, and compared with respect to legal status of gambling companies and for online casino gambling vs other gambling types. Aspects to analyse were elected theoretically and based on acceptable inter-rater agreement between the authors. - *Results* - Nineteen percent (11–28% across different channels) of advertisements promoted gambling, with online casino being by far the most common type of gambling exposed. Messages promoting ease to gamble (including bonuses and rapid cash-out messages) and a female focus were significantly more common in online casino gambling and in non-licensed companies, whereas sports-related messages were more common in licensed companies. Gambling-related advertisements were also common in relation to family movies, and appeared even during children's programs. - *Conclusions* - Online casino was by far the most common type of televised gambling advertisements. Several risky messages were identified, and female gender, as well as messages promoting the rapidity and facility of gambling, were more commonly addressed by online casino companies. Public health aspects are discussed.

**Advertising issues investigated:** The content of Swedish television gambling advertising

**Type of study and method:** Quantitative content study

**Location:** Sweden

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Hörnle, J., & Carran, M. A. (2018). A sieve that does hold a little water – gambling advertising and protection of the vulnerable in the UK. *Legal Studies*, 38(4), 529-548. doi 10.1017/lst.2018.5

**Abstract.** - *The internet, social media and online profiling have fundamentally changed advertising, and the regulation of gambling advertising has not yet managed to address the challenges and opportunities arising from this technological shift. Furthermore, the regulation of gambling does not take into account sufficiently the needs of children and vulnerable persons. We review the empirical research on the impact of gambling advertising and show how regulatory standards firmly adhere to the transmission theory of communication that prioritises the communicative intent of the advertiser over how the advertising message is received by or impacts on vulnerable people. This article reviews the law on gambling advertising and argues that for gambling, the restrictions imposed by the largely co-regulatory system only have limited effect. We compare the regulation of gambling advertising, by way of analogy, to a sieve that holds only a little water, and make recommendations for legal reform.*

**Advertising issues investigated:** Regulation of gambling advertising.

**Type of study and method:** Law review.

**Location:** UK.

Ipsos MORI. (2020). *Final synthesis report: The effect of gambling advertising on children, young people and vulnerable adults*. Ipsos MORI.  
<https://www.ipsos.com/en-uk/effect-gambling-advertising-children-young-people-and-vulnerable-adults>

**From the introduction.** *The research was commissioned by GambleAware in March 2018, and was conducted by two separate consortia, led by Ipsos and the Institute for Social Marketing at the University of Stirling. The programme of research was made up of ten different strands, including media monitoring, analysis of paid-for online ads using avatars, social media analysis, and focus groups and in-depth interviews with children, young people and vulnerable adults.*

*The objectives of the research were to:*

- *Explore whether and how gambling marketing and advertising influences children and young people's attitudes towards gambling.*
- *Examine the tone and content of gambling marketing and advertising across all media.*
- *Identify specific themes and features of gambling advertising that children, young people and vulnerable people are particularly susceptible to.*

*The synthesis of findings across the research was written by Ipsos. The research shows that regular exposure to gambling promotions can change perceptions and associations of gambling over time for children, young people and vulnerable adults.*

**Advertising issues investigated:** *The effect of gambling advertising on children, young people and vulnerable adults.*



**Type of study and method:** Mixed methods – quantitative and qualitative.

**Location:** UK.

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Hörnle, J., Schmidt-Kessen, M., Littler, A., & Padumadasa, E. (2019). Regulating online advertising for gambling - Once the genie is out of the bottle... *Information & Communications Technology Law*, 28(3), 311-334.

doi:10.1080/13600834.2019.1664001

**Abstract.** - *The article focuses on advertising for online gambling products on social media platforms and examines advertising practices from the viewpoint of consumer fairness. It shows how online advertising is fundamentally different from traditional advertising in print media, offline media sites (such as billboards) and broadcasting. The growth of social media usage has created an opportunity for online advertising to exploit ways of advertising which are only beginning to be understood fully and receive regulatory attention, and which, therefore, may exploit current regulatory loopholes. In this article, we identify two major issues in respect of online advertising of online gambling: first the potential for unethical placing of gambling advertising targeted at vulnerable users, and secondly the opaque use of commercial advertising in user-generated content on social media platforms. Having identified these two problems of gambling advertising, we take stock of how the existing regulatory structures deal with gambling advertising online, with a view to making recommendations on how to tackle these problems. We argue that data protection law and gambling regulation have not yet satisfactorily addressed these issues and that a much more radical approach is needed, as set out in the article.*

**Advertising issues investigated:** The character and regulation of online advertising for gambling, in particular on social media and in Europe.

**Type of study and method:** Interviews with regulators and review of official documents.

**Location:** Europe.

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\* JLARC. (2012). *Lottery marketing & incentive pay: Jackpot and economy, not advertising or beneficiary change, appear to impact ticket sales. Preliminary report.* Olympia, WA: State of Washington Joint Legislative Audit & Review Committee (JLARC).

**Excerpt from report summary.** “... *Legislature Mandated Review of Lottery Marketing and Incentive Pay. In the 2011-13 Biennial Operating Budget (2011 2ESHB 1087), the Legislature directed the Joint Legislative Audit and Review Committee (JLARC) to analyze the Lottery’s marketing activities, as well as the impact of the recent change in the primary beneficiary of lottery revenue.*

*Additionally, the Legislature directed JLARC to describe incentive payment programs available to Lottery's employees. The remainder of this report addresses this directive by answering the following three questions: 1. To What Extent Has Advertising Impacted Lottery Ticket Sales? JLARC found that jackpot amounts and economic conditions are the strongest predictors of Lottery ticket sales. In contrast, Lottery's advertising expenditures in the 2009-11 Biennium did not appear to increase weekly ticket sales. To determine this, JLARC used statistical techniques to evaluate the impact advertising expenditures had on ticket sales during the 2009-11 Biennium. ..."*

**Advertising issues investigated:** Advertising efficiency.

**Type of study and method:** Econometric study.

**Location:** State of Washington, USA.

Johns, R., Dale, N., Lubna Alam, S., & Keating, B. (2017). *Impact of gambling warning messages on advertising perceptions*. Melbourne: Victorian Responsible Gambling Foundation.

**Excerpts from report summary.** *This research report is an analysis of gambling advertising and warning messages that focused on the following questions:*

**STUDY ONE**

*How are legislative interventions used in different jurisdictions of Australia?*

*Is Australian legislation keeping pace with societal expectations?*

*How does the Australian regulatory context compare with other OECD countries?*

**STUDY TWO**

*What are the different communication strategies adopted by Australian advertisers?*

*How are the different types of communication strategies related?*

**STUDY THREE**

*What aspect of the communication strategies of gambling advertisements has the greatest impact on gambling preferences?*

*How does warning framing impact on perceptions of gambling advertising?*

*Does the interaction of warning messages and advertising strategy vary according to vulnerability?*

**Advertising issues investigated:** The legislation on gambling advertising, marketing strategies of gambling companies, the impact of warning messages in gambling advertising.

**Type of study and method:** Mixed methods.

**Location:** Australia.

Johnston, M. A., & Bourgeois, L. R. (2015). Third-person perceptions of gambling sponsorship advertising. *Sport, Business and Management: An International Journal*, 5(5), 413-434.

**Abstract**

*Purpose – The purpose of this paper is to examine perceptual and behavioural components of the third-person effect for sport sponsorship marketing communications by legalised gambling companies. Specifically, this research examines judgements about the perceived influence of gambling sponsorship on self, children, and other adults. It also investigates behavioural reactions towards the censorship of gambling sponsorship, and intentions to gamble with sponsors.*

*Design/methodology/approach – An online survey was fielded to a commercial consumer database and yielded 511 usable responses. Four hypotheses were tested to examine perceptions of the effects of gambling sponsorship on self and on others, and whether perceived differences in self/other effects influenced pro-censorship behaviours and gambling intentions.*

*Findings – Findings reveal a range of responses to sport sponsorship by gambling companies. Some individuals view gambling sponsorship positively, they are anti-censorship, and happy to bet with sponsors. Others, who bet on sports, but have no particular allegiance to gambling sponsors, appear highly protective of children, and endorse censorship.*

*Research limitations/implications – This study focused on the perceived impact of gambling sponsorship on other adults and on children. Future research may consider targeting more specific groups such as other sports fans, others engaged in online sports betting, or primary/secondary school age children.*

*Originality/value – This study provides new insights on sponsorship effects, specifically public perceptions of gambling sponsorship advertising and their associated behavioural consequences.*

**Advertising issues investigated:** The third-person effect in relation to sport sponsorship by gambling companies; perceptions of such sponsorship.

**Type of study and method:** Quantitative study; online panel ( $n = 511$ ).

**Location:** Australia.

**Comment:** This is an excellent introduction to the third-person effect in general and in relation to gambling in particular. It is concluded that the third-person effect applies to perceptions of gambling sponsorship advertising. People believe that others are more affected by such sponsorship messages than they are themselves, which is linked with pro-censorship intentions. Relationships with gambling intentions, exposure to sponsorship messages, and other variables are also investigated.

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Jouhki, J. (2017). The hyperreal gambler: On the visual construction of men in online poker ads. *Journal of Extreme Anthropology*, 1(3), 83-101.  
<https://doi.org/10.5617/jea.5441>

**Abstract.** *Online poker, like gambling in general, is predominantly a male activity. Thus, poker ads most often depict men as their protagonists. According to Jean Baudrillard, advertising can be seen as a 'plebiscite whereby mass consumer society wages a perpetual campaign of self-endorsement.' Ads often use stereotypical imagery for establishing a shared experience of identification with the consumer, and since their role is to sell rather than to portray the realities of life, they often have an exaggerated and monolithic – or, hyperreal – way of representing gender. This article offers an analysis of the ways in which men are portrayed in the ads of Poker Magazine Finland in the volume of 2009 (all six issues), at the peak of the so-called online poker boom. Theoretically, the article draws on postmodern theorists such as Jean Baudrillard and particularly on his concept of hyperreality (exaggerated and media-saturated reality) to analyze the way males are portrayed in the ads in question.*

**Advertising issues investigated:** The depiction of men in ads for online poker, in a Finnish poker magazine

**Type of study and method:** Content analysis.

**Location:** Finland.

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Killick, E. A., & Griffiths, M. D. (2019). A content analysis of gambling operators' Twitter accounts at the start of the English Premier League football season. *Journal of Gambling Studies*, 36(1), 319-341. doi:10.1007/s10899-019-09879-4

**Abstract.** *The use of social media is now an established strategy to engage and maintain customer loyalty. The purpose of the present study was to examine the Twitter accounts of ten of the largest online sports betting operators in the UK to determine what marketing strategies were employed. More specifically, this study analyzed 3375 tweets posted by the operators during the opening weekend of the 2018–2019 English Premier League football season using a content analysis methodology. The results demonstrated that multiple strategies, including hashtags, were used to link gambling operator tweets with major sporting events, and the use of numerous promotional campaigns. Notably, over 90% of the tweets contained no responsible gambling information. The quantity and content of social media posts underline the need for a review of the current advertising regulations in the UK. Further research should examine how exposure to sports betting social media marketing influences gambling behavior.*

**Advertising issues investigated:** The frequency and content of tweets posted by gambling operators.

**Type of study and method:** Content analysis.

**Location:** England.

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Killick, E. A., & Griffiths, M. D. (2022). A thematic analysis of sports bettors' perceptions of sports betting marketing strategies in the UK. *International Journal of Mental Health and Addiction*, 20(2), 800-518. doi:10.1007/s11469-020-00405-x

**Abstract.** *In the UK and other countries in the world, the volume of gambling advertisements is increasing, as is the popularity of online sports betting. While there is increasing research examining the content of such advertising, there is little research examining what gamblers themselves think about such advertising. Consequently, the aim of the present study was to firstly, explore the attitudes and opinions of sports bettors in response to marketing techniques used by the gambling industry and secondly, explore the perceived impact advertising has on their sports betting behavior. Semi-structured interviews were conducted with a sample of 19 UK sports bettors aged between 21 and 32 years old. Thematic analysis (TA) was used to analyze the transcripts. The analysis identified three main themes: (i) "temptation to gamble," (ii) "promotion characteristics of gambling," and (iii) "regulating gambling advertising." Each theme consisted of two or three subthemes that illustrated the underlying factors that were perceived to be important aspects that contributed to the opinions and attitudes towards the advertising. Findings indicate that specific inducements including enhanced odds and "request-a-bet" promotions were perceived to increase feelings of control and reduce feelings of risk, in some cases resulting in the placing of impulsive bets. According to the participants, social media marketing was found to be intrusive and the frequency of gambling advertising contributed to the normalization of betting. The present study highlights the need for further research into the efficacy of current advertising regulations in the UK, with the end goal of minimizing gambling-related harm.*

**Advertising issues investigated:** Sport bettors' perceptions of and attitudes towards sport betting advertising.

**Type of study and method:** Qualitative interviews (n=19)

**Location:** UK.

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Killick, E., & Griffiths, M. D. (2021). Impact of sports betting advertising on gambling behavior: A systematic review. *Addicta: The Turkish Journal on Addictions*, 8(3), 201-214. <https://doi.org/10.5152/ADDICTA.2022.21080>

**Abstract.** *In the UK and elsewhere, the volume of gambling advertising is increasing, as is the popularity of sports betting. Through a systematic review, the available literature was synthesized to identify the ways in which sports betting advertising influences sports betting attitudes, intentions, and behaviors. A total of 22 studies were identified and included in the review. Overall, the marketing of sports betting was found to have a positive relationship with sports betting attitudes, intentions, and behaviors. This relationship appears to be the strongest among high-risk problem gamblers. Some marketing strategies elicited greater behavioral responses, for example, direct messages. There was also a difference in preference for the advertised wagering inducements between problem gambling groups. Although there has been a recent increase in experimental methodologies examining sports betting marketing, to date, empirical research has been largely limited to self-reported cross-sectional data.*

**Advertising issues investigated:** Impact of sports betting advertising on gambling behavior.

**Type of study and method:** Systematic review of the literature.

**Location:** International.

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Killick, E., & Griffiths, M. D. (2022). Sports betting advertising: A systematic review of content analysis studies. *International Journal of Mental Health and Addiction*, Advance online publication. <https://doi.org/10.1007/s11469-022-00775-4>.

**Abstract.** *A systematic review of empirical studies that used quantitative, qualitative, or a mixed-methods approach to content analysis sports betting advertising was conducted. Study attributes were examined including the main findings, key themes, research design, focus of analysis, type of interpretation, use of theory, media type, inter-coder reliability measures, and recommendations for future studies. The findings showed that the studies (N=15) were all published relatively recently (since 2012), predominantly focused on the content of television advertisements, and there was a general lack of reporting on inter-coder reliability. The narratives most commonly identified within sports betting advertisements were friendship and humour. Advertisements were found to be embedded into professional sports games, and this type of advertising occurred more frequently when compared to commercial advertising during televised sporting events. In order to enhance the sports betting advertising literature, researchers need to ensure that they are meeting scientific standards, especially when it comes to reliability measures. Such studies can add to an understanding of how sports betting advertisements are presented to the public and infer what the potential impact of the availability and exposure of these advertisements may be.*

**Advertising issues investigated:** The content of sports betting advertising.

**Type of study and method:** Systematic review of the literature.

**Location:** International.

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\* Kim, Y., W.-N. Lee & J.-H. Jung. (2013). Changing the stakes: A content analysis of Internet gambling advertising in TV poker programs between 2006 and 2010. *Journal of Business Research*, 66(9), 1644-1650.

**Abstract.** *Given societal and public health concerns about Internet gambling, this study examines how prevalent Internet gambling advertising is during TV poker programs and how Internet gambling companies employed alternative strategies to promote Internet gambling on TV in response to government regulations in 2006 and 2010. Despite legislation to prohibit Internet gambling in 2006, the results reveal that the extent of Internet gambling advertising during TV poker programs slightly increased in 2010 versus 2006. In terms of ad message appeals and strategy, the findings of this study suggest that there were some similarities and differences between 2006 and 2010 in the use of dominant appeals, as well as the proportion of Internet gambling ads featuring references to an educational purpose, a legal disclaimer, and a big payout.*

**Advertising issues investigated:** Themes in gambling advertising.

**Type of study and method:** Content analysis of a systematic sample of television advertising.

**Location:** USA.

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Konietzny, J. (2017). No risk, no fun: Implications for positioning of online casinos. *International Gambling Studies*, 17(1), 144-159.  
doi:10.1080/14459795.2017.1288754

**Abstract.** *This study uses textual content analysis of online casinos to provide insights into how operators position themselves in the market. Qualitative data from the About Us pages of 19 online gambling websites is gathered and analysed using DICTION software. The resulting z-scores are further analysed using the Hierarchical Clustering on Principal Components (HCPC) function in the FactoMineR software package. Results indicate that the casinos investigated group into three distinct and meaningful clusters (activity/realism; low certainty; high certainty). The results confirm that this exploratory methodology, which combines computerized lexical analysis using DICTION and HCPC, is able to identify positioning differences. In addition, the presence of a relationship between identified clusters and casino rankings is also considered. Its confirmation suggests that casinos that emphasize risk (low certainty) are more likely to obtain higher rankings. The Web has provided a platform for a global online gambling industry where differentiation and*

*positioning is crucial. Therefore, managers need to emphasize in their online and offline communication the often-held perception that one of the attractions of gambling is the thrill or excitement of beating the odds. Limitations are noted and possible areas for further research are indicated.*

**Advertising issues investigated:** The market positioning of gambling companies as revealed by their websites, in relation to their scores on a casino ranking website.

**Type of study and method:** Content analysis the websites of 18 gambling companies.

**Location:** International.

Konietzny, J. (2019). *You Bet! An investigation of market positioning by online gambling firms and drivers of their customers' gambling intention* (Doctoral thesis). Luleå: Luleå University of Technology.

**Abstract.** *Online gambling is a global multibillion dollar business that dwarfs all other forms of entertainment, and yet business and marketing research about it is scarce (Mizerski, 2013). The focus of gambling research has been on problem gamblers who ultimately represent a rather small, albeit important percentage of the gambling population. However, in the current Age of Chance (Reith, 2002) gambling, whether as a game of chance or taking risky action in the hope of a desired result (Lexico.com, 2019), is said to be at the very heart of our society. Indeed, business often operates in an environment of uncertainty that is increasingly online. This thesis seeks to address the paucity of marketing and business research in online gambling to better understand aspects that customers consider when gambling online. In doing so, the thesis commences by investigating semantic differences in the text used to achieve market positioning on the websites of online gambling firms. It proposes a new methodology that employs a combination of lexical and statistical analyses to understand how customers view content and how this is related to market positioning. Results show that firms that emphasise low certainty (or risk) are better positioned in customers' mind than those that put emphasis on action or certainty. The thesis proceeds to explore the literature for drivers of customers' online gambling intention and identifies perceived fairness and enjoyment, particularly anticipated enjoyment, as overlooked concepts. Anticipated enjoyment is defined as the enjoyment felt prior to the actual experience while perceived fairness encompasses procedural, distributive and interactional fairness. The research employs the theoretical frameworks of the Theory of Reasoned Action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and the Unified Theory of Acceptance and Use of Technology – UTAUT (Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012). Anticipated enjoyment and perceived fairness are used as additional motivational drivers to enhance the models and better understand customers' online gambling intention. Data are collected via surveys and analyses using mediated regression and PLS-SEM suggest that both*



*anticipated enjoyment and perceived fairness strongly impact customers' online gambling intention, whereas some of the UTAUT constructs fail to exhibit significance. Shorn of irrelevant relationships, a new Gambling Intention Model (GIM) is put forward. While the context of this study is online gambling, the resultant GIM may have broader application and can also potentially be applied to stock market traders and the insurance industry.*

**Advertising issues investigated:** The market positioning of gambling companies as revealed by their websites; drivers for gambling consumption in relation to marketing.

**Type of study and method:** A) Content analysis of the website of 19 online casinos, compared with their scores on a casino ranking website; B) surveys among customers of two online gambling companies.

**Location:** International.

**Comment:** This is the introduction to a doctoral thesis comprising four separate publications.

\* Korn, D., T. Hurson & J. Reynolds. (2005). *Commercial gambling advertising: Possible impact on youth knowledge, attitudes, beliefs and behavioural intentions (Final report)*. Guelph: Ontario Problem Gambling Research Centre.

**Excerpt from executive summary.** “... This report presents the results of the first study in Ontario to examine the possible impact of commercial gambling advertising on youth. The primary purpose of the study was to explore the ways that commercial gambling advertising might affect the attitudes, knowledge, beliefs and behavioural intentions of youth. Although this research is an exploratory study, the findings have implications for future research, preventive programming, and healthy public policy. This exploratory study was carried out in two phases. First, a content analysis was performed on over 450 commercial gambling advertisements (including print, radio, television and outdoor signage). These advertisements were compiled, deconstructed, analyzed and categorized according to common themes. These themes guided the selection of 29 ads used in Phase Two: focus group discussions held with youth from across the Greater Toronto Area. In total, 63 participants, aged 13-17, attended eight focus groups (four groups aged 13-14, and four groups aged 15-17). Each group was approximately 90 minutes in duration and was held in a formal focus group research facility. ...”

**Advertising issues investigated:** The content of and messages in advertising; familiarity with, perceptions of and attitudes towards advertising among youth.

**Type of study and method:** Two methodological distinct studies are reported: a) content analysis of a large sample (479 items) of gambling advertising; b) focus

groups with youth discussing selected advertisements from the content analysis (N=63).

**Location:** Ontario, Canada.

\* Korn, D., J. Reynolds & T. Hurson. (2008). *Commercial gambling advertising: Understanding the youth connection (Final report)*. Guelph: Ontario Problem Gambling Research Centre.

**Excerpt from executive summary.** “... This study represents the second phase of a strategic initiative to better understand the influence of exposure to commercial gambling advertising on young people, ages 13-17. Our first phase study, funded by the Ontario Problem Gambling Research Centre, was exploratory in design and warranted further study in this important area. The purpose of this research was to: 1) document the exposure of youth to all commercial gambling advertising through identifying their placement and frequency over a period of time, 2) extend our understanding of the potential impact of commercial gambling advertising on youth through the use of in-depth interviews, and 3) utilize for the first time a quantitative survey to determine the influence of commercial gambling advertising on the knowledge, attitudes, and behaviours of youth.

...

*Results.* The findings of this study clearly illustrate that commercial gambling advertising does influence youths' gambling attitudes knowledge, beliefs, and behavioural intentions. Key findings from this study include:

- Young people have been “overexposed” to commercial gambling advertisements during several youth popular television shows;
- Youth were able to remember specific gambling advertisements, slogans and jingles, as well as recall particular television gambling plot lines;
- Many youth and key informants felt that commercial gambling advertising does have an impact on youths' gambling attitudes, beliefs, knowledge, and behavioural intentions;
- Youth problem gamblers reported being more likely to purchase lottery, Pro-Line or instant-scratch tickets if they had seen an advertisement for it;
- Youth problem gamblers appeared to be significantly more likely to be influenced by the name of the game when playing lottery products;
- Youth problem gamblers were twice to as likely to feel that they were slow learners and were more likely to report being diagnosed with a learning disability Results are intended to inform health professionals and public policy makers on the possible effects of adult-focused commercial gambling advertising youth and highlight the need for further research in this area. ...”

**Advertising issues investigated:** Volume of advertising for various gambling services, youth's attitudes towards and perceptions of advertising, cross-sectional

observation of association between advertising recall and problem gambling status, self-rated propensity to buy lottery tickets after having seen an advertisement.

**Type of study and method:** The study uses a three-stage approach with a mixed method design, including: a) media tracking of advertising, b), in-depth interviews with youth (N=20) and c) a questionnaire administered to youth in schools (N=1,033).

**Location:** Toronto area, Canada.

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Krawczyk, M., & Własiuk, Ł. (2021). Advertising slogans in the gambling industry: Content analysis informed by the heuristics and biases literature. *Journal of Gambling Issues*, 47(Spring), 143-166. <https://doi.org/10.4309/jgi.2021.47.6>

***Abstract** In this paper, we analyse the contents of over a thousand gambling slogans. We identify several features considered in the literature that the slogans might capitalize on. In particular, we investigate heuristics and biases analyzed in the behavioural economics of decision making under risk, such as the gambler's fallacy. We then employ factor analysis to identify the main types of heuristics and biases showing up in the analyzed slogans. We find three naturally interpretable factors and show that they intuitively correlate with the type of game each slogan advertised. We also construct an index of potentially dangerous features a slogan might have and show that their use subsided slightly in the UK after the Industry Code for Socially Responsible Advertising was implemented in 2007.*

**Advertising issues investigated:** The content of gambling advertising slogans.

**Type of study and method:** Quantitative content analysis of 1,071 slogans.

**Location:** International.

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Kristiansen, S., & Kappelgaard Severin-Nielsen, M. (2022). Adolescent gambling advertising awareness: A national survey. *International Journal of Social Welfare*, 31(2), 263-376. doi: 10.1111/ijsw.12501

***Abstract** While influence of gambling advertisements on adolescents in some jurisdictions is recognised as an important public health issue, research examining this influence is currently limited. The present study examined gambling advertising awareness among adolescents, how they perceive gambling advertisement's impact, and how gambling advertisement awareness relates to adolescent's gambling behaviour. A sample of Danish adolescents (n = 1137) aged 12–16 were surveyed using a self-administered web questionnaire. It was found that (a) participants reported high exposure to gambling advertising with males reporting higher exposure to advertising than females, (b) the general self-perceived impact of these advertisements was relatively low, and (c) self-perceived impact of gambling*

*advertising was associated with monetary spending on gambling activities and at-risk or a problematic gambling. Restrictions on gambling advertisements and collaboration between national gambling authorities with social media platforms in order to identify and remove youth-targeted gambling advertisements were specified as relevant policy implications.*

**Advertising issues investigated:** Adolescents' awareness of gambling advertising in relation to their gambling behavior.

**Type of study and method:** Web questionnaire for a sample of adolescents (age 12-16,  $n=1137$ )

**Location:** Denmark

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Kroon, Å. (2020). Converting gambling to philanthropy and acts of patriotism: The case of "The world's most Swedish gambling company". *Discourse, Context & Media*, 34, 1-8. doi: 10.1016/j.dcm.2020.100381

***Abstract** This paper presents a case study of a contemporary Swedish gambling ad video from Svenska Spel published on YouTube. The study applies critical multimodal analysis to examine with what communicative strategies the state-owned operator positions itself on the soon-to-be de-regulated Swedish gambling market. The focus in the analysis lies on the linguistic and visual choices used to achieve certain communicative goals in relation to the consumer. The results show that nationalistic and patriotic values are conveyed and used in order to connect to an implied male consumer who is both 'Swedish' and of multi-ethnic origin; the latter being positioned as an Other in need of being taught about the Swedish values of fairness, trustworthiness and authenticity. Deleted from the advertisement is anything having to do with gambling as a social practice. Svenska Spel's identity is visually and linguistically converted from that of a gambling company into a philanthropist whose business quite unproblematically gain society and its "Swedish" people. The study raises questions regarding demands for "moderate" gambling advertisements, and suggests that current moderation regulations miss the mark when it comes to identifying and regulating problematic ideological content in seemingly inconspicuously designed gambling advertising.*

**Advertising issues investigated:** Meanings and values conveyed by gambling advertising.

**Type of study and method:** Case study of a single 30-second commercial message from the company Svenska Spel.

**Location:** Sweden

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Kroon, Å. (2021). “Moderate” gendering in Swedish gambling advertisements. *Feminist Media Studies*, Advance online publication. doi: 10.1080/14680777.2021.1916771

**Abstract** *This study brings together an interest in contemporary gambling advertising, national regulatory impacts on such advertising, and the ways in which gender, in combination with ethnicity, operate in such advertising. The paper’s aim is to explore the interplay between state and self-regulations of gambling advertising and the concrete design of these advertisements in Sweden. More to the point, it explores how the “moderation” regulation in the Swedish Gambling Act (from 2019), as well as industry principles of non-stereotypical gender advertising, impact on the ways in which gambling ads are multimodally designed and organized. The results show that women are explicitly targeted by using both masculine and feminine semiotic strategies, albeit in a “moderate” way. The male market is addressed using stereotypically masculine framings, but without aggressively masculine or macho-like codes. The analysis further exposes that current regulations only partly cover other potential problems in ad design such as ethnic stereotyping. It is argued that the law’s demand for moderation in advertising may backfire as a strategy to protect people from the harmful effects of gambling. This because it promotes moderate narratives and moderate gender representations that mimic ordinary practices, settings and lifestyles that appear highly normalised (and thus risk-free).*

**Advertising issues investigated:** Meanings conveyed by gambling advertising

**Type of study and method:** Qualitative content analysis of three 30-second television commercials for the company Svenska Spel.

**Location:** Sweden

Kroon, Å., & Lundmark, S. (2020). Svenska folkets spelande och attityder till reklam för nätkasino [Gambling and attitudes to online casino advertising among the Swedish people]. In U. Andersson, A. Carlander, & P. Öhberg (Eds.), *Regntunga skyar*. Göteborg: SOM-insitutet.

**Abstract** *(translated from a summary in Swedish) Gambling advertising is perceived to be a controversial topic. This is because it is assumed that gambling advertising might aggravate people's problem gambling. However, research can only to a very limited extent demonstrate such a relationship. The results presented in this book chapter show that there is a strong opinion to ban advertising for online casino gambling in Sweden. They also demonstrate that there is a connection between a will to ban such advertising and negative attitudes towards gambling advertising in general. The results also make clear that background factors, such as class or an individual's own gambling, do not affect whether or not to support a ban on online casino advertising. We argue that there is reason to believe that attitudes towards*

*gambling advertising in general and online casino gambling in particular have been affected by the steady stream of gambling advertising in recent years, as well as by the strongly negative debate on gambling and online casino advertising driven by politic*

**Advertising issues investigated:** Attitudes towards advertising for online casinos.

**Type of study and method:** Quantitative survey of a nationally representative sample of the general population (N = 10068).

**Location:** Sweden

**Comment:** This book chapter is in Swedish.

Labrador, F.J., Bernaldo-de-Quirós, M., Sánchez-Iglesias, I., Labrador, M., Vallejo-Achón, M., Fernández-Arias, J., & Estupiñá, F. J. (2021). Advertising games of chance in adolescents and young adults in Spain. *Journal of Gambling Studies*, 37(3), 765-788. doi:10.1007/s10899-020-09988-5

***Abstract** Gambling advertising can influence attitudes and gaming behavior of adolescents and young adults (A&Y). To study the effect of advertising on the attitudes and gaming behavior of a sample of 2887 Spanish A&Y (12–22 years old), by means of a self-report assessment. On average, participants show a weak effect of advertising, however there are great variations, estimating that 11% of A&Y acknowledge being influenced by advertising and 5% recognize being severely affected. Men see themselves more impacted than women, without age differences. Those who play videogames signal a stronger effect of this kind of advertising and although these differences are not substantial in effect size, they reach statistically significance in 12 of the 13 questions assessed. A&Y who showed higher scores indicating problematic use of videogames in the IDGS9-SF, are those who indicate a greater impact of advertising on their attitudes towards gaming, as well as on the way they play or on their intention to play. These results support the idea that videogames can, albeit modestly, predispose engagement in games of chance.*

**Advertising issues investigated:** The self-reported impact of gambling advertising on children and young adults.

**Type of study and method:** Quantitative survey of children and young people in the ages 12-22 years.

**Location:** Spain.

Labrador, F.J., Estupiñá, F. J., Vallejo-Achón, M., Sánchez-Iglesias, I., Gonzales-Álvarez, M., Fernández-Arias, I., Labrador, M., & Bernaldo-de-Quirós, M. (2021). Exposure of adolescents and youth to Gambling advertising: A systematic review.

*Anales de Psicología / Annals of Psychology*, 37(1), 149-160.  
<https://doi.org/10.6018/analesps.428921>

**Abstract.** *Abstract: The possible negative effects of gambling Advertising (GA), especially in Adolescents and Youth (A&Y), generate social alarm. A systematic review of the research on advertising and gambling in A&Y in the last 10 years was carried out, following the PRISMA guidelines, including 31 studies. The results highlight that A&Y, against the law, frequently participate in gambling, with some having gambling problems. GA is varied and intense, especially on TV, sporting events and social networks, also targeting A&Y, although they are often critical of it. It affects more young men and people with inappropriate gambling behaviours, consolidating those behaviours. The main messages try to normalise gambling and highlight profits (social or economic). The levels of recall, as well as the attitudes about GA are associated with an increase in gambling intentions, behaviours, and problems. The most effective incentives to gamble include economic promotions. Advertising seems to have an effect, albeit reduced, to improve the attitude towards gambling and increase participation, but it is difficult to identify its effects in the medium and long term. More studies on gambling and advertising are necessary, especially in Spain.*

**Advertising issues investigated:** Exposure to and effects of gambling advertising to youth.

**Type of study and method:** Systematic review of previous studies.

**Location:** International.

Lamont, M., Hing, N., & Vitartas, P. (2016). Affective response to gambling promotions during televised sport: A qualitative analysis. *Sport Management Review*, 19(3), 319-331. doi:10.1016/j.smr.2015.06.002

**Abstract.** *Gambling promotions extensively punctuate contemporary televised sport broadcasts and concerns have been raised about their potential impacts on vulnerable groups. Research suggests advertising can shape individuals' emotions, or affect, towards a product/brand and can subsequently influence purchasing decisions. Consequently, understanding how promotion of gambling influences sport viewers is an important although sparsely addressed area of research. This paper presents exploratory research on affective responses towards gambling promotions displayed during televised sport. Eight online focus groups were conducted with a sample of regular sports viewers in Queensland, Australia. Participants were exposed to a variety of gambling promotions used in National Rugby League match telecasts. Utilising adaptive theory, themes reflecting affective responses to each promotional technique were identified. A range of positive and negative affective responses were identified including arousal, joy, anger and worry. A conceptual model representing*

*emergent affective response categories, message delivery techniques and moderating variables is proposed to inform a broader future research agenda examining how gambling promotions during televised sport influence affective response and concomitant gambling intention.*

**Advertising issues investigated:** Affective response to gambling promotions during televised sport.

**Type of study and method:** Qualitative study; focus groups with 39 regular sport viewers, both gamblers and non-gamblers.

**Location:** Queensland, Australia.

\* Landman, J. & R. Petty. (2000). "It could have been you": How states exploit counterfactual thought to market lotteries. *Psychology and Marketing*, 17(4), 299-321.

***Abstract.** Why do so many people spend so much of their hard-earned money playing the lottery? Why do so many people keep at it week after losing week? We explore the possible roles of certain internal and external factors in this behavior. The internal factor is the process of counterfactual thinking (CFT)—that is, imagining what might have been or might still be, or comparing reality (the facts; what is) with what might have been or might still be. The external factor we examine is lottery advertising, which we argue often exploits the normal human capacity for counterfactual thinking. More specifically, we discuss how an inherent feature of virtually all lottery purchases—negative outcome—tends to induce CFT, and how certain cognitive features of counterfactual thinking—such as its salience and degree of absurdity—are manipulated by lottery advertising. We also discuss how certain affective features of lottery-related counterfactual thinking—high personal involvement, direction of CFT, affective assimilation and contrast effects of CFT, and perceived proximity of actual outcome to counterfactual alternatives—are exploited by lottery advertising. We conclude with implications for research and public policy.*

**Advertising issues investigated:** The content of gambling advertising, with specific attention to messages relating to counterfactual thinking; deception in advertising.

**Type of study and method:** Content analysis (apparently using a convenience sample of advertising).

**Location:** USA.

Lee, Y.-K. & C.-T. Chang. (2008). A social landslide: Social inequalities of lottery advertising in Taiwan. *Social Behavior and Personality*, 36(10), 1423-1438.



**Abstract:** Lottery advertising is focused on fantasies of winning which may mislead the general public. As a result, there could be severe social impacts with mounting lottery sales. In this study, conducted in Taiwan, it was found that lottery purchase is contingent on not only demographic and socioeconomic variables, but also on effects of lottery advertising. There are greater influences of lottery advertising on people who purchase lottery tickets than on those who do not. There is strong convergence between purchase behavior and attitudes, highlighting a correspondence between positive attitudes towards lottery advertising and a high level of engagement in lottery purchase. Socioeconomic status also has an effect on reaction to lottery advertising and may further perpetuate social inequality. The results validate ongoing criticism that lottery advertising is more influential on individuals with lower incomes and schooling.

**Advertising issues investigated:** Recall of advertising (measured as the number of an individual's written answers to open-ended questions about lottery advertising) in relation to socio-demographic factors and lottery participation.

**Type of study and method:** Quantitative study with participants recruited in the streets ( $n = 1853$ ).

**Location:** South Korea.

\* Lee, H.-S., J. Lee Lemanski & J.W. Jun. (2008). Role of gambling media exposure in influencing trajectories among college students *Journal of Gambling Studies*, 24(1), 25-37.

**Abstract.** In the study, a model of the relationship between mass media depictions of gambling and subsequent gambling attitudes and behavioral intentions of college students was developed. A survey was conducted with 229 undergraduate students (79.5% female, mean age = 20.5,  $SD = 2.04$ ) enrolled in three different communication courses at a large southeastern university. Through structural equation analysis, the six hypotheses of this study were analyzed using the method of maximum likelihood with AMOS 6. The model was consistent with the hypotheses that media exposure impacts gambling attitudes and behavioral intentions both positively and negatively, depending on the valence of the gambling depiction. Theoretical and practical implications of mass media exposure and gambling behaviors are discussed, and future research directions are outlined.

**Advertising issues investigated:** Association (cross-sectional) is found between recall of gambling advertising, positive attitudes towards gambling and gambling intentions.

**Type of study and method:** Questionnaire administered to students ( $N=229$ ).

**Location:** USA.

Lemarié, L. & J.-C. Chebat. (2015). Temptation and prevention provided by the gambling industry: Main and interactive effects on gamblers. *RAM - Recherche et Applications en Marketing*, 30(4), 51-63.

**Abstract:** *Our study investigates the effects of pro versus anti-gambling messages funded by the gambling industry. Paradoxically, our results show that anti-gambling ads funded by the gambling industry enhance gambling intent as do pro-gambling ads. We propose some suggestions related to the ways this finding should guide public policies.*

**Advertising issues investigated:** The impact of gambling advertising and gamble-responsibly advertising on attitudes towards gambling and towards the gambling industry, and on gambling intentions.

**Type of study and method:** Experimental study conducted online with participants ( $n = 190$ ) recruited from an online marketing research service.

**Location:** Quebec, Canada.

**Comment:** This seems to be the first experimental study of gambling advertising. It is found that exposure to gambling advertising on television is associated with a positive attitude towards the gambling industry, which in turn is associated with a heightened intention to gamble. Responsible gambling advertising is associated with positive attitude towards the gambling industry while such advertising together with conventional gambling advertising is associated with less positive attitudes towards the gambling industry. (Critical comment: the size of the effects seems to be rather small; exposure to gambling advertising might make the participants in the experiment more likely to report their gambling intentions rather than create such intentions; the study says little about problem gambling as the “intention” to gamble was measured as intention to gamble within the next two weeks and in the next two weeks spend more than CAD\$20 on gambling.)

Lennerfors, T.-T., & Sköld, D. (2009). The metastases of winning: Svenska Spel advertisements through the lens of a Zizeko-Lacanian critique of ideology. *Culture & Organization*, 15(3/4), 347-360. doi:10.1080/14759550903250783

**Abstract:** *In a time when the privileged market position of Svenska Spel is under intense scrutiny by EU officials and pro-market ideologists, this study provides a critical reading of the advertisement material issued by this Swedish state-run gambling operation. Drawing on a Zizeko-Lacanian critique of ideology, the essay identifies and theorizes different kinds of enjoyment promoted in a number of TV advertisement campaigns issued by the company. By taking recourse to the Lacanian notion of jouissance, the study throws light on the radical ambiguity that resides in the gambling win - an ambiguity which manifests itself in the win being pictured as both pleasurable and painful. Moreover, the essay suggests that Svenska Spel entirely*

*excludes the enjoyment derived from the gambling experience as such from its advertisement material, possibly as a consequence of the threat that the promotion of such enjoyment would pose to the company's legitimacy.*

**Advertising issues investigated:** Symbolic meanings conveyed by gambling advertising.

**Type of study and method:** Qualitative interpretative study of chosen examples of gambling advertising.

**Location:** Sweden.

Lole, L., Li, E., Russell, A. M., Greer, N., Thorne, H., & Hing, N. (2019). Are sports bettors looking at responsible gambling messages? An eye-tracking study on wagering advertisements. *Journal of Behavioral Addictions*, 8(3), 499-507. doi:10.1556/2006.8.2019.37

**Abstract:** - *Background and aims: The broadcast of wagering advertisements during televised sports matches has been associated with various adverse outcomes. In order to counter these effects, legislative bodies require wagering operators to include responsible gambling messages in their advertisements; however, the effectiveness of these messages is unclear. This study sought to examine the extent to which responsible gambling messages are looked at, in the wider context of gambling advertisements.*

- *Methods: Forty-nine regular sports bettors and 10 non-gamblers viewed a series of sports betting advertisements, while an eye-tracker recorded the number of fixations placed on responsible gambling messages, as well as other text-based wagering content.*

- *Results: Responsible gambling messages were, generally, presented in a non-conspicuous manner. Eye-tracking data revealed that significantly fewer fixations were placed on responsible gambling messages, compared to wagering information ( $p < .001$ ); however, this effect did not differ according to level of gambling risk ( $p = .169$ ). The number of fixations placed on the different types of responsible gambling messages was found to vary, based on gambling risk ( $p = .006$ ), as well as, what appears to be, the physical characteristics of these messages.*

- *Discussion: Very few fixations were placed on, or near, responsible gambling messages, compared to other wagering information, meaning that, in their current form, they are unlikely to be effective in protecting against gambling harm. Preliminary evidence shows that presenting messages on a highcontrast/block-color background increases the number of fixations on these. Conclusion: Further research is needed to identify ways of increasing the effectiveness of responsible gambling initiatives in the sports betting context.*

**Advertising issues investigated:** Viewers' degree of attention paid to responsible gambling messages embedded in televised sports betting advertising.

**Type of study and method:** Eye-tracking study in experimental setting.

**Location:** Australia.

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Lole, L., Russell, A. M. T., Li, E., Thorne, H., Greer, N., & Hing, N. (2019). Interest in inducements: A psychophysiological study on sports betting advertising.

*International Journal of Psychophysiology*, 147, 100-106.

doi:10.1016/j.ijpsycho.2019.10.015

***Abstract** Recent research has shown an association between the viewing of wagering advertising, which often presents inducements to gamble, and maladaptive sports-betting behaviours; however, the mechanism/s underlying the development of the intention to gamble remains relatively understudied. Eye-tracking and tonic electrodermal activity was recorded from 59 participants (including 49 regular gamblers and 10 non-gamblers), while they watched a series of advertisements. Following each advertisement, participants were asked to rate how likely they would be to take up the offer presented, therein. The number of fixations placed on each offer differed according to the type of inducement shown ( $p < .001$ ), with reduced risk and cash back inducements being looked at more often than better odds and bonus bet inducements by all groups. Increased electrodermal activity while viewing the advertisements was associated with greater severity of gambling-related harm ( $p < .001$ ), as well as greater ratings of desire for most advertisements. Rating of desire was, likewise, positively associated with gambling-related harm ( $p < .001$ ). These results may suggest that, while the offers in gambling advertisements may be looked at by most viewers, unless there an attendant increase in arousal, it is quite unlikely that these inducements will elicit a desire to gamble. For individuals already at risk of gambling problems, exposure to these advertisements, especially those offering what is perceived to be safer betting options that minimise financial losses, may exacerbate existing harms. Such information may prove useful in guiding industry practice, government regulations, therapeutic interventions, and future research on this topic.*

**Advertising issues investigated:** Attention and arousal when viewing wagering advertising.

**Type of study and method:** Experimental; 49 participants.

**Location:** Australia.

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Lopez-Gonzales, H., Estévez, A., & Griffiths, M. D. (2017). Controlling the illusion of control: A grounded theory of sports betting advertising in the UK. *International Gambling Studies*, 18(1), 39-55.

**Abstract** Sports betting advertising has arguably permeated contemporary sport consumption in many countries. Advertisements build narratives that represent situations and characters that normalize betting behaviour and raise public concerns regarding their detrimental effect on vulnerable groups. Adopting a grounded theory approach, the present study examined a British sample of sports betting advertisements ( $N = 102$ ) from 2014 to 2016. The analysis revealed that individual themes aligned in a single core narrative, constructing a dual persuasive strategy of sports betting advertising: (i) to reduce the perceived risk involved in betting (with themes such as betting with friends, free money offers, humour, or the use of celebrities) while (ii) enhancing the perceived control of bettors (including themes of masculinity and sport knowledge). In addition, new technological features of sports betting platforms (e.g. live in-play betting) were used by advertisers to build narratives in which the ability to predict a sports outcome was overlapped by the ability of bettors to use such platforms, equalizing the ease of betting with the ease of winning. Based on the data analysed, it was concluded that the construction of a magnified idea of control in sports betting advertising is a cause for concern that requires close regulatory scrutiny.

**Advertising issues investigated:** Themes and narratives relating to control and skill in gambling, in promotion of sports betting.

**Type of study and method:** Content analysis of televised advertising for sports betting.

**Location:** UK.

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Lopez-Gonzales, H., Estévez, A., & Griffiths, M. D. (2017). Marketing and advertising online sports betting: A problem gambling perspective. *Journal of Sport and Social Issues*, 4(3): 256-272.

**Abstract** In this article, online sports betting is explored with the objective of critically examining the potential impact on problem gambling of the emerging product features and advertising techniques used to market it. First, the extent of the issue is assessed by reviewing the sports betting prevalence rates and its association with gambling disorders, acknowledging the methodological difficulties of an unambiguous identification of what exactly constitutes sports-related gambling today. Second, the main changes in the marketization of online betting products are outlined, with specific focus on the new situational and structural characteristics that such products present along with the convergence of online betting with other adjacent products. Third, some of the most prevalent advertising master narratives employed by the betting industry are introduced, and the implications for problem gamblers and minors are discussed.

**Advertising issues investigated:** Promotion of sports betting; the “normalization” of gambling.

**Type of study and method:** In the strict sense, this article does not present an empirical study, but it provides discussions on gambling advertising using a few empirical examples.

**Location:** Spain, international.

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Lopez-Gonzales, H., & Griffiths, M. D. (2016). Is European online gambling regulation adequately addressing in-play betting advertising? *Gaming Law Review and Economics*, 20(6), 495-503.

*From the introduction* The present article explores how European regulation has been tackling in-play betting commercial communication and will compare how that regulation reflects (or not) the existing empirical knowledge about advertising effects on betting behavior, especially among adolescents and problem gamblers. Given that online gambling legislation has been handed to each member state of the Union to further develop its initial guidelines, two large European sports markets—the UK and Spain—are examined and compared.

**Advertising issues investigated:** The regulation of gambling advertising in the EU, in particular in Spain and in the UK, with a focus on advertising for in-play sports betting.

**Type of study and method:** Comparative study of legal documents.

**Location:** EU, Spain, the UK.

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Lopez-Gonzales, H., & Griffiths, M. D. (2017). Betting, forex trading, and fantasy gaming sponsorships: A responsible marketing inquiry into the ‘gamblification’ of English football. *International Journal of Mental Health and Addiction*, 16(2): 404-419. doi:10.1007/s11469-017-9788-1

*Abstract* Environmental stimuli in the form of marketing inducements to gamble money on sports have increased in recent years. The purpose of the present paper is to tackle the extended definition of the gamblification of sport using sponsorship and partnership deals of gambling, forex trading, and fantasy gaming as a proxy for assessing its environmental impact. Using data about sponsorship deals from English Football Premier League, the paper builds on the evidence of English football’s gamblification process to discuss the impact that the volume, penetration, and marketing strategies of sports betting might have on public health and well-being. Findings demonstrate that gambling marketing has become firmly embedded in the financial practices of many Premiership football clubs. It is argued that such associations are not trivial, and that the symbolic linkage of sport and newer

*gambling forms can become an issue of public health, especially affecting vulnerable groups such as minors and problem gamblers. The present study is the first to explore in-depth the relationship and potential consequences and psychosocial impacts of sports-related marketing, particularly in relation to football.*

**Advertising issues investigated:** Sponsorship of sport.

**Type of study and method:** In the strict sense, this article does not present an empirical study (although some statistics on sport sponsorship are presented). The article presents an interesting discussion on how positive features of sport are attributed to gambling in a process of ‘gamblification’, which is applicable also to sport betting advertising in mass media.

**Location:** UK.

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Lopez-Gonzales, H., & Griffiths, M. D. (2021). Brand knowledge, similarity to story characters and perceived influence of gambling advertising among Spanish sports bettors: A survey study. *International Journal of Mental Health and Addiction*, 19(1), 134-142. doi:10.1007/s11469-019-00142-w

**Abstract** *The saturation of advertising stimuli to gamble has become a major source of concern in many countries, especially when it comes to sports betting. Despite the growth of advertising restrictions, very few evidence-based recommendations are readily available for policymakers. Furthermore, advertising is a cultural construct, and country-specific studies are needed to address the singularities of each market. The present paper provides empirical evidence concerning the impact of advertising gathered from a survey-based research with Spanish sports bettors (N = 659). The results indicate that those gamblers experiencing more severe gambling problems also report higher knowledge of bookmakers’ brands, higher similarity to the main story characters in sports betting advertisements and a higher perceived influence of advertising on their behaviour. The results also found no differences between age and gender in terms of advertising impact. These findings will help inform Spanish regulation that seeks to reduce the negative effects of advertising.*

**Advertising issues investigated:** Brand knowledge, similarity to story characters and perceived influence of gambling advertising among sports bettors.

**Type of study and method:** Survey administered to sports bettors in an online panel.

**Location:** Spain.

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Lopez-Gonzales, H., Griffiths, M. D., Jiminez-Murcia, S., & Estévez, A. (2020). The perceived influence of sports betting marketing techniques on disordered gamblers in treatment. *European Sports Management Quarterly*, 20(4), 421-439. doi:10.1080/16184742.2019.1620304

**Abstract** - *Research question: The proliferation of marketing stimuli to gamble on sports is a growing concern in many jurisdictions. However, little is known about the perceived influence of marketing among the most severe group of problem gamblers (i.e., those receiving treatment). This study aims to explore how problem sports bettors perceive gambling marketing is affecting them.*

- *Research methods: It examines the opinions of 43 sports bettors undergoing treatment for gambling disorder. Seven qualitative focus groups were carried out to understand their self-reported views on gambling marketing influence. Responses were analysed using a thematic analysis approach.*

- *Results and findings: The results showed three main marketing paths for impact: (i) mass-mediated marketing stimuli, (ii) personalised marketing, and (iii) stimuli inside betting shops. Price-related promotions (e.g., bonuses) were viewed as especially harmful. Also, the use of cognitive biases by bookmakers made it harder for sports bettors to stop gambling, and constantly facilitated their relapse.*

- *Implications: The paper provides evidence to substantiate regulatory action to restrict gambling promotions. In addition, it recommends gambling companies to develop responsible gambling measures to reduce the cognitive biases ingrained in their sports betting products.*

**Advertising issues investigated:** Problem gamblers' perceived influence of sports betting marketing of various types.

**Type of study and method:** Qualitative focus-group study.

**Location:** Spain.

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Lopez-Gonzales, H., Guerrero-Solé, F., Estévez, A., & Griffiths, M. (2017). Betting is loving and bettors are predators: A conceptual metaphor approach to online sports betting advertising. *Journal of Gambling Studies*, 34(3), 709-726.  
doi:10.1007/s10899-017-9727-x

*The legalisation of online gambling in multiple territories has caused a growth in the exposure of consumers to online sports betting (OSB) advertising. While some efforts have been made to understand the visible structure of betting promotional messages, little is known about the latent components of OSB advertisements. The present study sought to address this issue by examining the metaphorical conceptualisation of OSB advertising. A sample of Spanish and British television OSB advertisements from 2014 to 2016 was analysed (N = 133). Following Lakoff and Johnson's conceptual metaphor theory, four main structural metaphors that shaped how OSB advertising can be understood were identified: betting as (1) an act of love, (2) a market, (3) a sport, and (4) a natural environment. In general, these metaphors, which were found widely across 29 different betting brands, facilitated the perception of bettors as*



*active players, with an executive role in the sport events bet upon, and greater control over bet outcomes.*

**Advertising issues investigated:** The symbolic and cultural messages of sport betting promotion on television.

**Type of study and method:** Content analysis.

**Location** Spain and UK.

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Lopez-Gonzales, H., Estévez, A., Jiménez-Murcia, S., & Griffiths, M. D. (2018). Alcohol drinking and low nutritional value food eating behavior of sports bettors in gambling advertisements. *International Journal of Mental Health and Addiction*, 16(1), 81-89. doi:10.1007/s11469-017-9789-0

*The prevalence of sports betting advertising has become a major concern for gambling regulators, particularly since the legalization of online gambling in many European jurisdictions. Although the composition of gambling advertisement narratives has received some limited attention, nothing is known regarding how betting advertisements (often referred to as “adverts” or “commercials”) might be associating gambling with other potentially risky behaviors. The present paper examines the representation of alcohol drinking and low nutritional value food eating in sports betting advertising. By means of a mixed-methods approach to content analysis, a sample of British and Spanish soccer betting adverts was analyzed (N = 135). The results suggest that betting advertising aligns drinking alcohol with sports culture and significantly associates emotionally charged sporting situations such as watching live games or celebrating goals with alcohol. Additionally, alcohol drinking is more frequent in betting adverts with a higher number of characters, linking friendship bonding and alcohol drinking (especially beer) in the context of sports gambling.*

**Advertising issues investigated:** The depiction of alcohol drinking and junk food eating in sports betting advertisements on television.

**Type of study and method:** Content analysis.

**Location** Spain and UK.

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Lopez-Gonzales, H., Guerrero-Solé, F., & Griffiths, M. D. (2018). A content analysis of how ‘normal’ sports betting behaviour is represented in gambling advertising. *Addiction Research & Theory*, 26(3), 238-247.

*From the introduction* The pervasiveness of sports betting marketing and advertising is arguably normalising betting behaviour among increasingly larger groups of population. In their adverts, bookmakers represent characters and situations that

*conventionalise betting and promote specific behaviours while ignoring others. The present study examined a sample of British and Spanish sports betting television adverts (N = 135) from 2014 to 2016 to understand how bettors and betting are being represented. Using content analysis, 31 different variables grouped into seven broad categories were assessed, including general information about the advert, the characters and situations represented, the identification of the characters with sports, the use of online betting, the co-representation of gambling along other risky behaviours such as eating junk food and drinking alcohol, the amount of money wagered, and other variables such as the representation of free bets, humour, and celebrities. The results showed a male-dominant betting representation with no interaction between women. Typically, bettors were depicted surrounded by people but isolated in their betting, emphasising the individual consumption practice that mobile betting promotes. In-play betting was observed in almost half of the adverts. A little empirical evidence indicates that betting while watching sport in betting adverts is associated with emotionally charged situations such as celebrations and/or alcohol drinking. Bettors were typically depicted staking small amounts of money with large potential returns, implying high risk bets. Overall, the study provides preliminary evidence in understanding the social representation of betting behaviour by bookmakers and critiques the problematic consequences of such representation from a public health perspective.*

**Advertising issues investigated:** The content and messages of sport betting promotion on television.

**Type of study and method:** Content analysis.

**Location** Spain and UK.

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Lotteriinspektionen. (2014). *Slutrapport - Tematillsyn SvS 2013:1 Marknadsföring* (translated title: *Final report – Thematic supervision SvS 2013:1 Marketing*).

Strängnäs: Lotteriinspektionen.

<http://www.lotteriinspektionen.se/Global/Slutrapport%20-%20Tematillsyn%20Svenska%20Spel%20Marknadsf%c3%b6ring%202013.pdf>

**Summary derived from the introduction to the report:** *The Swedish Gambling Authority has scrutinized the marketing of the state-owned gambling company Svenska Spel from July to November 2013. The objective of the scrutiny was to see to what degree the company followed the new marketing guidelines established by the Government, for example that the telephone number to the National Helpline for Problem Gamblers should be included in advertisements and that jackpots should not be the focus of marketing messages. It is concluded that the company has failed to comply with the guidelines in more than half of the marketing messages included in the study. However, the company seems to slowly adapt to the new guidelines and failure to comply might be explained by difficulties in revising marketing campaigns that has been planned long in advance.*

**Advertising issues investigated:** The content of gambling advertising for the company Svenska Spel. Numerous examples of the company's advertising are reproduced and discussed.

**Type of study and method:** Quantitative and qualitative study of gambling marketing and its messages in various media.

**Location:** Sweden.

**Comment:** The report is in Swedish.

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MacGregor, A., Elliott, C., & Shields, J. (2020). *The effect of marketing and advertising on children, young people and vulnerable people*. Edinburgh: ScotCen Social Research.

**“Conclusions and recommendations” (p. 53):** *The results of both the quantitative and qualitative research are consistent, and show that children, young people and young adults are exposed to and aware of gambling marketing and branding across a wide range of media on a regular basis. A high level of awareness of gambling marketing is associated with increased susceptibility to gamble among non-gamblers, and higher brand awareness was also found to be associated with current gambling. More active engagement and participation with the marketing is, in turn, significantly associated with gambling susceptibility and current gambling. Gambling marketing is only one part of a complex picture, in which, for example, favourable parental views towards gambling, parental gambling behaviour and gambling among peers are all significantly associated with current gambling among those aged 11-24 years. In addition, as this is a cross-sectional survey it could also be argued that current gamblers are more likely to be interested in and engage with gambling marketing than non-gamblers. However, the results of the quantitative research suggest that gambling marketing and the promotion of gambling brands are associated with the knowledge and views towards gambling of those aged 11-24, are associated with gambling susceptibility and, in turn, if individuals engage with the marketing more actively are significantly associated with current gambling activities. Future longitudinal research is required to explore the nature of the association in more detail.”*

**Advertising issues investigated:** Exposure to and awareness of gambling advertising among people aged 11-24 years, in relation to many other gambling and non-gambling factors.

**Type of study and method:** Quantitative postal and online survey (1091 responses).

**Location:** England, Scotland and Wales.

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\* Maher, A., N. Wilson, L. Signal & G. Thomson. (2006). Patterns of sports sponsorship by gambling, alcohol and food companies: An Internet survey. *BMC Public Health*, 6(95), 1-9.

**Abstract.** *Background: Sports sponsorship is a significant marketing tool. As such, it can promote products that pose risks to health (eg, high fat and high sugar foods) or it can promote health-supporting products (eg, sporting equipment and services). However, there is a lack of data on the proportion of sponsorship associated with “unhealthy” and “healthy” products and no methodology for systematically assessing it. This research aimed to explore this proportion with an Internet survey of sports sponsorship in the New Zealand setting. Methods: A search methodology was developed to identify Internet-based evidence of sports sponsorship at the national level and at the regional and club level in one specific region (Wellington). The top eight sports for 5-17-year-olds were selected and products and services of sponsors were classified in terms of potential public health impact (using a conservative approach). Results: Sponsorship of these popular sports was common at the national, regional and club levels (640 sponsors listed on 107 websites overall). Sports sponsorship associated with sponsors’ products classified as “unhealthy” (eg, food high in fat and sugar, gambling and alcohol) were over twice as common as sponsorship associated with sponsors’ products classified as “healthy” (32.7% (95% CI = 29.1, 36.5) versus 15.5% (95% CI = 12.8, 18.6) respectively). “Gambling” was the most common specific type of sponsorship (18.8%) followed by alcohol (11.3%). There were significantly more “alcohol” sponsors for rugby, compared to all the other sports collectively (rate ratio (RR) = 2.47; 95% CI = 1.60, 3.79), and for top male sports compared to female (RR = 1.83; 95% CI = 1.05, 3.18). Also there was significantly more “unhealthy food” sponsorship for touch rugby and for “junior” teams/clubs compared to other sports collectively (RR = 6.54; 95% CI = 2.07, 20.69; and RR = 14.72, 95% CI = 6.22, 34.8; respectively). A validation study gave an inter-rater reliability for number of sponsors of 95% (n = 87 sponsors), and an inter-rater reliability of classification and categorisation of 100%. Conclusion: This study found that the sponsorship of popular sports for young people is dominated by “unhealthy” sponsorship (ie, predominantly gambling, alcohol and unhealthy food) relative to “healthy” sponsorship. Governments may need to consider regulations that limit unhealthy sponsorship and/or adopt alternative funding mechanisms for supporting popular sports.*

**Advertising issues investigated:** Volume of sport sponsorship messages for “unhealthy” products, including gambling.

**Type of study and method:** A systematic search of the internet.

**Location:** New Zealand.

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\* McMullan, J. & D. Miller. (2008a). *The commercial advertising of gambling in Nova Scotia (Final report)*. Halifax, Nova Scotia: Saint Mary’s University.

**Excerpt from executive summary.** "... This report is the first of four studies that make up *The Commercial Advertising and Adolescent Gambling Research Project* that is examining the different ways that commercial gambling advertising affects the knowledge, beliefs, and practices of youth. This report provides a content analysis of commercial advertising that occurred in the province of Nova Scotia over a two and a half year period from January 2005 to July 2007. A total of 1,351 print, radio, television and point of sale ads were collected from the Atlantic Lottery Corporation, Casino Nova Scotia and cable television stations. These ads were analyzed for content and where available for frequency and exposure. ... "

**Advertising issues investigated:** Volume and cost of gambling advertising; content analysis of messages, design and symbols in advertising; discussion of risk factors for problem gambling and messages in advertising.

**Type of study and method:** Media tracking; content analysis of a systematic sample of advertisements (1,351 items).

**Location:** Nova Scotia, Canada.

**Comment:** Journal articles presenting parts of this study are the following: McMullan & Miller (2008b; 2009; 2010).

\* McMullan, J. & D. Miller. (2008b). All in! The commercial advertising of offshore gambling on television. *Journal of Gambling Issues*, 22, 230-251.

**Abstract.** *There is a paucity of research on the advertising of gambling, especially the intensely marketed Internet poker and blackjack games. This study examines ads that aired on cable television in one Canadian jurisdiction. Using quantitative and qualitative methods, we analyze 64 distinct commercials that aired 904 times over a 6-month period. Our findings show that these ads target audiences along age, gender, and ethnic lines and mobilize celebrities, excitement, and humour as persuasive techniques to promote the view that on-line gambling is an entertainment experience in which skill prevails over luck, winning dominates losing, fantasy overshadows reality, leisure trumps work, and the potential for personal change eclipses the routines of everyday life. We conclude that the e-gambling advertising assemblage, with its high-volume exposure, attractiveness, pervasiveness, and repetitiveness of messaging is now an embedded feature of everyday life that is especially connected to popular sport culture and to the fun ethic of contemporary consumer culture.*

**Advertising issues investigated:** See McMullan & Miller (2008a).

**Type of study and method:** See McMullan & Miller (2008a).

**Location:** See McMullan & Miller (2008a).

**Comment:** This article includes material from the report: McMullan & Miller (2008a).

\* McMullan, J. & D. Miller. (2009). Wins, winning and winners: The commercial advertising of lottery gambling *Journal of Gambling Studies*, 25(3), 273-295.

**Abstract.** *This study analyzed a sample of 920 lottery ads that were placed or played in Atlantic Canada from January 2005 to December 2006. A content analysis, involving quantitative and qualitative techniques, was conducted to examine the design features, exposure profiles and focal messages of these ads and to explore the connections between lottery advertising and consumer culture. We found that there was an “ethos of winning” in these commercials that provided the embedded words, signs, myths, and symbols surrounding lottery gambling and conveyed a powerful imagery of plentitude and certitude in a world of potential loss where there was little reference to the actual odds of winning. The tangible and emotional qualities in the ads were especially inviting to young people creating a positive orientation to wins, winning and winners, and lottery products that, in turn, reinforced this form of gambling as part of youthful consumption practices. We concluded that enticing people with the prospects of huge jackpots, attractive consumer goods and easy wins, showcasing top prize winners, and providing dubious depictions that winning is life-changing was narrow and misleading and exploited some of the factors associated with at-risk gambling.*

**Advertising issues investigated:** See McMullan & Miller (2008a).

**Type of study and method:** See McMullan & Miller (2008a).

**Location:** See McMullan & Miller (2008a).

**Comment:** This article includes material from the report: McMullan & Miller (2008a).

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\* McMullan, J.L. & D. Miller. (2010). Advertising the “New fun-tier”: Selling casinos to consumers. *International Journal of Mental Health and Addiction*, 8(1), 35-50.

**Abstract.** *There is an absence of research on the commercial advertising of gambling as it relates to casinos. This study examines print, radio, television and point of sale casino ads that aired in Canada. Using quantitative and qualitative methods we analyze a convenience sample of 367 ads that aired or were printed in 2005 and 2006. Our findings indicate that these ads target audiences along age, gender and ethnic lines and mobilize excitement and sex as persuasive techniques to promote the view that casino gambling is the “new fun-tier” of the entertainment industry where visiting a casino is as normal as going to a movie and where winning, glitz and gracious living prevail over losing, work and everyday life. We conclude that casino advertising evinces troubling similarities with some of the factors that research has*

*shown contributes to at-risk gambling: the association between spatial segregation, stepping out of real life and the development of dissociated states; between excitement, sensation seeking and the potential to develop vertigo and disorientation and between the entertainment of the games, the devaluation of money and the propensity to chase loses.*

**Advertising issues investigated:** See McMullan & Miller (2008a).

**Type of study and method:** See McMullan & Miller (2008a).

**Location:** See McMullan & Miller (2008a).

**Comment:** This article includes material from the report: McMullan & Miller (2008a).

\* McMullan, J.L., D.E. Miller & D.C. Perrier. (2012). "I've seen them so much they are just there": Exploring young people's perceptions of gambling in advertising. *International Journal of Mental Health and Addiction*, 10(6), 829-848.

**Abstract.** *This study contributes to the emerging literature on commercial advertising and youth gambling by exploring adolescent's exposure to and perceptions of gambling advertisements. We analyzed a sample of 50 youth in six focus groups between the ages of 13 and 18 to examine the process by which youth perceived, received or rejected the form and content of advertising and to determine what these ads meant to their social identities. We found that youth had considerable exposure to commercial gambling advertising, decoded for the most part, the gambling messages offered by advertisers and identified themselves with the gambling experiences as they aged and well before they reached the age of majority. We also found that about one-third of gambling advertisements were not received by youth as intended and were ignored, not understood or rejected. The youngest age cohort (13–14) were the most likely to evince a social distance from the tone, style or look that many older youth found attractive in the ads and the least likely to identify themselves with the cultural capital of gambling such as social friendship, economic gain and fun and entertainment. We concluded that socially responsible advertising for youth protection should be heterogeneous and not assume that all youth are alike or will be influenced by single messages.*

**Advertising issues investigated:** Perceptions of and attitudes towards gambling advertising content of various kinds among youth.

**Type of study and method:** Focus groups (N=50 participants).

**Location:** Nova Scotia, Canada.

\* Miller, R. & R. Mizerski. (1998). *Investigating the relationship between ad recall, affect toward the producer and the purchase of three number lotto tickets (work in progress)*. School of Marketing, Griffith University, Brisbane, Australia.

**Abstract.** *This working paper reports on early analyses of a large (m=7,400) tracking study concerning three number lottery game play. It investigates the association between memory of lottery advertising, affect towards the lottery and purchase. There were no statistically significant relationships with affect. However, both tendency to play the three number lotto and number of tickets purchased did have a consistent and significant relationship to the recall of lottery advertising.*

**Advertising issues investigated:** Recall of having seen lottery advertising in relation to purchase of lottery tickets (cross-sectional observation).

**Type of study and method:** Interview study (N=7,400).

**Location:** Florida, USA.

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Milner, L., N. Hing, P. Vitartas & M. Lamont. (2013). An exploratory study of embedded gambling promotion in Australian football television broadcasts. *Communication, Politics and Culture*, 46, 177-198.

**Abstract.** *Governments, researchers and the public have raised concerns about extensive gambling promotions during televised sport, particularly in Australia. This study aims to quantify gambling promotions during selected football broadcasts and conduct a content and semiotic analysis of their components. Analysis reveals that gambling promotions constituted 2.5% of observed broadcast time. Embedded gambling promotions included logos, sponsored segments, displayed betting odds and extended betting commentary. Extensive plot placement potentially optimises promotions' effectiveness, while their personal relevance, empathy, information and congruence align well with young male target audiences for football and sports betting. Implications for public health and sport management are noted.*

**Advertising issues investigated:** Extent and content of gambling promotion during televised sport events.

**Type of study and method:** Quantitative study of the prevalence of gambling promotion during televised sport events; qualitative content analysis of such promotion.

**Location:** Australia.

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\* Munoz, Y.R. (2009). *An investigation into the sales-advertising relationship: The state lottery case*. Austin: University of Texas.



**Abstract.** *The present investigation aims at modeling the sales response to advertising and, in the process, sheds some light on the sales-advertising relationship subject, which has been at the center of a decades-long controversy due to its inherent complexities. We studied three Colorado Lottery games, Lotto, Powerball, and Scratch, over a four-year period of operation. To synthesize a model that appropriately described the sales-advertising behavior of each one of these games, we addressed three fundamental questions driving the modeling process itself: 1. Is there a relationship between sales and advertising? 2. If such relationship exists, is there an advertising “carryover effect” on sales? And, 3. What is the shape of the sales-advertising relationship? We put forward two general-response models (Current Effects and Koyck’s) in combination with eight functional forms (one linear and seven nonlinear forms) to address the above questions and test the respective hypotheses. Employing the available time series data corresponding to game sales, game advertising expenditures, state population, state unemployment rate, and jackpot (for the relevant games), we performed the respective regression analyses. We, then, evaluated the posited relationships and selected the best predictive model for each game, when statistical evidence supported a significant sales-advertising association. Using this final model, we addressed the three research questions at the core of this study. The results of this investigation suggested the existence of a significant positive and nonlinear (concave-downwards) Scratch sales-advertising relationship. No sales-advertising association was found for the Lotto or Powerball games. The data analyzed did not seem to support either the advertising “carryover effect” on sales on any of the games studied. From the theoretical point of view, these findings extend prior empirical research that has generally assumed, for simplification purposes, a linear sales-advertising relationship with its corresponding consequences. From the practical perspective, this study highlights advertising’s contribution to sales, which can help debunk mistaken beliefs frequently stigmatizing advertising as a resource-spending function and quell the long-established skepticism about its financial accountability.*

**Advertising issues investigated:** Efficiency of gambling advertising.

**Type of study and method:** Econometric study.

**Location:** Colorado, USA.

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Newall, P. W. S. (2015). How bookies make your money. *Judgment and Decision Making*, 10(3), 225-231.

**Abstract.** *UK bookies (bookmakers) herd geographically in less-affluent areas. The present work shows that UK bookies also herd with the special bets that they advertise to consumers, both in their shop window advertising and on TV adverts as shown to millions of viewers. I report an observational study of betting adverts over the 2014 soccer World Cup. Bet types vary in complexity, with complex types having*

*the highest expected losses. Bookies herded on a common strategy of advertising special bets on two levels: by almost exclusively advertising complex bet types with high expected losses, and by advertising representative events within a given complex bet type. This evidence is most consistent with bookies' advertising targeting a representativeness heuristic amongst bettors. Bookies may know how to nudge bettors toward larger losses.*

**Advertising issues investigated:** Types of bets advertised by UK bookmakers and gambling companies.

**Type of study and method:** Observations of bets advertised in shop windows, on television and at websites; calculation of probabilities of odds.

**Location:** UK.

Newall, Philip W.S. (2016). Gambling advertising needs psychologically-informed regulation. *Household Financial Decision Making (Doctoral dissertation)* (Ch. 3). Stirling, UK: University of Stirling.  
<http://dspace.stir.ac.uk/bitstream/1893/24473/1/Philip%20Newall%20PhD%20thesis%20household%20financial%20decision%20making.docx>

**Abstract.** *Gambling advertising is an unavoidable part of watching UK sports. The scale and sophistication of gambling advertising has increased in recent years. "Live-odds" TV gambling adverts broadcast the odds on specific bets during sporting events (e.g., in soccer, "Wayne Rooney to score the first goal, 7-to-1"). This paper reports an observational study finding 63 such adverts shown over 28 high-profile soccer matches. This paper then provides experimental evidence that soccer fans cannot form coherent probability judgments for the complex bets shown in these adverts. Judgment coherence was significantly greater for simpler bets. Soccer fans are being systematically exploited by the gambling industry. Government regulators should therefore limit the complexity or prices of advertised bets.*

**Advertising issues investigated:** Live broadcast advertising for complex soccer bets in the UK; peoples' ability to judge the probability of complex soccer bets compared with simple soccer bets.

**Type of study and method:** Observations of live broadcast sport betting advertising; calculation of probabilities of odds; experiment assessing the ability of people to assess the probability of complex and simple bets.

**Location:** UK.

Newall, Philip W.S. (2017). Behavioral complexity of British gambling advertising. *Addiction Research & Theory*, 26(6), 505-511. doi: 10.1080/16066359.2017.1287901

**Abstract.** - *Background: The scale and complexity of British gambling advertising has increased in recent years. ‘Live-odds’ TV gambling adverts broadcast the odds on very specific, complex, gambles during sporting events (e.g. in soccer, ‘Wayne Rooney to score the first goal, 5-to-1,’ or, ‘Chelsea to win 2-1, 10-to-1’). These gambles were analyzed from a behavioral scientific perspective (the intersection of economics and psychology).*

*- Method: A mixed methods design combining observational and experimental data. A content analysis showed that live-odds adverts from two months of televised English Premier League matches were biased towards complex, rather than simple, gambles. Complex gambles were also associated with high bookmaker profit margins. A series of experiments then quantified the rationality of participants’ forecasts across key gambles from the content analysis (Total N = 1467 participants across five Experiments).*

*- Results: Soccer fans rarely formed rational probability judgments for the complex events dominating gambling advertising, but were much better at estimating simple events.*

*- Conclusions: British gambling advertising is concentrated on the complex products that mislead consumers the most. Behavioral scientific findings are relevant to the active public debate about gambling.*

**Advertising issues investigated:** Live broadcast advertising for complex soccer bets in the UK; peoples’ ability to judge the probability of complex soccer bets compared with simple soccer bets.

**Type of study and method:** A mixed methods design combining observational and experimental data.

**Location:** UK.

Newall, P. W. S., Thobhani, A., Walasek, L., & Meyer, C. (2019). Live-odds gambling advertising and consumer protection. *PLoS ONE*, *14*(6), 1-10.  
doi:10.1371/journal.pone.0216876

**Abstract.** *In-play gambling is a recent innovation allowing gambling to occur during the course of a sporting event, rather than merely before play commences. For years, in-play gambling has been marketed in the UK via adverts displaying current betting odds during breaks in televised soccer, e.g., “England to score in the first 20 minutes, 4-to-1.” Previous research shows that this so-called “live-odds” advertising is skewed toward complex events with high profit margins which consumers do not evaluate rationally. Recent UK regulatory guidance on “impulsiveness and urgency,” aiming to enhance consumer protection around gambling advertising, states that gambling advertising should not “unduly pressure the audience to gamble.” We explored the frequency and content of live-odds advertising over the 2018 soccer World Cup, as a case study of the first major televised sporting event after the*

publication of this UK regulatory guidance. In total, 69 live-odds adverts were shown over 32 matches ( $M = 2.16$  per-match), by five bookmakers. We identified two key features that made advertised bets appear more urgent than necessary. First, 39.1% of bets could be determined before the match ended. Second, 24.6% of bets showed a recent improvement in odds, including a 15.9% subset of “flash odds,” which were limited in both time and quantity. Advertised odds were again skewed toward complex events, with a qualitative trend toward greater complexity than at the previous World Cup. We believe that consumers should be protected against the targeted content of gambling advertising.

**Advertising issues investigated:** The character of live-odds and their marketing on television

**Type of study and method:** Viewing and coding of 32 World Cup soccer matches.

**Location:** UK.

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Newall, P. W. S., Walasek, L., & Ludvig, E. A. (2020). Equivalent gambling warning labels are perceived differently. *Addiction*, 115(9), 1762-1767.  
doi:10.1111/add.14954

**Abstract.** - *Background and Aims.* The same information may be perceived differently, depending on how it is described. The risk information given on many gambling warning labels tends to accentuate what a gambler might expect to win, e.g. ‘This game has an average percentage payout of 90%’ (return-to-player), rather than what a gambler might expect to lose, e.g. ‘This game keeps 10% of all money bet on average’ (house-edge). We compared gamblers’ perceived chances of winning and levels of warning label understanding under factually equivalent return-to-player and house-edge formats. - *Design.* Online surveys: experiment 1 was designed to test how gamblers’ perceived chances of winning would vary under equivalent warning labels, and experiment 2 explored how often equivalent warning labels were correctly understood by gamblers. - *Setting.* United Kingdom. - *Participants.* UK nationals, aged 18 years and over and with experience of virtual on-line gambling games, such as on-line roulette, were recruited from an on-line crowd-sourcing panel (experiment 1,  $n = 399$ ; experiment 2,  $n = 407$ ). - *Measurements.* The main dependent variables were a gambler's perceived chances of winning on a seven-point Likert scale (experiment 1) and a multiple-choice measure of warning label understanding (experiment 2). - *Findings.* The house-edge label led to lower perceived chances of winning in experiment 1,  $F(1, 388) = 19.03, P < 0.001$ . In experiment 2, the house-edge warning label was understood by more gamblers [66.5, 95% confidence interval (CI) = 60.0%, 73.0%] than the return-to-player warning label (45.6%, 95% CI = 38.8%, 52.4%,  $z = 4.22, P < 0.001$ ). - *Conclusions.* House-edge warning labels on electronic gambling machines and on-line casino games, which explain what a gambler might expect to lose, could help gamblers to pay greater attention to product

*risk and would be better understood by gamblers than equivalent return-to-player labels.*

**Advertising issues investigated:** Perceptions of information on return-to-player versus house edge.

**Type of study and method:** Online surveys.

**Location:** UK.

Noble, N., Freund, M., Hill, D., White, V., Leigh, L., Lambkin, D., Scully, M., & Sanson-Fisher, R. (2022). Exposure to gambling promotions and gambling behaviours in Australian secondary school students. *Addictive Behaviors Reports*, 16(100439), 1-8. <https://doi.org/10.1016/j.abrep.2022.100439>

**Abstract.** - *Background.* Young people's gambling behaviours are associated with a range of individual, interpersonal and community factors. This study explored the association between exposure to types of gambling advertising and promotions and adolescent gambling behaviours.

- *Methods.* Students from two states answered gambling questions as part of the 2017 Australian Secondary Students' Alcohol and Drug (ASSAD) Survey. Students reported gambling behaviours (gambling in the last month, types of gambling activities), exposure to gambling promotions during the last 30 days (e.g. ads for gambling on TV, online, live studio crosses), and were assessed for problem gambling. Principal Component Analysis suggested four groups of gambling promotion exposure. Logistic regression analyses examined the association between gambling promotion exposure and student gambling, engagement in hard gambling activities in the last month, and problem or at risk gambling, controlling for a range of student characteristics.

- *Results.* Most students (81%) had been exposed to some form of gambling promotion or advertisement in the last month, most commonly TV, social media and sporting event advertisements. Exposure to online gambling ads (including websites, pop-ups on websites, and social media) in the last month was significantly associated with gambling in the last month, and being classified as an at risk or problem gambler; but not with participating in hard gambling activities. After adjusting for exposure to gambling advertising across categories, no other advertising exposure types were associated with adolescent gambling behaviours.

- *Conclusions.* Study findings point to the need to impose restrictions on gambling advertisements and promotions, particularly those presented online.

**Advertising issues investigated:** Associations between young peoples' recall of gambling advertising, their gambling participation, and at-risk and problem gambling.

**Type of study and method:** School survey (n = more than 7000)

**Location:** Australia.

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Nyemcsok, C., Thomas, S. L., Bestman, A., Pitt, H., Daube, M., & Cassidy, R. (2018). Young people's recall and perceptions of gambling advertising and intentions to gamble on sport. *Journal of Behavioral Addictions*, 7(2), 1068-1078. doi:10.1556/2006.7.2018.128

**Abstract.** - *Background.* There has been an increased international policy focus on the factors that may contribute to, and prevent, the normalization of gambling for young people. However, there is still limited research, which investigates the role of advertising in shaping young people's gambling attitudes and consumption intentions.

- *Methods.* Mixed methods study of 111 young people aged 11–16 years recruited from community basketball stadiums in Victoria, Australia, between May and July 2018. Interviewer-assisted surveys investigated recall and awareness of sports betting brands, perceptions of promotional strategies, intention to gamble, and reasons for betting on particular sports. Quantitative data were analyzed using descriptive statistics and  $\chi^2$  tests. Thematic analyses were used to interpret qualitative responses.

- *Results.* Young people had high recall and awareness of advertising, with most able to name at least one betting brand ( $n = 90$ , 81.1%), and many demonstrating a high awareness of the distinct characteristics (such as colors and appeal strategies) of different brands. A fifth of young people ( $n = 25$ , 22.5%) expressed intentions to gamble at 18 years, with boys significantly more likely than girls to state they would gamble ( $\chi^2 = 10.90$ ,  $p = .001$ ). Young people perceived that advertising strategies associated with inducement promotions would be the most influential in encouraging individuals to gamble. While many young people took promotions at face value, there was evidence that some were able to critically engage with and challenge the messages within marketing.

- *Discussion and conclusions.* Current regulatory structures appear to be ineffective in limiting young people's recall and awareness of gambling advertising. Lessons from tobacco control support the application of precautionary approaches as a more effective way to limit young people's development of positive gambling attitudes and behaviors.

**Advertising issues investigated:** Young people's recall and perception of gambling advertising.

**Type of study and method:** Interviews ( $n = 111$ ).

**Location:** Victoria, Australia.

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O'Brien, K., & Iqbal, M. (2019). *Extent of, and children and young people's exposure to, gambling advertising in sport and non-sport TV*. Melbourne: Victorian Responsible Gambling Foundation.

**Summary** *This is the first study in Australia, and internationally, to examine the extent of gambling advertising on sport TV and non-sport TV, and the extent to which young people in different age groups are exposed to it. A key aim of the study was to assess the effectiveness of the Commercial Television Industry Code of Practice in protecting children and young people from exposure to gambling advertising. The researchers cross-referenced the timing and nature of gambling ads with official TV audience data. Findings included:*

- *On average, 374 gambling ads were broadcast per day on Australian free-to-air TV in 2016 – around five times the number of alcohol ads reported in previous research.*
- *Two-thirds of these gambling ads aired during the day, when large numbers of young people were watching. Among the younger groups, children aged 0–12 years had the most exposure.*
- *Betting was the main type of gambling advertised on TV. In 2016, AFL broadcasts attracted the most ads, followed by NRL, cricket, horse racing, motor racing and tennis.*
- *There were, on average, four times more gambling ads during sport TV than during non-sport TV. Children and young people were, therefore, considerably more exposed to gambling advertising when watching sport TV.*

*The authors conclude that the Commercial Television Industry Code of Practice has not achieved its purpose of protecting children and young people from gambling advertising. They also contend that changes made to the code in 2015 caused an increase in advertising at times when children and young people were watching. In March 2018, gambling advertising during live sport broadcasts between 5 am and 8.30 pm was banned in Australia. The authors question whether this will result, or has resulted, in a reduction in gambling ads during sport TV, or simply a redistribution to before or after the prohibited slots. They note that their data shows a large number of children and young people watch sport beyond 8.30 pm.*

**Advertising issues investigated:** The prevalence of gambling advertising on television and its distribution during the day and evening; actual exposure was not measured.

**Type of study and method:** Media tracking.

**Location:** Australia.

\* Ofcom. (2013). *Trends in advertising activity - gambling*. London: Independent Regulator and Competition Authority for the UK Communications Industries (Ofcom).

**Excerpt from press release, November 19, 2013.** “Ofcom has today published audience research into gambling advertising on television.

- Ofcom commissioned analysis earlier this year to look at the volume, scheduling, frequency and exposure of gambling advertising on UK television.
- Ofcom initiated this research to help inform it about how television gambling advertising has changed since the market was liberalised by Parliament in 2007. This supports Ofcom's role in monitoring and understanding the markets it regulates.
- The research is based on analysis of BARB viewing data and categorises gambling adverts into four types: online casino and poker services; sports betting; bingo; and lotteries and scratch cards. ...”

**Advertising issues investigated:** Volume of television advertising for various forms of gambling; frequency of exposure to various forms of advertising across different categories of television viewers.

**Type of study and method:** Media tracking with audience measurement.

**Location:** UK.

O'Loughlin, I., & Blaszczynski, A. (2017). Comparative effects of differing media presented advertisements on male youth gambling attitudes and intentions. *International Journal of Mental Health and Addiction*, 6(2), 313–327.  
doi:10.1007/s11469-017-9753-z

**Abstract.** *Gambling advertisements posted on social media websites such as Facebook are subject to few regulations. This study examined the differential effects of traditional print media (newspapers), and gambling operator and peer postings on Facebook on gambling attitudes and intentions to gamble in a sample of 120 male first-year university students. Participants were randomly allocated to one of three conditions; gambling operator posting on Facebook, peer posting on Facebook, and print media. Baseline and post-advertisement exposure gambling attitudes and intentions were assessed online. Gambling attitude and intentions did not differ between averaged peer and gambling operator Facebook postings compared to traditional media. However, gambling advertisements appeared to influence gambling attitudes and medium-term gambling intentions when posted by a gambling operator compared to a peer on Facebook. Gambling advertisements in traditional media and social media are equivalent in their effects on gambling attitudes and intentions. This novel finding suggests that regulations applied to gambling advertisements presented in traditional media ought to be extended to those appearing on social media platforms.*

**Advertising issues investigated:** Relative strength of influence on attitudes towards gambling and intentions to gamble across three modes of gambling advertising: peer-Facebook, gambling operator-Facebook, and traditional media.



**Type of study and method:** Experimental. 120 first-year male psychology students were divided into three groups, each subject to one of the exposure conditions during 30 seconds.

**Location:** Australia.

**Comment:** Just as the authors write about the limitations of the study, merely 30 seconds of a single exposure to gambling advertising might not result in any significant shift in attitudes and intentions.

Papineau, É., Y. Boisvert, J.-C. Chebat & J.A. Suissa. (2012). *La commercialisation des loteries au Québec: Modalités, impacts et implications sociales et de santé publique* (Translated title: *The marketing of lotteries in Québec: techniques, impacts and social and public health implications*). Quebec: Fonds de recherche société culture Quebec.

[http://www.frqsc.gouv.qc.ca/upload/capsules\\_recherche/fichiers/capsule\\_89.pdf](http://www.frqsc.gouv.qc.ca/upload/capsules_recherche/fichiers/capsule_89.pdf)

**English abstract.** *This research project aimed to better understand the techniques and impact of lottery advertising in the Québec population according to certain socio-economic vulnerability criteria. We also examined the issues relating to the concomitant presence of gambling promotion and gambling prevention messages in public spaces.*

*This research allowed us to observe the diversity and omnipresence of lottery advertising to which the majority of the population is exposed, including minors and non-gamblers. All respondents reported that greater exposure to advertising leads to greater expenditure on lottery tickets. We also showed that advertising messages convey cognitive biases that influence attitudes and behavioural intentions. Our survey revealed significant links between lottery advertising exposure, gambling behaviours, beliefs and certain indicators (education, income, and employment status). For example, individuals with less education have higher lottery participation and spending rates, and are also more likely to feel that lottery promotion is extremely or excessively present in their daily lives and that its quantity has increased in recent years. Less educated individuals with a low income are more likely to have had negative experiences related to their gambling habits. They are also more likely to believe the lottery to be an effective strategy for solving financial problems, and that the right gambling strategy can improve their chances of winning.*

*These results support the postulate that lotteries are a tax on the poor and that this issue plays a role in maintaining social and health inequalities. It raises questions about the adequacy of the preventive measures currently in place in Québec. Globally, the results lead to the following recommendation: gambling prevention in the public sphere should explicitly integrate the message that lotteries and other forms of gambling do not constitute a viable economic strategy, that gambling winnings are marginal and that the sums wagered are a tangible loss that contributes to perpetuating social deprivation. Legislative measures to regulate the quantity,*

*placement and content of gambling marketing messages would be a promising preventive measure towards supportive environments for health.*

**Advertising issues investigated:** See abstract.

**Type of study and method:** See abstract.

**Location:** Quebec, Canada.

**Comment:** The report is available only in French.

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Papineau, É., F. Lemétayer, A. Diogo, B. Biron & J.-F. Biron. (2015). Lottery marketing in Québec and social deprivation: Excessive exposure, insufficient protection? *International Gambling Studies*, 15(1), 88-107.

***Abstract.** In 2008, the Institut national de santé publique du Québec (INSPQ) undertook a research programme on lotteries. The preliminary qualitative exploratory component enabled us to observe the diversity and ubiquity of lottery advertising to which the vast majority of the population is exposed, including minors and non-players. The aim of a second component was to better comprehend the relationships between exposure to lottery marketing, lottery purchasing habits, attitudes towards gambling, and socio-economic vulnerability indicators. The study's data was collected by a polling firm from a representative sample of adults in the Québec population (n = 2001). Our survey revealed significant links between exposure, gambling behaviour and certain socio-economic indicators: for example, individuals with lower levels of education more often play the lotteries and spend the most on them. In addition, a greater number of people who are less educated and from a low-income household considered that lottery advertising was very or excessively present in their daily lives and that the amount of advertising has increased in recent years. From the perspective of creating healthy environments and protecting vulnerable populations, legislative measures to control the quantity, location and contents of gambling marketing would be promising preventive measures*

**Advertising issues investigated:** Recollection, perceptions of, and attitudes towards, lottery advertising.

**Type of study and method:** Quantitative study, internet panel sample (n = 2001).

**Location:** Québec, Canada.

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Parrado-González, A., & León-Jariego, J. C. (2020). Exposure to gambling advertising and adolescent gambling behaviour: Moderating effects of perceived family support. *International Gambling Studies*, 20(2), 214-230.

doi:10.1080/14459795.2020.1712737

**Abstract.** *The main objective of the growing gambling advertising offer is to attract new gamblers to this market and adolescents are an especially vulnerable group to this call. Thus, research should study the process through which advertising influences adolescent gambling behaviour. In a sample of 1,174 adolescents aged 12 to 20 years, we hypothesized a model in which exposure to gambling advertising influences gambling frequency promoting favourable attitudes and normalizing gambling as a socially acceptable behaviour. The majority of the effect of exposure to gambling advertising was mediated by attitudes and descriptive norms. In this model, exposure to gambling advertising also had a direct effect on gambling frequency, which, moreover, mediated its impact on problem gambling. Likewise, gambling frequency was associated with problem gambling. Subsequently, the moderating effect of perceived family support was examined. In adolescents with high family support, exposure to gambling advertising did not promote favourable attitudes towards gambling and gambling frequency had less effect on problem gambling. Preventive strategies with recommendations for regulators, gambling operators, health professionals and families are proposed. Finally, some limitations of this study, which could be improved in future research, are outlined.*

**Advertising issues investigated:** The moderating effect of perceived family support on the impact of gambling advertising on adolescents..

**Type of study and method:** Quantitative study, school survey ( $n = 1,174$ ).

**Location:** The province of Huelva (Andalusia, Spain).

Pedroni, M. (2016). Much more than a game: The role of commercial advertising in the struggle between the advocates and opponents of gambling. In A. M. Ocaña (Ed.), *Clashing wor(l)ds: From international to intrapersonal conflict* (pp. 83-96). Leiden: Brill.

**Abstract.** *In many countries gambling has been progressively legalized over the past decades and has generated an ever-expanding industry able to influence state policy. The transformation of gambling into a mainstream leisure activity goes along with the 'colonization' of the social imaginary by images and symbols related to hazard products, which are at the same time promoted through advertisements and sold in ubiquitous and easily accessible shops. This expansion has resulted in an animated debate between the advocates and opponents of gambling. Among the former are concessionaires and trade associations, while the latter often include both lay and religious not-for-profit associations whose aim is to protect citizens from risks such as gambling addiction, usury, and racketeering. The literature, which largely adopts medical and psychological approaches, has paid relatively little attention to the role of advertising in creating a 'landscape' that normalizes the presence of gambling in everyday life. In this chapter I analyse a corpus of 369 commercials that appeared in Italy in two periods (2010 and 2012-2013) and were promoted by major gambling*

*cessionaires. Relying on a socio-semiotic approach, I identify the main representations that the commercials contain and the risks related to such representations of gambling. My argument is developed against the background of analysis of Italian legal gambling as a social field where a struggle among the State, concessionaires, media, and opponents of gambling is fought. The chapter shows that commercial advertising works as a means to dampen the tone of the struggle because concessionaires accept some restrictions on communication in order to be perceived as responsible players. This (apparently) weak approach contributes to mystifying the real processes taking place in the field, especially the neoliberal transformation of the State from an agent in charge of protecting citizens into a weakened market regulator that gives 'chances' to consumers.*

**Advertising issues investigated:** The content of gambling advertising in relation to changes in gambling regulation.

**Type of study and method:** Qualitative content analysis of 369 gambling advertisements combined with data on gambling regulation and gambling market development.

**Location:** Italy.

**Comment:** Judging from the abstract, this text is identical to Pedroni, M. (2018).

Pedroni, M. (2018). "Let me dream with the betting sheet in my hand": Gambling advertising narratives and the destigmatisation of gamblers. In P. Bray & M. Rzepecka (Eds.), *Communication and conflict in multiple settings*. Leiden: Brill / Rodopi.

**Comment** Judging from the abstract, this text is identical to Pedroni, 2016

Pitt, H., Thomas, S. L., & Bestman, A. (2016). Initiation, influence, and impact: adolescents and parents discuss the marketing of gambling products during Australian sporting matches. *BMC Public Health*, 16, 1-12. doi:10.1186/s12889-016-3610-z

**Abstract.** - *Background - Harmful gambling is a significant public health issue. Alongside the rapid diversification of gambling products, are rapid increases in the marketing for specific types of gambling products, such as online wagering. While concern has been raised about the impact of gambling promotions during sporting matches on the gambling beliefs and behaviours of adolescents, very little research has explored adolescents' and parents' attitudes towards the marketing of gambling products within sport.*

- *Methods - A qualitative study was conducted with 59 family groups comprising of at least one parent and one adolescent (14–18 years old) in Victoria, Australia. Parents and adolescents were interviewed separately and asked questions relating to their*

*gambling attitudes and behaviours. They were then brought together, and advertising reception techniques were utilised to prompt discussions about the marketing of gambling during sport. A thematic approach to analysis was used, constantly comparing similarities and differences between and across groups.*

*- Results - Three main themes emerged. First, was initiation of sport as a platform for the promotion of gambling. Adolescents perceived that the use of embedded promotions (for example during the match) and the use of athletes in gambling promotions were significant mechanisms for creating an alignment between gambling companies and sporting teams and codes. Second, was the influence of marketing messages in creating a perception that gambling was always accessible, and was an integral part of the sporting experience. Third was the impact of marketing messages on adolescent's discourses about sport. Parents described that they had noticed that wagering, and 'odds' discussions, had become embedded in adolescents narratives about sporting matches.*

*- Discussion and conclusions - Gambling marketing during sport has significantly increased. While the gambling industry states that it does not aim to intentionally target young people, adolescents are increasingly aware of the relationship between gambling and sport. Future research should explore the impacts and influence of gambling promotions during sport on the gambling attitudes and consumption intentions of adolescents. Effective public health policy is needed to develop comprehensive regulatory frameworks to protect young people from unnecessary exposure to the marketing for this potentially harmful adult product.*

**Advertising issues investigated:** Attitudes and beliefs about gambling and gambling marketing, among adolescents and their parents.

**Type of study and method:** Qualitative interviews.

**Location:** Victoria, Australia

Pitt, H., Thomas, S. L., Bestman, A., Stoneham, M., & Daube, M. (2016). "It's just everywhere!" Children and parents discuss the marketing of sports wagering in Australia. *Australian and New Zealand Journal of Public Health*, 40(5), 480-486.

**Abstract.** - *Objective: To investigate how children and adults recall the content and promotional channels for sports wagering marketing.*

*- Methods: A mixed methods study of 152 parent/child (8–16 years) dyads was conducted at AFL (Australian Football League), NRL (National Rugby League), and soccer sporting sites in New South Wales and Victoria, Australia. Questions related to the frequency of viewing AFL and NRL matches, sports wagering promotions and perceptions of the normalisation of wagering in sport. Descriptive statistics and thematic analysis were used to analyse data.*

*- Results: Children recruited from NRL (n=75, 96.2%) and AFL (n=46, 92.0%) sites were significantly more likely to have recalled having ever seen a promotion for*

sports wagering as compared to children from Soccer sites ( $n=18$ , 75.0%) ( $p<0.05$ ). Children and adults identified seeing sports wagering promotions in similar environments, most commonly on television, and at stadiums. Three-quarters of children (75.0%) and the majority of adults (90.0%) perceived that sports wagering was becoming a normal part of sport.

- *Conclusion and Implications:* This research shows that children engaged in particular sports have high awareness of wagering marketing, particularly as seen on television or at sporting matches. Regulation should comprehensively address the placement, quantity and content of wagering marketing aligned with sport to prevent current and/or future gambling harm.

**Advertising issues investigated:** Attitudes and beliefs about sports betting and sports betting marketing, among adolescents and their parents.

**Type of study and method:** Qualitative interviews.

**Location:** Victoria, Australia.

Pitt, H., Thomas, S. L., Bestman, A., Daube, M., & Derevensky, J. (2017). Factors that influence children's gambling attitudes and consumption intentions: Lessons for gambling harm prevention research, policies and advocacy strategies. *Harm Reduction Journal*, 14, 1-12.

**Abstract.** - *Background - Harmful gambling is a public health issue that affects not only adults but also children. With the development of a range of new gambling products, and the marketing for these products, children are potentially exposed to gambling more than ever before. While there have been many calls to develop strategies which protect children from harmful gambling products, very little is known about the factors that may influence children's attitudes towards these products. This study aimed to explore children's gambling attitudes and consumption intentions and the range of consumer socialisation factors that may influence these attitudes and behaviours.*

- *Methods - Children aged 8 to 16 years old ( $n = 48$ ) were interviewed in Melbourne, Australia. A semi-structured interview format included activities with children and open-ended questions. We explored children's perceptions of the popularity of different gambling products, their current engagement with gambling, and their future gambling consumption intentions. We used thematic analysis to explore children's narratives with a focus on the range of socialising factors that may shape children's gambling attitudes and perceptions.*

- *Results - Three key themes emerged from the data. First, children's perceptions of the popularity of different products were shaped by what they had seen or heard about these products, whether through family activities, the media (and in particular marketing) of gambling products, and/or the alignment of gambling products with sport. Second, children's gambling behaviours were influenced by family members*

and culturally valued events. Third, many children indicated consumption intentions towards sports betting. This was due to four key factors: (1) the alignment of gambling with culturally valued activities; (2) their perceived knowledge about sport; (3) the marketing and advertising of gambling products (and in particular sports betting); and (4) the influence of friends and family.

- *Conclusions* - This study indicates that there is a range of socialisation factors, particularly family and the media (predominantly via marketing), which may be positively shaping children's gambling attitudes, behaviours and consumption intentions. There is a need for governments to develop effective policies and regulations to reduce children's exposure to gambling products and ensure they are protected from the harms associated with gambling.

**Advertising issues investigated:** "... children's perceptions of the popularity of different gambling products, their current engagement with gambling, and their future gambling consumption intentions".

**Type of study and method:** Qualitative interviews.

**Location:** Melbourne, Victoria, Australia

Pitt, H., Thomas, S. L., Bestman, A., Daube, M., & Derevensky, J. (2017). What do children observe and learn from televised sports betting advertisements? A qualitative study among Australian children. *Australian and New Zealand Journal of Public Health*, 41(6), 604-610.

**Abstract. OBJECTIVE:** To explore children's awareness of sports betting advertising and how this advertising may influence children's attitudes, product knowledge and desire to try sports betting.

**METHODS:** Semi-structured qualitative interviews were conducted with 48 children (8-16 years) from Melbourne, Victoria. The interview schedule explored children's recall and interpretations of sports betting advertising, strategies within advertisements that may appeal to children, children's product knowledge and understanding of betting terminology, and factors that may encourage gambling. Interviews were transcribed and thematic analysis was conducted.

**RESULTS:** Children recalled in detail sports betting advertisements that they had seen, with humour the most engaging appeal strategy. They were also able to describe other specific appeal strategies and link these strategies to betting brands. Many children described how advertisements demonstrated how someone would place a bet, with some children recalling the detailed technical language associated with betting.

**CONCLUSIONS:** Children had detailed recall of sports betting advertisements and an extensive knowledge of sports betting products and terminology. Implications for public health: To protect children from the potential harms associated with sports betting, governments should consider changing regulations and implementing

*evidence-based education campaigns to counter the positive messages children receive from the sports betting industry.*

**Advertising issues investigated:** Childrens' recollections of having seen sports betting advertising and their beliefs about and attitudes towards such advertising.

**Type of study and method:** Qualitative interviews with 48 children.

**Location:** Melbourne, Victoria, Australia.

\* Planinac, L.C., J.E. Cohen, J. Reynolds, D.J. Robinson, A. Lavack & D. Korn. (2011). Lottery promotions at the point-of-sale in Ontario, Canada. *Journal of Gambling Studies*, 27(2), 345-354.

**Abstract.** *We documented the extent of point-of-sale (POS) lottery promotions in Ontario, Canada and the relationship between lottery promotions and store and city characteristics. This is the first quantitative study of POS lottery promotions. A total of 366 stores—independent and chain convenience stores, gas stations and grocery stores—were visited across 20 cities in Ontario. Data collectors unobtrusively observed the type of lottery promotions in each store and completed a data collection checklist. A lottery promotion index was created and hierarchical linear modeling (HLM) was conducted to examine the relationship between extent of lottery promotions and independent variables such as neighbourhood socioeconomic status and city prevalence of lottery ticket purchasing. POS lottery promotions were widespread across Ontario, with the highest level of promotion found in independent convenience stores. In the multivariable HLM model, none of the remaining independent variables remained statistically significant, except for store type. Lottery promotions are extensive at the POS in Ontario. These findings can help initiate discussions around the appropriateness and possible future regulation of this form of advertising.*

**Advertising issues investigated:** The volume of in-store promotion of lotteries in relation to variables such as neighbourhood socioeconomic status.

**Type of study and method:** Quantitative study of representative sample.

**Location:** Ontario, Canada.

Purves, R. I., Critchlow, N., Morgan, A., Stead, M., & Dobbie, F. (2020). Examining the frequency and nature of gambling marketing in televised broadcasts of professional sporting events in the United Kingdom. *Public Health*, 184, 71-78. doi.org/10.1016/j.puhe.2020.02.012

**Abstract.** - *Objective. Gambling operators in the United Kingdom have introduced a voluntary ban on adverts broadcast during televised sport before 21:00 (the 'whistle-*



to-whistle' ban). To inform debates around the potential effectiveness of this ban, we examine the frequency and nature of gambling marketing in televised broadcasts across professional sporting events.

- *Study design.* Frequency analysis of verbal and visual gambling marketing references during television broadcasts of football ( $n = 5$ ), tennis, Formula 1, boxing and rugby union (each  $n = 1$ ) from 2018.

- *Methods.* For each gambling reference, we coded: whether it appeared in-play or out-of-play; location (e.g. pitch-side advertising); format (e.g. branded merchandise); duration (s); number of identical references visible simultaneously; brand; and presence of age restriction or harm-reduction messages.

- *Results.* Boxing contained the most gambling references, on average, per broadcast minute (4.70 references), followed by football (2.75), rugby union (0.55) and tennis (0.11). Formula 1 contained no gambling references. In boxing, references most frequently appeared within the area-of-play. For football and rugby union, references most frequently appeared around the pitch border or within the area-of-play (e.g. branded shirts). Only a small minority of references were for adverts during commercial breaks that would be subject to the whistle-to-whistle ban (e.g. 2% of references in football). Less than 1% of references in boxing and only 3% of references in football contained age restriction or harm-reduction messages.

- *Conclusions.* As gambling sponsorship extends much beyond adverts in commercial breaks, the 'whistle-to-whistle' ban will have limited effect on gambling exposure. Gambling sponsorship activities rarely contain harm-reduction messages.

**Advertising issues investigated:** The frequency and nature of televised gambling marketing in connection with sporting events in the UK.

**Type of study and method:** Quantitative media analysis

**Location:** UK.

Quinn, C. A., Archibald, K., Nykiel, L., Pocuca, N., Hides, L., Allan, J., & Moloney, G. (2019). Does self-efficacy moderate the effect of gambling advertising on problem gambling behaviors? *Psychology of Addictive Behaviors*, 33(5), 503-509.  
doi:10.1037/adb0000485

**Abstract.** Problem gambling causes significant harm to individuals and society. Financial losses from gambling in Australia exceed those anywhere else in the world. Problem gamblers are overrepresented among substance users and rural and remote Australians. Limited research exists on the impact of gambling advertising on problem gambling among those seeking substance use treatment, in rural/remote areas, and protective factors that may guard against these impacts. This study examined whether self-efficacy to control gambling moderated the relationship between the perceived impact of gambling advertising and problem gambling in people seeking treatment for substance use. Participants ( $N = 198$ , 60% female) who had recently sought treatment for substance use from services in rural/remote areas

of Queensland and New South Wales, Australia, completed an anonymous online survey. Problem gambling severity was measured by the Problem Gambling Severity Index, with 30% of participants showing at least moderate-risk problem gambling behaviors (12% moderate-risk gambling, 18% high-risk gambling). Moderated regression analyses found self-efficacy to control gambling significantly moderated the relationship between the perceived impacts of gambling advertising and the severity of problem gambling. At low levels of self-efficacy to control gambling, higher perceived impacts of advertising on gambling involvement and awareness were associated with higher levels of problem gambling behavior. However, at high levels of self-efficacy to control gambling, the association between problem gambling and impact of gambling advertising was weaker for involvement and not significant for awareness. Findings suggest that self-efficacy could be targeted as a treatment option to protect vulnerable groups from the effects of gambling advertising.

**Advertising issues investigated:** The relationships between problem gambling, self-reported exposure to gambling advertising, self-perceived impact of such advertising, and self-efficacy.

**Type of study and method:** Questionnaire study with people (N = 198) who sought treatment for substance use.

**Location:** Queensland and New South Wales, Australia.

Rambøll. (2018). *Markedsføringens effekt på spilling av pengespill og pengespillproblemer* [The effect of marketing on gambling and gambling problems]. Oslo: Rambøll. <https://lottstift.no/wp-content/uploads/2018/03/Markedsforinges-effekt-pa-spilling-av-pengespill.pdf>

**From the English summary:** *The Norwegian Gaming and Foundation Authority have assigned Ramboll Management Consulting (Ramboll) to examine the effect of marketing on participation in gambling games and on gambling problems. The project was conducted between February 2017 and February 2018. The aim of the assignment has been to map the marketing of gambling games directed at Norwegians and how they perceive the influence of such marketing on their gambling and the extent of problem gambling. The project includes both the regulated and unregulated gambling market.*

*Following topics will be highlighted in this report:*

- *The extent of marketing of gambling games aimed at Norwegians and Norwegian players*
- *The content of the marketing of gambling games*
- *How players perceive the marketing, including exposure and how they are affected*
- *What characterizes content or marketing elements that can pose a significant risk factor for high risk gambling or gambling problems*
- *What attitudes Norwegians in general and active players have toward gambling and advertisement for gambling games*

**Advertising issues investigated:** Self-perceived exposure to and impact of gambling advertising of different kinds; attitudes towards gambling advertising.

**Type of study and method:** Mixed methods (surveys, interviews, focus groups).

**Location:** Norway.

**Comment:** This ambitious report is in Norwegian but includes a summary in English.

Among the findings are the following. Problem gamblers perceive a greater impact from gambling advertising on their behaviour than non-problem gamblers.

Problem gamblers perceive that SMS-messages from gambling companies, and promotion for jackpots and other financial incentives, have the greatest impact on them. Many people dislike gambling advertising; such advertising is much more disliked than advertising for groceries and cars.

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Rawat, V., Hing, N., & Russell, A. M. T. (2019). What's the message? A content analysis of emails and texts received from wagering operators during sports and racing events. *Journal of Gambling Studies*, 36(4), 1107-1121. doi:10.1007/s10899-019-09896-3

**Abstract.** *Previous research has established direct messages (such as emails and text messages) are a widely seen form of advertising and are highly influential on sports betting and race betting behaviour. Nevertheless, few studies have examined the specific content of these messages, and whether their content is related to account-holders' betting behaviour. The current study used an ecological momentary assessment design to examine direct messages received from wagering operators during the week around major Australian sports and racing events. Respondents completed a baseline survey followed by short daily surveys over a period of 1 week during peak betting periods, and provided the research team with the emails and text messages they received from wagering operators during this time. A sample of 102 sports and 110 race bettors provided a total of 931 messages. These messages subsequently underwent a content analysis to extract key features that were promoted, including inducements, incentives, and bet type. The analysis found the messages were saturated with inducements to bet, however no relationships were identified between the content of messages and the gambling risk status or betting frequency of participants. The most common types of incentives offered included bonus bets, rewards points, better odds/winnings, and reduced risk. Frequently promoted inducements included bonus or better winnings, refund/stake back offers, and match your stake/deposit. Given the influences of inducements on increasing betting expenditure and impulsive betting identified through previous research, taken together with the findings of the current study, direct messages may contribute to experiencing gambling-related harm. These findings have important implications for consumer education and the regulation of direct messages.*

**Advertising issues investigated:** The content of direct messages from gambling companies to their sports- and horserace betting customers, and its relationship with gambling frequency and risk level.

**Type of study and method:** Ecological momentary assessment study (N=212).

**Location:** Australia.

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Regulus Partners. (2019). *Gambling and advertising: An international study of regulatory intervention*. Regulus Partners.

<https://zoek.officielebekendmakingen.nl/blg-910252.pdf>

**Abstract** *This paper is designed to provide insight into three areas. First, it gives an overview and framework for how gambling advertising is evolving in commercial gambling landscapes across Europe, discussing the drivers of growth, key forms of advertising and marketing and how this is impacting both operator and consumer engagement. Second, the advertising restrictions of seven European jurisdictions are explained: Sweden, Denmark, Norway, Belgium, Italy, Spain, UK – all of which either have or are changing their advertising regulatory framework to become more restrictive. Finally, we consider the efficacy of gambling advertising restrictions through the lenses of academic research literature as well as the international comparisons provided, and the practical implications of enforcement and channelling demand to domestically regulated vs. illegal supply.*

**Advertising issues investigated:** Laws and regulations on gambling advertising; the extent of gambling advertising.

**Type of study and method:** Law review and compilation of statistics.

**Location:** Europe.

**Comment:** Presents data that are not available elsewhere, very good discussion.

Highly recommended.

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Rockloff, M. J., Browne, M., Russell, A. M. T., Hing, N., & Greer, N. (2019). Sports betting incentives encourage gamblers to select the long odds: An experimental investigation using monetary rewards. *Journal of Behavioral Addictions*, 8(2), 268-276. doi:10.1556/2006.8.2019.30

**Abstract.** *Background and aims: Incentives for wagering products can provide extra value to gamblers. However, there is no financial reason why this added value should lead people to take greater gambling risks. This study aimed to experimentally test if wagering incentives cause gamblers to choose higher-risk (long odds) bets than un-incentivized bets. Methods: An online experiment was conducted with wagering customers (N = 299, female = 12). Participants bet \$4 on each of six video game simulations of a sport that they had wagered on in the past 12 months (Australian*

*Football League, Cricket, or Soccer). Each game offered different common wagering incentives: Bonus bet, Better odds/winnings, Reduced risk, Cash rebate, Player's choice of inducement, or No-inducement. For each game, participants could bet on long, medium, or short odds, and subsequently viewed a highlight reel of the simulated game outcome and bet outcome. Results: Participants selected significantly longer odds (i.e., riskier) bets on games when an incentive was offered compared to the No-inducement condition. Better odds/winnings was the most attractive incentive, followed by Bonus bet, Cash rebate, Reduced risk, and No-incentive, respectively. No significant differences were observed based on demographics or problem gambling severity. Discussion and conclusions: The choice of long odds with incentivized bets increases the volatility of player returns. Increased volatility results in more gamblers in a losing position and fewer gamblers with larger wins. Moreover, if long odds bets are priced to provide poorer value to bettors compared to short odds, they would increase gamblers' losses and equivalently increase operators' profits.*

**Advertising issues investigated:** The effects of incentives on betting behavior.

**Type of study and method:** Experimental study.

**Location:** Victoria, Australia.

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Roderique-Davies, G., Torrance, J., Bhairon, T., Cousins, A., & John, B. (2020). Embedded gambling promotion in football: An explorative study of cue-exposure and urge to gamble. *Journal of Gambling Studies*, 36(3), 1013-1025. doi: 10.1007/s10899-020-09949-y

**Abstract.** *Limited research has evaluated the psychological effect of sports-betting advertising (such as embedded promotion) upon consumers considered 'higher-risk'. Students are often considered a higher-risk group given the numerous gambling-related risk factors associated with their lifestyle. Furthermore, students studying sports-related subjects may possess a bespoke vulnerability to sports-betting risk, due to contextual factors such as (mis)perceptions regarding advantages of sports-related knowledge. The pilot study investigated whether exposure to embedded gambling promotions during televised football, elicits urges to gamble amongst students, and whether the severity of reported gambling varies between those who study sports-related and non-sports subjects. An experimental methodology was employed. Sixty students from the University of South Wales were shown one of three videos: (a) televised football match highlights containing a high density of embedded promotion; (b) amateur football match highlights containing no gambling-related cues or embedded promotion; (c) a neutral control video containing footage of a live concert. Urge to gamble and risk of gambling problems were measured following video exposure. Sports-students reported significantly higher risk of gambling problem scores than non-sports students. Correspondingly, sport-students who were exposed to embedded gambling promotion reported significantly higher urges to gamble*

*compared to all other conditions. This effect was also observed amongst sports-students who were exposed to an amateur match containing no gambling-related material. These findings provide evidence for the cue-induced urge effect of sports-embedded gambling promotion, amongst vulnerable audiences. Public health interventions and harm reduction strategies should look to counteract these pervasive forms of gambling advertising.*

**Advertising issues investigated:** The effects of embedded gambling advertising on the urge to gamble

**Type of study and method:** Experimental study with student participants (n = 60)

**Location:** South Wales, Australia.

**Comment:** The mean score on the GUS, among sport students who had watched the highlight footage of a football match with embedded gambling promotion, was 3 points. The maximal score on GUS is 42 points; thus, their urges to gamble seem not to have been very strong.

Rossi, R., Nairn, A., Smith, J., & Inskip, C. (2021). "Get a £10 free bet every week" – Gambling advertising on Twitter: Volume, content, followers, engagement and regulatory compliance. *Journal of Public Policy & Marketing*, 40(4), 487-504. <https://doi.org/10.1177/0743915621999674>

**Abstract.** *The internet raises substantial challenges for policy makers in regulating gambling harm. The proliferation of gambling advertising on Twitter is one such challenge. However, the sheer scale renders it extremely hard to investigate using conventional techniques. In this paper the authors present three UK Twitter gambling advertising studies using both Big Data analytics and manual content analysis to explore the volume and content of gambling adverts, the age and engagement of followers, and compliance with UK advertising regulations. They analyse 890k organic adverts from 417 accounts along with data on 620k followers and 457k engagements (replies and retweets). They find that around 41,000 UK children follow Twitter gambling accounts, and that two-thirds of gambling advertising Tweets fail to fully comply with regulations. Adverts for eSports gambling are markedly different from those for traditional gambling (e.g. on soccer, casinos and lotteries) and appear to have strong appeal for children, with 28% of engagements with eSports gambling ads from under 16s. The authors make six policy recommendations: spotlight eSports gambling advertising; create new social-media-specific regulations; revise regulation on content appealing to children; use technology to block under-18s from seeing gambling ads; require ad-labelling of organic gambling Tweets; and deploy better enforcement.*

**Advertising issues investigated:** Gambling advertising on Twitter

**Type of study and method:** Quantitative: big data analytics and manual content analysis

**Location:** UK.

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Russell, A. M. T., Hing, N., Browne, M., & Rawat, V. (2018). Are direct messages (texts and emails) from wagering operators associated with betting intention and behavior? An ecological momentary assessment study. *Journal of Behavioral Addictions*, 7(4), 1079-1090. doi:10.1556/2006.7.2018.99.

**Abstract.** - *Background and aims.* Direct messaging via text messages (texts) and emails is a widely used method to advertise sports and race-betting offers. However, they have attracted little research, as this advertising is not in the public domain. This study aimed to determine whether betting expenditure is related to receiving direct wagering messages, and the specific inducements they promote. We hypothesized that receiving direct messages, particularly texts, would be related to betting expenditure within 24 hr.

- *Methods.* In this ecological momentary assessment study, regular sports ( $n = 98$ ) and race ( $n = 104$ ) bettors from Australia completed short daily surveys over 1 week that captured exposure to direct messages, betting behavior in the previous 24 hr, and betting intention for the next 24 hr. Respondents were asked to forward any texts and emails received to the researchers, who coded them for inducement content.

- *Results.* Longitudinal analyses found that receiving emails was positively associated with betting intention, whereas texts were positively associated with higher likelihood of betting and betting expenditure. These effects persisted when controlling for problem gambling status and signature betting events. Refund stake and bonus odds inducements were positively associated with likelihood of race betting (although not in multivariate models), as were bonus winnings inducements for sports betting.

- *Discussion and conclusions.* Direct messages, particularly texts, are powerful marketing tools, encouraging a nearly immediate, and arguably impulsive, betting response, which may increase gambling-related problems. Overseeing this private form of advertising presents challenges to regulators, and to public health efforts that aim to reduce gambling harm.

**Advertising issues investigated:** The influence of direct marketing on betting intentions and behaviour.

**Type of study and method:** Ecological momentary assessment study with 104 participants.

**Location:** Australia.

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Sant, Y. (2016). *Regulating for socially responsible advertising within the gambling industry*. Valletta: Faculty of Law, University of Malta.

***Abstract.** Advertising is one of the most salient features of a modern market economy. Its importance for market competition is immeasurable. Competition, in turn, is of ultimate benefit towards consumers and equally towards economy and society in general. On the other hand, however, consumers are often wary of advertisements, and of the potential trickery they may portray. This polarisation of views is no less evident within the gambling sphere. On the one hand gambling is viewed as a form of entertainment, and a contribution to a country's economy, and on the other hand it is seen as a potential danger to society due to the possibility of the development of a compulsive gambling disorder. When the two spheres are brought together, it comes as no surprise that gambling advertising is no less controversial. Due to the traditional nature of Maltese society, the Maltese legislator is faced with an increased difficulty to strike a balance between economic growth and protection of society. Ultimately, it is deduced that, the enactment and implementation of socially responsible gambling advertising regulations could present a suitable solution to such a controversial topic. This study endeavours to engage in a comparative exercise of such regulations, with the aim of proposing improvements to Malta's current regulatory processes.*

**Advertising issues investigated:** Laws, regulations and codes regarding gambling advertising, its content, modes of distribution, and target audiences.

**Type of study and method:** A comparative study of official documents, mainly from Malta, UK, Spain, Italy and the European Union.

**Location:** Multiple countries in the EU, see above, with a focus on Malta.

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\* Schottler Consulting. (2012). *The marketing, advertising and sponsorship of gambling products and services within New Zealand*. Auckland: New Zealand Ministry of Health.

***Abstract.** The current study explores the effects of marketing, advertising and sponsorship of major gambling activities within New Zealand. This exploratory study involved conduct of focus groups and a survey of gamblers to identify how marketing and advertising approaches may impact gambler perceptions of gambling and motivations to gamble. As part of focus groups, a diverse range of gambling marketing and advertising materials from within New Zealand were reviewed. In addition, a literature review and scan of international marketing and advertising codes was undertaken. Based on major insights from the research, the key characteristics of harmful marketing and advertising were identified. Effects were similarly explored from both a general community perspective and from the perspective of people of Maori, Pacific and Asian backgrounds.*

**Advertising issues investigated:** Numerous, including: perception of and attitudes across different ethnic groups towards gambling advertising of various kinds and with various messages, self-perceived impact of advertising, deception in



advertising, risk factors and advertising messages, cross-sectional observations of advertising recall and problem gambling status.

**Type of study and method:** Multi-method, including focus groups and a questionnaire administered to a panel with 400 participants.

**Location:** New Zealand.

**Comment:** This is an extensive report presenting a massive amount of data on how gambling advertising is perceived and how it may impact individuals.

\* Shah, D.V., R.J. Faber & S. Youn. (1999). Susceptibility and severity: Perceptual dimensions underlying the third-person effect. *Communication Research*, 26(2), 240-267.

*Abstract.* The authors posit that 2 distinct perceptual dimensions underlie the third-person effect hypothesis: judgments of susceptibility to communications (a cognitive process) and severity of communications (an affective process). To explore this, 194 18-82 yr olds were asked (a) to estimate their own and others' susceptibility to various types of advertising content and the severity of such advertising's effects on themselves and others, and (b) to express their willingness to censor these classes of commercials. The advertising content fell into 2 broad categories: controversial products (cigarettes, liquor, and beer) and gambling services (casinos and lotteries). Findings indicate that third-person perceptions exist in terms of susceptibility and severity, and that both of these perceptual biases are related to individuals' willingness to censor advertising.

**Advertising issues investigated:** The third-person effect with respect to controversial products and gambling (i.e. to what extent people believe themselves and others to be influenced by gambling advertising); willingness to censor advertising in relation to beliefs about the extent that oneself and others are influenced by advertising.

**Type of study and method:** Survey of consumers randomly recruited in a shopping mall (N=194).

**Location:** A large Midwestern American city.

**Comment:** This is the same study as reported in: Yuon, Faber & Shah (2000).

Sharman, S., Ferreira, C. A., & Newall, P. W. S. (2020). Exposure to gambling and alcohol marketing in soccer matchday programmes. *Journal of Gambling Studies*, 36(3), 979-988. doi:10.1007/s10899-019-09912-6

*Abstract.* The UK's Premier League and Championship are two of the most well attended soccer leagues worldwide; however, little is known regarding exposure to gambling marketing through the matchday experience. The current study sought to

*quantify exposure to gambling and alcohol marketing, and responsible gambling messages within matchday programmes. Programmes for each team in the English Premier League and Championship were analysed across consecutive matchday weekends, made available to 1,269,404 match-going fans. Direct adverts for, and incidental exposure to, gambling, alcohol, and responsible gambling marketing or messages were coded. Direct adverts were counted, as were absolute counts and percentage of pages with incidental exposure. Programmes averaged 2.3 direct gambling adverts and 37.8 instances of incidental gambling marketing exposure. Incidental gambling marketing was found on 22.2% of pages. There was more gambling marketing than either alcohol marketing or responsible gambling messages. This was observed across: number of direct adverts ( $p < .001$ ), incidents of exposure ( $p < .001$ ) and the percentage of pages with exposure ( $p < .001$ ). Teams with gambling shirt sponsors had more incidental marketing exposure, in both absolute count ( $p < .001$ ) and percentage of pages ( $p < .001$ ) but did not have more direct gambling adverts ( $p = .63$ ). Incidental exposure to gambling marketing was present in 59.0% of children's specific sections of programmes. There was greater exposure to gambling marketing in soccer matchday programmes. Gambling marketing was frequently evident in child specific sections of matchday programmes. Attending soccer matches and reading the matchday programme increases exposure to gambling.*

**Advertising issues investigated:** The extent of gambling advertising in in soccer matchday programmes

**Type of study and method:** Survey of the content of matchday programmes.

**Location:** UK.

Shatley, J., Ghaharian, K., Bernhard, B., Feldman, A., & Harris, B. (2021). *The marketing moment: Sports, wagering, and advertising in the United States*.

International Gambling Institute, University of Nevada, Las Vegas.

[https://www.unlv.edu/sites/default/files/page\\_files/2693/IGI-TheMarketingMoment-UNLVIGIRreport.pdf](https://www.unlv.edu/sites/default/files/page_files/2693/IGI-TheMarketingMoment-UNLVIGIRreport.pdf)

**From the executive summary.** *Advertising is ubiquitous, coming at us through our phones, our screens, and even, seemingly, the ether itself, via the always-on ears and voice of Alexa or Siri. Meanwhile, social media has efficiently transformed users into data, and data into highly targeted ads. The experience of being targeted via advertising has become so omnipresent that we can easily forget where boundaries might lie, nor do many of us stop to consider the experience's very ubiquity. This report aims to help inform a critical conversation on advertising as it plays out in sports wagering settings – a particularly contentious area that the US is only beginning to engage. We draw on evidence and insights from other jurisdictions, as the International Gaming Institute has long recommended, and we bring together*

experts from the fields of law, operations, regulation, problem gambling, responsible gaming, and sociology to do so. The report itself takes a “yesterdays, todays, and tomorrows” approach, by examining history first, then summarizing a number of current debates, and then providing recommendations for the future.

**Advertising issues investigated:** The marketing of sports betting in the USA

**Type of study and method:** Policy analysis in a historical perspective

**Location:** USA.

Singer, J., Kufenko, V., Wöhr, A., Wuketich, M., & Otterbach, S. (2022). How do gambling providers use the social network Twitter in Germany? An explorative mixed-methods topic modeling approach. *Journal of Gambling Studies*, Advance online publication. <https://doi.org/10.1007/s10899-022-10158-y>

**Abstract.** *This study examines the social media activities of gambling providers in Germany, focusing on the platform Twitter. A collection of 34.151 tweets from 13 Twitter accounts was made, representing casinos, sports betting, state lotteries, social lotteries and lottery brokers. We apply an explorative mixed-methods approach, integrating a summative content analysis together with a semi-supervised guided topic modeling approach, to analyse frequency, number of followers, interaction and content of Twitter messages, and work out differences among the individual providers. The results show that Twitter does not seem to be particularly important for gambling providers who are active in Germany. Regarding outreach, frequency of tweets and interaction, Twitter plays a much smaller role than, for example, in the UK. The potential for Twitter to be an advertising, marketing and interaction channel has not yet been fully exploited, which would make it a perfect moment for developing an appropriate regulatory framework. Overall, the results of semi-supervised topic modeling show that providers most often use informative content (news) and combine it with other, usually less neutral content. It is alarming that many providers make little or no use of Responsible Gambling messages. Even though the activities are presently on a low level, they contribute to the normalization of gambling, setting incentives for increasing gambling participation. Children and youth form a large segment of Twitter users. Potential harm can arise especially for this group because of the lack of enforcement of any age limit..*

**Advertising issues investigated:** The amount and content of promotion made via Twitter by gambling companies operating in Germany.

**Type of study and method:** Mixed methods, quantitative

**Location:** Germany.

\* Sklar, A. & J.L. Derevensky. (2010). Way to play: Analyzing gambling ads for their appeal to underage youth. *Canadian Journal of Communication*, 35(4), 533-554.

**Abstract.** *This study is the first in Canada to look at gambling ads from a variety of media sources from different provincial lotteries, with 127 television, radio, print, and public-display ads obtained from the Atlantic Lottery Corporation, Ontario Lottery and Gaming Corporation, Loto-Québec, and the Western Lottery Corporation. Ads were coded for recurring themes, symbols, and discourses using a qualitative software program and analyzed, with their appeal to youth forming the framework for analysis. Major findings include the discussion of nine key themes: easy money, dream, social status, glamour, regular folks, sports, excitement, humour, and youth culture. These themes are discussed in terms of their specific appeal to youth audiences, and their significance is related to existing literature.*

**Advertising issues investigated:** Messages in gambling advertising, with special attention to messages that appeal to underage youth.

**Type of study and method:** Content analysis of 127 advertisements received from gambling companies.

**Location:** Canada.

Smith, M., Chambers, T., Abbott, M., & Signal, L. (2020). High stakes: Children's exposure to gambling and gambling marketing using wearable cameras. *International Journal of Mental Health and Addiction*, 18(4), 1025-1047. doi:10.1007/s11469-019-00103-3

**Abstract.** *Concerns continue to be raised about the 'normalising' influence of gambling and its marketing on children. This study sought to determine the nature and extent of children's everyday exposure to gambling and its marketing. New Zealand children (11–13 years; n = 167) wore wearable cameras, capturing images of their day every seven seconds for four days, June 2014–July 2015. Images (n = 380,000) were assessed for their exposure to gambling and its marketing. On average, children were exposed to gambling products or activities 0.6 (95% CI 0.4, 1.0) times/day and marketing 6.9 (95% CI 4.6, 10.3) times/day. Marketing exposures occurred most frequently in book stores (1.7 (95% CI 0.7, 4.0)/day), convenience stores (1.5 (95% CI 0.7, 3.0)/day), and supermarkets (1.4 (95% CI 0.8, 2.5)/day), via a shop front signage (3.3 (95% CI 1.9, 5.5)/day) and in-store marketing (1.9 (95% CI 1.3, 2.7)/day). The national lottery (4.7 (95% CI 3.2, 7.0)/day) and scratch cards (0.6 (95% CI 0.4, 0.9)/day) were most frequently promoted. Children were frequently exposed to gambling and its marketing, in the everyday places they go. Regulation of gambling and its marketing could contribute to the reduction of gambling-related harm, improving children's health, and well-being.*

**Advertising issues investigated:** Children's exposure to gambling.

**Type of study and method:** Quantitative analysis of 380.000 photos from wearable cameras

**Location:** New Zealand.

Sproston, K., C. Hanley, K. Brook, N. Hing & S. Gainsbury. (2015). *Marketing of sports betting and racing*. Melbourne: Gambling Research Australia.

<http://www.gamblingresearch.org.au/resources/071d1081-3ee4-474a-98d1-944701ca229a/gramarketingofsbandrb.pdf>

*Excerpt from the executive summary. In the context of increased marketing activity associated with the expansion of the sports and race betting (wagering) industry, the study aimed to explore the impact of this marketing on gambling behaviour and intention among Australians, particularly on specific population subgroups: regular bettors, non-regular bettors, problem gamblers and adolescents.*

*Key research questions were:*

- *Does exposure to wagering marketing encourage gambling intention and behaviour?*
- *If so, in what way does marketing impact upon target audiences?*
- *Does such marketing create a relationship with gambling?*
- *Does such marketing encourage gambling on other activities?*
- *Does such marketing impact particularly upon vulnerable groups such as adolescents and at risk gamblers?*

**Advertising issues investigated:** See key questions above, as well as measurement of advertising volumes, content analysis of advertising, the third-person effect in advertising, impact on problem gamblers relative to non-problem gamblers, and perceptions of and attitudes towards gambling promotions.

**Type of study and method:** Literature review, environmental scan of sports betting and racing marketing, qualitative study with ten focus groups, online survey ( $n = 3200$ ).

**Location:** Australia.

**Comment:** This is a 515-page report (231 pages + appendices). It contains many interesting observations on gambling advertising, which are discussed in relation to previous research. The findings are summarized in the executive summary but also in the Conclusion section. In general, the findings are in line with those of previous studies on gambling advertising. However, little evidence is found that young people is an especially vulnerable group. A new finding is that advertising for sports betting and horse racing makes about a quarter of respondents more willing to partake in other forms of gambling, although it remains unclear how such advertising can have this effect.

Stadler, E., & Naraine, M. L. (2020). Place your bets: An exploratory study of sports-gambling operators' use of Twitter for relationship marketing. *Human Kinetics Journal*, 13(2), 157-180. doi: 10.1123/ijsc.2019-0114

**Abstract.** *Worldwide, sports gambling is a multibillion-dollar industry. Despite the industry's size and success, little research has been conducted on sport-gambling operators (SGOs), and no research has examined their presence on social media. As such, this exploratory study aimed to examine the social media habits of SGOs through a relationship-marketing lens. To do so, 16,466 tweets were collected from the Twitter accounts of six Australian SGOs, with descriptive statistics from tweets presented and Leximancer performing automated thematic analyses. Results indicated that SGOs are discussing professionalized sport, influencers, and subbrands, as well as extensively making use of hashtags and mentions. Given these results, the strategies that SGOs are using to communicate and interact with their consumers focuses particularly on a North American professional-sport and horseracing context. This research contributes to the growing understanding of social media stakeholders in sport and provides an initial starting point for future research on SGOs given the recent legalization of sports gambling in the United States.*

**Advertising issues investigated:** Sport betting companies' use of Twitter

**Type of study and method:** Content analysis

**Location:** Australia.

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\* Stone, H.W. (2000). *An analysis of selected determinants of Texas lottery revenue*. San Marcos: Applied Research Project, Texas State University.

**Abstract.** *State lotteries have been implemented in a majority of the United States. The anti-tax sentiment throughout the country has contributed to the approval and growth of this alternative method of revenue generation. In Texas, over \$21 billion in sales has been produced since the lottery began operating in 1992. Generally, this source of revenue has not been a stable or predictable one. Through the examination of certain influences on lottery revenues, officials can gain insight on ways to increase sales and maximize revenue if they so desire. In this study, multiple regression analysis is employed to evaluate the impact of four selected determinants on Texas lottery revenues. The four determinants analyzed in this study are the lottery payout rate, advertising expenditures, number of jackpots of \$25 million or more and the state unemployment rate. Of these four, the unemployment rate was found to have a significant impact on lottery revenues. Since the unemployment rate is a factor outside the control of lottery officials, the remaining three were also analyzed. Of the remaining three determinants, advertising expenditures were found to have a significant impact on lottery revenues.*

**Advertising issues investigated:** Advertising efficiency.

**Type of study and method:** Econometric.

**Location:** Texas, USA.

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Syvertsen, A., Erevik, E. K., Hanss, D., Mentzoni, R. A., & Pallesen, S. (2022). Relationships between exposure to different gambling advertising types, advertising impact and problem gambling. *Journal of Gambling Studies*, 38(2), 465-482. doi.org/10.1007/s10899-021-10038-x

**Abstract.** *People with gambling problems report more exposure and impact from gambling advertising, although less is known regarding the role of specific advertising types. Data on gamblers (n = 5830, 48.5% women, mean age = 44.27) was collected from a general population cross-sectional survey in Norway (32.7% response rate). We examined if problem gambling was associated with perceived advertising impact (on gambling involvement, awareness, and knowledge) or exposure (via internet, TV, retail outlet, newspaper, and direct advertising). We also investigated if advertising exposure was associated with advertising impact. ANOVAs revealed that problem gambling was associated with increased perceived advertising impact on gambling involvement ( $\omega^2 = 0.09$ ,  $p < .001$ ) and awareness of gambling ( $\omega^2 = 0.04$ ,  $p < .001$ ). Reported exposure to direct advertising increased linearly with problem gambling level ( $\omega^2 = 0.04$ ,  $p < .001$ ), whereas we found small/no differences in exposure to other types of advertising. Multiple regressions revealed that among advertising types, internet advertising was the strongest predictor of perceived advertising impact on gambling involvement ( $\beta = 0.1$ ,  $p < .001$ ). TV advertising was the strongest predictor of advertising impact on knowledge of gambling forms and operators ( $\beta = 0.28$ ,  $p < .001$ ) and awareness of gambling ( $\beta = .05$ ,  $p < .05$ ). Future studies should elucidate how different subtypes of internet advertising impact gambling involvement. Clinicians should assess clients' experiences with direct advertising and devise interventions for coping. Researchers should be aware that internet and direct advertising allow for more tailored content compared to other advertising types.*

**Advertising issues investigated:** Exposure to and impact of various types of gambling advertising.

**Type of study and method:** Population study (n = 5830)

**Location:** Norway.

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Syvertsen, A., Pallesen, S., Erevik, E. K., & Mentzoni, R. A. (2020). Direct marketing experiences among individuals with current and lifetime gambling

disorder. *Frontiers in Psychology, Health Psychology*, 11(1957), 1-12. doi: 10.3389/fpsyg.2020.01957

**Abstract.** *Gambling providers use varied and complex marketing techniques, including marketing that targets the individual directly. Previous research indicates that individuals with gambling disorder are disproportionately influenced by gambling marketing, however, very few studies have examined gamblers' experiences with direct marketing. The current exploratory interview study examined experiences with direct gambling marketing among 12 individuals with either current (n = 5) or lifetime (n = 7) gambling disorder. A broad research question was employed encompassing experiences with different types of direct marketing and corresponding attitudes, influences, and interactions. The interview data were analyzed with thematic analysis using an inductive approach, and the participants reported extensive and varied experiences with direct marketing. Two overarching themes, with two and four subthemes, respectively, were identified. The overarching themes showed that marketing experiences were intimately connected with participants' gambling behaviors and their relationships to their own problems. Overall, direct marketing was experienced as an interactive form of marketing with individually tailored promotions such as free gambling credits, bonuses, and special gifts. Some promotions were experienced as personal, while others were experienced as mass produced. Direct marketing was in some cases experienced as predatory and was reported to hamper the participants' ability to cope with their gambling disorder. Participants' attitudes toward direct marketing varied as a function of the participants' engagement in gambling. During periods of active gambling, direct marketing was experienced as beneficial and positive as the participants took advantage of the offers or actively manipulated how the offers were made. In contrast, when attempting to reduce/abstain from gambling, the participants experienced direct marketing as aggressive, and they reported making considerable efforts to try to limit it. Direct marketing was experienced as a trigger for gambling urges and was reported to induce a conflict between gambling and abstinence. Directly marketed promotions are discussed in relation to ecological factors of access and availability that form a basis for the development of gambling disorder, and variations in experiences are related to stages of change in gambling disorder. Implications for treatment are discussed where the current findings suggest that coping with marketing should be addressed in treatment.*

**Advertising issues investigated:** Experiences of direct gambling marketing among current and former problem gamblers.

**Type of study and method:** Qualitative interviews (N = 12)

**Location:** Norway.

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Tessier, S., Romo, L., & Zerhouni, O. (2021). Impact of advertising campaigns among online gamblers: The role perceptions of social support and personality traits. *Frontiers in Psychiatry*, 12(October), 1-11. <https://doi.org/10.3389/fpsy.2021.599988>

**Abstract.** - *Background: Few studies on problematic gamblers have focused on how environment and personality interact in gambling behavior. The aim of this research is to investigate how social support, dimensions of personality, and advertising campaigns are associated with gambling among problematic or moderate-risk gamblers and recreational gamblers and associated with online gambling (i.e., sport and poker).*

- *Methods: One hundred nine participants (45% problematic or moderate-risk gamblers) answered an online survey including social support, five factor models of personality, typology of gamblers, and several sociodemographic variables.*

- *Results: We found that problematic and moderate-risk gamblers were significantly more sensitive to gambling advertisements compared to light players. Social support was significantly lower among online gamblers compared to offline gamblers, but no association was found between social support and type of gamblers. Problematic and moderate-risk gamblers presented lower levels of extraversion compared with recreational gamblers. Notably, when the onset of gambling is before 18 years old, participants had more chances to recall more gambling advertisements as adults.*

- *Conclusion: We propose that future longitudinal research should focus on characteristics of online gamers particularly regarding social support to understand this low level of adequacy compared to offline gamblers.*

**Advertising issues investigated:** Impact of gambling advertising in relation to social factors and personality traits.

**Type of study and method:** Web survey (n = 109).

**Location:** France.

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Thomas, S. L., Bestman, A., Pitt, H., Cassidy, R., McCarthy, S., Nyemcsok, C., . . . Daube, M. (2018). Young people's awareness of the timing and placement of gambling advertising on traditional and social media platforms: A study of 11–16-year-olds in Australia. *Harm Reduction Journal*, 15, 1-13.

**Abstract.** - *Background - Research has demonstrated that the promotion of gambling, particularly within sport, may have a significant impact on positively shaping young people's attitudes towards gambling. While some governments have implemented restrictions to limit young people's exposure to gambling advertising, few studies have investigated where young people recall seeing gambling advertising, and whether they perceive that advertising restrictions have gone far enough in reducing exposure to these promotions.*

- *Method* - Mixed methods, interviewer-assisted surveys were conducted with  $n = 111$  young people aged 11–16 years, who were self-reported fans of basketball in Victoria, Australia. Interviews were conducted at basketball stadiums between May and July 2018. The study assessed media viewing patterns; recall and awareness of the timing, placement, and content of gambling advertising; the impact of gambling advertising restrictions; and attitudes towards sporting organisations' roles in the promotion of gambling.

- *Results* - The majority of young people recalled seeing gambling advertising on television ( $n = 101, 91.0\%$ ), with most recalling advertising within sporting matches or games ( $n = 79, 71.2\%$ ). Most young people recalled seeing gambling advertising in the early evening before 8:30 pm ( $n = 75, 67.6\%$ ). Just over half of young people described seeing gambling advertisements on social media ( $n = 61, 55.0\%$ ), and over a third ( $n = 40, 36.0\%$ ) recalled gambling advertising on YouTube, predominantly before watching sporting or gaming videos. The majority stated that they continued to watch sport after 8:30 pm ( $n = 93, 83.7\%$ ), which is when restrictions on advertising in live sport in Australia end. The majority ( $n = 88, 79.3\%$ ) stated that there were too many gambling advertisements in sport. Three quarters believed that sporting codes should do more to prevent young people from being exposed to advertising for gambling in sport ( $n = 84, 75.7\%$ ).

- *Conclusions* - There is now a clear body evidence that current regulatory systems for gambling advertising are ineffective, with further restrictions urgently needed across a range of media channels to prevent exposure to promotions that may encourage young people's interest and involvement in gambling.

**Advertising issues investigated:** Children's recollection of seeing gambling advertising and their views on such advertising.

**Type of study and method:** Mixed methods, primarily interviewer-assisted survey.

**Location:** Victoria, Australia.

\* Thomas, S., S. Lewis, J. Duong & C. McLeod. (2012). Sports betting marketing during sporting events: A stadium and broadcast census of Australian Football League matches. *Australian and New Zealand Journal of Public Health*, 36(2), 145-152.

**Abstract.** *Objective:* Using Australian Football League (AFL) matches as a case study, we investigated the frequency, length and content of marketing strategies for sports betting during two specific settings: 1) at stadiums during four live matches; and 2) during eight televised broadcasts of matches.

*Methods:* Census of sports betting marketing during Round 12 of the 2011 AFL premiership season.

*Results:* Per match, there was an average of 58.5 episodes (median 49.5, s.d 27.8) and 341.1 minutes (median 324.1 minutes and s.d 44.5) of sports betting marketing at

stadiums, and 50.5 episodes (median 53.5, s.d 45.2) and 4.8 minutes (median 5.0 minutes, s.d 4.0) during televised broadcasts. A diverse range of marketing techniques were used to: a) embed sports betting within the game; b) align sports betting with fans' overall experience of the game; and c) encourage individuals to bet live during the game. There were very few visible or audible messages (such as responsible gambling or Gambler's Help messages) to counter-frame the overwhelmingly positive messages that individuals received about sports betting during the match.

*Conclusions and Implications:* This study raises important questions about the impacts of saturation, integrated and impulse gambling marketing strategies in sporting matches. Future research should explore: 1) how wagering industry marketing strategies may affect the attitudes and behaviours of community sub-groups (e.g. young male sports fans, and children); and 2) which public health and policy strategies, including regulation and harm minimisation messaging, will be effective in responding to wagering industry marketing strategies during sporting matches.

**Advertising issues investigated:** Volume and content of sports betting marketing.

**Type of study and method:** Observation of live and broadcast sports events.

**Location:** Australia.

\* Thomas, S.L., S. Lewis, C. McLeod & J. Haycock. (2012). 'They are working every angle'. A qualitative study of Australian adults' attitudes towards, and interactions with, gambling industry marketing strategies. *International Gambling Studies*, 12(1), 111-127.

**Abstract.** As gambling products have diversified so too have the ways in which the gambling industry has been able to target, reach and engage different sectors of the community. Limited research has explored the ways in which individuals conceptualize and respond to gambling marketing strategies. Semi-structured, qualitative interviews were conducted with 100 adults in Victoria, Australia, who had gambled at least once during the previous year. Participants described the multi-layered ways in which gambling was marketed and were concerned about the role of marketing in 'normalizing' gambling for some groups. Male participants felt 'bombarDED' and 'targeted' by sports bet marketing. Most women and older men actively resisted gambling marketing strategies. Older women, younger men, moderate and high risk gamblers and those from low socio-economic backgrounds were particularly influenced by incentivization to gambling. This study highlights the complex ways in which different individuals interpret and respond to gambling industry marketing strategies.

**Advertising issues investigated:** Perceptions of and attitudes towards gambling advertising.

**Type of study and method:** Qualitative interviews with adults recruited in a variety of ways (N=100).

**Location:** State of Victoria, Australia.

Thomas, S. (2014). *Parents and adolescents discuss gambling advertising: A qualitative study*. Victoria, Australia: Victorian Responsible Gambling Foundation. [http://www.responsiblegambling.vic.gov.au/\\_data/assets/pdf\\_file/0006/14676/Parents-and-adolescents-discuss-gambling-advertising-a-qualitative-study.pdf](http://www.responsiblegambling.vic.gov.au/_data/assets/pdf_file/0006/14676/Parents-and-adolescents-discuss-gambling-advertising-a-qualitative-study.pdf)

**Excerpt from executive summary.** *The following qualitative study (with 59 adults and 61 of their adolescent children living in metropolitan Melbourne) presented in the report responds to some of the information ‘gaps’ highlighted by Binde in his report [the RGT report]. It aims to provide qualitative preliminary information about how parents and children perceive and respond to different types of advertising for a variety of gambling products and services.*

*The study specifically aimed to explore:*

1. *How socio-cultural factors may influence the meanings individuals construct about gambling.*
2. *How different audience segments (in this case parents and their children) interpret messages about different types of advertisements in different ways.*
3. *How the framing of messages about gambling may influence perceptions about the risks and benefits associated with different types of gambling products and services.*

*The specific objectives of the study were to:*

1. *Provide detailed qualitative information about how different audience segments interpret the messages they see in gambling advertisements.*
2. *Strengthen understandings about how different gambling advertising strategies may influence gambling attitudes in different audience segments.*
3. *Inform future studies on audience perceptions of gambling advertising and marketing strategies.*

**Advertising issues investigated:** Adults’ and adolescents’ perceptions of and attitudes towards gambling marketing and its messages.

**Type of study and method:** Qualitative interview study ( $n = 120$ ).

**Location:** Melbourne, Australia.

Thomas, S. L., Bestman, A., Pitt, H., Deans, E., & Randle, M. J. (2015). *The marketing of wagering on social media: An analysis of promotional content on YouTube, Twitter and Facebook*. Victoria, Australia: Victorian Responsible

Gambling Foundation.

<http://ro.uow.edu.au/cgi/viewcontent.cgi?article=1694&context=ahsri>

**Excerpt from executive summary. Overview** *Social media is increasingly used as a platform to promote products and services. Research on tobacco and alcohol has shown the extent to which dangerous consumption industries are moving from traditionally highly regulated media platforms, such as television, to marketing channels that are not subject to existing government regulation, and which governments appear much more reluctant to regulate. ...* **Aims** *This project had three key aims.*

1. *To identify the extent and nature of marketing tactics used by sports wagering companies on three social media platforms: YouTube, Twitter and Facebook.*
2. *To construct a typology of marketing tactics used across the different social media platforms as a map for future research investigations.*
3. *To recommend initiatives that may be taken up by the foundation and similar public health organisations in relation to reducing harm from gambling products.*

**Advertising issues investigated:** The extent and content of sports wagering promotion in social media.

**Type of study and method:** "...a mixed methods interpretive content analysis..."

**Location:** Australia.

Thomas, S., Pitt, H., Bestman, A., Randle, M., Daube, M., & Pettigrew, S. (2016). *Child and parent recall of gambling sponsorship in Australian sport*. Melbourne: Victorian Responsible Gambling Foundation.

**Abstract.** *This study, led by Deakin University's Samantha Thomas, explored child and parent recall of sports betting and gambling brand sponsorship of Australian Football League, National Rugby League and soccer teams.*

*The report is one component of the broader study - A public health analysis of gambling marketing activities: Themes, targets and impacts.*

*The researchers asked:*

- *What is the extent to which children and parents recall and prefer sports betting brand names?*
- *Is there evidence that children and parents are able to implicitly recall sports sponsorship relationships between gambling brands and sporting teams?*
- *Are there differences in recall between children of different ages, genders and sporting codes?*
- *Is there a perception that sports betting marketing aligned with sport influences children's attitudes towards and consumption intentions of gambling?*

*Findings from this study suggest the marketing of sports betting brands in sport is increasing the recall and preference of sports betting brands for children. It shows*

*that children are developing an awareness of gambling, and specifically of casino and sports betting marketing, within sport.*

*Implications for the foundation. The results suggest that sports betting advertising associated with sport is having a resonance with sports spectators under the age of 18. This supports the foundation's view that gambling advertising during children's viewing hours, as occurs during live sports teleplays, should be stopped. It also supports the foundation's work in phasing out sports betting sponsors among Victoria AFL teams.*

**Advertising issues investigated:** Children's' and parents' recall of gambling sponsorship and their thoughts in relation to such marketing.

**Type of study and method:** Questionnaires and an implicit recall activity.

**Location:** Australia.

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Torrance, J., Roderique-Davies, G., Thomas, S. L., Davies, N., & John, B. (2020). 'It's basically everywhere': Young adults' perceptions of gambling advertising in the UK. *Health Promotion International*, 126, 1-13. doi: 10.1093/heapro/daaa126

**Abstract.** *In comparison to jurisdictions, such as Australia, limited research has focused upon the perceptions and reported effects of gambling advertising within the unique gambling environment of the UK. An online qualitative survey was conducted with 62 young adult gamblers in the UK. The survey investigated the place, meaning and influence of gambling advertising within the lives of the participants. Demographic data were analyzed using descriptive statistics, with qualitative data interpreted using inductive thematic analysis techniques. Three themes were identified. Firstly, young adults were highly cognizant of UK gambling advertising strategies. Second, young adults were able to describe the influence of gambling advertising including its normalizing effect and proliferation of misleading messages. Finally, young adults perceived that current harm minimization strategies, including responsible gambling messages, were ineffective. Many were supportive of increased regulation of gambling advertising. The findings indicate that young adults are aware of the potential risks associated with gambling advertising and are supportive of regulatory reform. It is important that the views and perspectives of young adults are fully considered by regulators and policy makers in the UK, particularly as they are a potential target demographic for the industry.*

**Advertising issues investigated:** Young adults' perception of gambling advertising in the UK.

**Type of study and method:** Qualitative online study (n = 62).

**Location:** UK

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Torrance, J., John, B., Greville, J., O'Hanrahan, M., Davis, N., & Roderique-Davies, G. (2021). Emergent gambling advertising: A rapid review of marketing content, delivery and structural features. *BMC Public Health*, *21*(718), 1-13. <https://doi.org/10.1186/s12889-021-10805-w>

**Abstract.** - *Background: Gambling advertising is well-funded and has become increasingly sophisticated in recent years. As the presence and pervasiveness of gambling advertising increases, there is a corresponding need for empirical understanding of the characteristics and trends associated with emergent gambling advertisements and marketing. However, there is limited data on this rapidly evolving phenomenon.*

- *Methods: A rapid review was undertaken of the empirical research (2015–2020) that focused upon the content, delivery and structural features incorporated within emerging gambling advertising.*

- *Results: Twenty-five studies were included in the review. The majority of these studies were conducted in either the UK or Australia; two jurisdictions that have unique and particularly liberal gambling environments. The literature suggests that emergent gambling advertising content is targeted, positively framed and in some instances, may overrepresent riskier bets. The sporting and social media spheres are densely populated with such advertisements that involve both direct and indirect marketing strategies. In relation to the online environment, there is evidence to suggest the emergence of more interactive advertisements that prompt user engagement. In addition, financial incentivisation has diversified and is often subject to strict and esoteric conditions. Despite these emergent trends, little provision is devoted to adequately displaying harm reductive or responsible gambling content within gambling advertising.*

- *Conclusions: Overall, there is a paucity of research and lack of methodological diversity concerning the characteristics of advertising within the literature. The barriers to investigating emerging gambling advertising are discussed alongside future research priorities. It is important for this research area to expand in order to appropriately inform ethical industry marketing and effective harm-reduction strategies.*

**Advertising issues investigated:** The marketing of gambling.

**Type of study and method:** Review of the literature and synthesis of findings.

**Location:** International, mainly Australia and UK.

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Wardle, H., Critchlow, N., Brown, A., Donnachie, C., Kolesnikov, A., & Hunt, K. (2022). The association between gambling marketing and unplanned gambling spend: Synthesised findings from two online cross-sectional surveys. *Addictive Behaviors*, *Article 135* (dec.), 1-22. <https://doi.org/10.1016/j.addbeh.2022.107440>

**Abstract.** - *Background:* In 2020, the British Government initiated a review about whether to introduce stricter controls on gambling marketing. We examine: (i) what proportion of regular sports bettors and emergent adult gamblers report that marketing has prompted unplanned spend; and (ii) what factors are associated with reporting that marketing had prompted unplanned spend.

- *Methods:* Data are from two British non-probability online surveys with: (i) emerging adults (16-24 years; n=3,549; July/August 2019) and (ii) regular sports bettors (18+; n=3,195; November 2020). Among current gamblers, logistic regressions examined whether reporting that gambling marketing had prompted unplanned spend (vs. never) was associated with past-month marketing awareness, past-month receipt of direct marketing (e.g., e-mails), following gambling brands on social media, and problem gambling classification.

- *Results:* Almost a third of current gamblers reported that marketing had prompted unplanned gambling spend (sports bettors: 31.2%; emerging adults: 29.5%). Escalated severity of problem gambling was associated with reporting that marketing had prompted unplanned spend in both samples, in particular those experiencing gambling problems compared to those experiencing no problems (sports bettors: ORAdj=17.01, 95% CI: 10.61-27.27; emerging adults: ORAdj=11.67, 95% CI: 6.43-21.12). Receipt of least one form of direct marketing in the past month and following a gambling brand on at least one social media platform was also associated unplanned spend among sports bettors and emerging adults.

- *Conclusion:* Among emerging adults and regular sports bettors, increased severity of gambling problems, receiving direct marketing, and following gambling brands on social media are associated with reporting that marketing has prompted unplanned spend.

**Advertising issues investigated:** Association between recall of gambling promotion and unplanned gambling spend.

**Type of study and method:** Two independent web surveys, one of regular sports bettors the other of emerging adults.

**Location:** UK

Wieting, M. (2019). *Advertising in illegal markets: Evidence from online gambling in the Netherlands (Master Thesis)*. Amsterdam: Universiteit van Amsterdam.

**Abstract.** *This thesis analyzes how operators in the Dutch market for online gambling advertise online - in light of its illegal status. Although online advertisement may be subject to prosecution, I find that some operators do advertise on a larger scale by advertising on websites with little popularity. Some operators even appear to rely on malicious adware. Using Panel Data Regressions and Vector-Autoregression, I find this strategy to be ineffective in terms of inducing website visits. In contrast to the ineffective display ads, I find strong effects for e-mail and social media.*



**Advertising issues investigated:** Volume and placement of illegal online gambling advertising.

**Type of study and method:** Quantitative study using data on website visits and online traffic.

**Location:** The Netherlands.

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Xu, Z., Gonzalez-Serrano, M. H., Porreca, R., & Jones, P. (2021). Innovative sports-embedded gambling promotion: A study of spectators' enjoyment and gambling intention during XFL games. *Journal of Business Research*, 131(206-216). doi: 10.1016/j.jbusres.2021.03.040

**Abstract.** *The sports industry has continued to grow on the basis of innovative practices. One such recent innovation in sport was the introduction of live on-screen betting odds during XFL game broadcasts. Such a service had never before been offered in the United States. This paper examines the impact of these live on-screen betting odds on fan engagement and consumer experience (increased spectator enjoyment and gambling intention) during the XFL season. Fuzzy-set qualitative comparative analysis reveals interesting results. For both increased spectator enjoyment and high levels of gambling intention, the combination of high levels of perceived enjoyment, excitement expectancy, and escape expectancy has the highest explanatory capacity. Moreover, increased XFL spectator enjoyment is associated with gambling intention. These findings highlight the power of mediated sport to generate excitement among sports consumers. The findings also provide new knowledge regarding the use of sports-embedded gambling promotion. The progressive use of innovative strategies to increase the perceived enjoyment of XFL spectators when they see live on-screen betting odds during televised XFL games can enhance their gambling intention.*

**Advertising issues investigated:** Enjoyment and gambling intentions created by live on-screen betting odds in American football television broadcasts

**Type of study and method:** Survey study (n = 47).

**Location:** USA

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\* Yuon, S., R.J. Faber & D.V. Shah. (2000). Restricting gambling: Advertising and the third-person effect. *Psychology and Marketing*, 17(7), 633-649.

**Abstract.** *Along with the rapid growth experienced by the gaming industry in the United States has come increasing calls to restrict or ban gambling advertising. To date, little is known about what motivates people to support such restrictions on advertising. However, one recent theory, the third-person effect, offers a possible explanation. The third-person effect states that when confronted with negative*

*messages, people will overestimate the messages' effect on others relative to themselves. Additionally, it suggests that it is this misperception that motivates them to take action against such messages. This study investigates whether a third-person effect occurs for gambling advertising and if this effect is related to procensorship attitudes for lotteries and casinos. The results suggest there is a sizable gap between perceptions of the effect of gambling advertising on one's self versus others, and that the perceived effect on others is related to a willingness to restrict such advertising.*

**Comment:** This is the same study as reported in: Shah, Faber & Yuon (1999).

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\* Zhang, P. (2004). *Over- or under-advertising by state lotteries*. Doctoral dissertation, University of Maryland.

**Abstract.** *Modern lotteries in the United States are run exclusively by state governments. In many cases, states establish separate lottery agencies to administer and promote the games. One statutory duty of many lottery agencies is to maximize the net revenue of the games, hence, all agencies engage in advertising. There is however constant pressure from state legislatures to reduce advertising budgets because of the concerns about the efficacy of advertising in increasing sales, as well as the distaste of the state government's promotion of lottery. Existing literature suggests that the marginal effectiveness of advertising decreases as the quantity of advertising increases. To provide empirical evidence on whether an additional advertising dollar increases lottery sales, we examine quasi-experiments in three states (Illinois, Washington, and Massachusetts) where advertising budgets of state lotteries were exogenously curtailed by the state legislature. We find that the elasticity of advertising is 0.07-0.16, suggesting that a one dollar decrease in advertising spending could cost the state government \$9-10 of the net revenue at the margin. Contrary to the belief of some legislature that state lotteries spend too much on advertising, our results suggests that they may advertise too little in terms of maximizing the profit.*

**Advertising issues investigated:** Efficiency of advertising.

**Type of study and method:** Econometric.

**Location:** Three American states.

## PART B: STUDIES INCLUDING OBSERVATIONS ON GAMBLING ADVERTISING

Abdi, T. A., Ruiter, R. A. C., & Adal, T. A. (2015). Personal, social and environmental risk factors of problematic gambling among high school adolescents in Addis Ababa, Ethiopia. *Journal of Gambling Studies*, 31(1), 59-72.

**Advertising issues included:** Influence of gambling advertising in radio and television on problem gambling among youth. However, the two survey questions covering this issue were phrased “To what extent has radio/television advertisement influenced your gambling behavior positively?”, which appear a bit ambiguous: what is meant by a “positive” influence in this context? The study found that “environmental factors” – “media advertisements” and “availability of gambling venues” - contributed to problem gambling. However, it is unclear from the presentation of the analyses if both these factors by themselves contributed.

\* Amey, B. (2001). *People's participation in and attitudes to gaming, 1985-2000: Final results of the 2000 survey*. Wellington: Department of Internal Affairs.

**Advertising issues included:** An association is observed between recall of gambling advertising and participation in gambling (pp. 176, 178).

Bestman, A., Thomas, S. L., Randle, M., & Thomas, S. D. M. (2015). Children's implicit recall of junk food, alcohol and gambling sponsorship in Australian sport. *BMC Public Health*, 15(1022).

**Advertising issues included:** Implicit recall of sports sponsorship. An experimental study was conducted in which 85 children aged 5-12 years arranged magnets, representing football teams and brand logos of sponsors (including one gambling company), on two whiteboards. Three quarters of the children identified at least one correct sponsor (no information is offered about the success rate that would follow from pure chance arrangement of the magnets).

Bjerg Kommunikation. (2014). *Befolkningsundersøgelse: Danskernes spil om penge 2014 (translated title: Population survey: Gambling in Denmark 2014)*. København: Bjerg Kommunikation.

<http://ludomani.dk/sites/default/files/files/Danskernes%20spil%20om%20penge.pdf>

**Advertising issues included:** Self-rated impact of gambling advertising on the participation in gambling, across various forms of gambling, age groups,

gender, and problem gambling status; it is concluded that very few people perceive themselves to be significantly influenced by gambling advertising.

**Comment:** The report is in Danish.

Boelsen-Robinson, T., Thow, A.-M., Lee, N., Gill, T., & Colagiuri, S. (2022). Gambling, fast food and alcohol sponsorship in elite sport – perspectives from Australian sporting fans. *BMC Public Health*, 22(Article 2155).  
<https://doi.org/10.1186/s12889-022-14479-w>

**Advertising issues included:** Results are presented from focus groups with 29 people, including their views on gambling sponsorship in Australian sports broadcasting.

\* Bonke, J. (2007). *Ludomani i Danmark II: Faktorer af betydning for spilleproblemer*. København: Socialforskningsinstituttet.

**Advertising issues included:** This Danish study compared gamblers who had at least one indication of problem gambling (NODS 1+) with gamblers without any indication; among the former, 20 percent reported gambling more because of advertising, compared with 11 percent among the latter (pp. 65-66).

\* Boughton, R. & J.M. Brewster. (2002). *Voices of women who Gamble in Ontario: A survey of women's gambling, Barriers to treatment and treatment service needs*. Toronto: Ontario Ministry of Health and Long Term Care.

**Advertising issues included:** It is observed that 20 percent of participants (N=365) in the study felt urges to gamble from advertising (p. 36).

Browne, M., Bryden, G. M., Russell, A. M. T., Rockloff, M., Hing, N., Dittman, C., & Lastella, M. (2021). *Survey of South Australian adults' (18+) attitudes, beliefs and behaviours regarding sports betting 2021*. Experimental Gambling Research Laboratory, CQ University.  
<https://www.problemgambling.sa.gov.au/documents/resouces/24a881514edc5f68722881b916eda1a576badfcd.pdf>.

**Advertising issues included:** 2030 respondents from an internet panel answered a questionnaire which included queries about their perception of sports betting promotion. It was found, for instance, that a majority of respondents thought that such promotion should be banned and three quarters believed that it encouraged children to want to gamble on sports.

\* Carlson, M.J. & T.L. Moore. (1998). *Adolescent gambling in Oregon: A report to the Oregon Gambling Addiction Treatment Foundation*. Salem (ON): Oregon Gambling Addiction Treatment Foundation.

**Advertising issues included:** An association is observed between recall of gambling advertising and participation in gambling (p. 13).

Chrétien, M., Goulet, A., Fortin-Guichard, D., Castonguay, J., Derguy, S., Hamel, S., . . . Giroux, I. (2020). Electronic gambling machines outside casinos: An environmental study of risk factors in gambling venues. *Journal of Gambling Issues*, 43, 45-60.

**Advertising issues included:** The study found that establishments in Quebec, which have several EGMs rather than just one, make more than twice as much gambling advertising.

\* Clarke, D., S. Tse, M. Abbott, S. Townsend, P. Kingi & W. Manaia. (2006). Key indicators of the transition from social to problem gambling. *International Journal of Mental Health and Addiction*, 4(3), 247-264.

**Advertising issues included:** A questionnaire study asked to what degree respondents agreed with the statement “Advertising encouraged me to think I could win”; responses varied across ethnic groups and age groups, youth agreeing more than adults (pp. 256, 258).

\* Clarke, D., S. Tse, M.W. Abbott, S. Townsend, P. Kingi & W. Manaia. (2007). Reasons for starting and continuing gambling in a mixed ethnic community sample of pathological and non-problem gamblers. *International Gambling Studies*, 7(3), 299-313.

**Advertising issues included:** Similar to Clarke et al. (2006), reporting that problem gamblers agreed to a higher degree than non-problem gamblers with the statement “Advertising encouraged me to think I could win” (p. 305).

\* Clotfelter, C.T. & P.J. Cook. (1989). *Selling hope: State lotteries in America*. Cambridge, MA: Harvard University Press.

**Advertising issues included:** Analysis of messages and truthfulness in a sample of 282 gambling advertisements from various American states, obtained from gambling companies; calculation of lottery companies’ expenses for advertising compared with other enterprises (Chapter 10).

\* Clotfelter, C.T., P.J. Cook, J.A. Edell & M. Moore. (1999). *State lotteries at the turn of the century. Report to the National Gambling Impact Study Commission*. Durham: Duke University.

**Advertising issues included:** Twenty-five lottery commissions supplied marketing plans, which were analysed with respect to messages; 17 themes in advertising were distinguished (pp. 14-21).

Cohen, J. D. (2016). *State lotteries and the new American dream*. Occasional Paper Series, Vol. 33. Las Vegas: Center for Gaming Research.

[http://digitalscholarship.unlv.edu/occ\\_papers/21/](http://digitalscholarship.unlv.edu/occ_papers/21/)

**Advertising issues included:** The socio-economic context of lottery advertising in the USA 1975 – ca. 1990; discussion of examples of lottery advertising from that era.

European Commission. (2018). Evaluation of regulatory tools for enforcing online gambling rules and channelling demand towards controlled offers: Final report. Brussels: European Commission. <https://publications.europa.eu/en/publication-detail/-/publication/6bac835f-2442-11e9-8d04-01aa75ed71a1/language-en>

**Advertising issues included:** Chapter 6 of this report summarizes the regulation of gambling advertising in the EU/EEA member states.

\* Felsher, J.R., J.L. Derevensky & R. Gupta. (2004). Lottery playing amongst youth: Implications for prevention and social policy. *Journal of Gambling Studies*, 20(2), 127-153.

**Advertising issues included:** A questionnaire study with youth included a question on recollection of having seen gambling advertising and a question if the respondents “would be more likely to purchase a ticket because they had seen the advertisement”, 39 percent of participants answered the second question in the affirmative (p. 144).

\* Felsher, J.R., J.L. Derevensky & R. Gupta. (2004). Lottery participation by youth with gambling problems: Are lottery tickets a gateway to other gambling venues? *International Gambling Studies*, 4(2), 109-125.

**Advertising issues included:** Similar to Felsher et al. (2004), adding the information that “Adolescents with gambling problems reported that they were also more likely to purchase a lottery ticket as a result of seeing it advertised on the store counter” (p. 121).

Freund, M., Noble, N., Hill, D., White, V., Evans, T., Oldmeadow, T., & Sanson-Fisher, R. (2019). *The prevalence and correlates of gambling in secondary*

*school students in Victoria, Australia, 2017*. Melbourne: Victorian Responsible Gambling Foundation.

**Advertising issues included:** The survey included questions on the recollection of having seen gambling advertising. It was found that there was an association between recollection and participating in gambling but not with problem gambling. Being a cross-sectional study, it cannot tell anything about causality in the association.

Freund, M., Noble, N., Hill, D., White, V., Evans, T., Oldmeadow, C., Guerin, N., & Sanson-Fisher, R. (2022). The prevalence and correlates of gambling in Australian secondary school students. *Journal of Gambling Studies*, Advance online publication. <https://doi.org/10.1007/s10899-021-10098-z>

**Advertising issues included:** See above, this is an article version of the report. We now learn that there was an association between the likelihood of students gambling in the last month and the number of different types of gambling advertisements seen in the last month. As said, this was an cross-sectional study that cannot tell about causality between viewing different types of gambling advertisements and gambling frequency.

\* Frøyland, L.R., M. Hansen, M. Aaboen Sletten, L. Torgersen & T. von Soest. (2010). *Uskyldig moro? Pengespill og dataspill blant norske ungdommer*. Oslo: NOVA.

**Advertising issues included:** A school survey about gambling, with about 8000 Norwegian children as participants, included a question on recall of gambling advertising; problem gamblers recalled having seen more advertising than non-problem gamblers, with “at risk” gamblers in between (p. 83).

Gainsbury, S.M., N. Hing, P. Delfabbro, G. Dewar & D.L. King. (2015). An exploratory study of interrelationships between social casino gaming, gambling, and problem gambling. *International Journal of Mental Health and Addiction*, 13(1), 136-153.

**Advertising issues included:** Participant’s ( $n = 10$ ) perceived exposure to promotions for gambling via social media; perceived influence of promotions on behavior. Participants reported high exposure for promotions for both gaming and real money gambling. There was strong support that “... the ‘social’ component of social media sites plays an important role in the promotion of both gambling and gaming.” Some participants went from gaming to gambling while other went from gambling to gaming; it is unclear what impact promotion may have on problem gambling. Since social casino gaming for some individuals can substitute for harmful gambling for real money, “... it

is possible that social casino games may actually play a role in harm minimisation for gambling”.

Gainsbury, S.M., A. Russell, A. Blaszczynski & N. Hing. (2015). Greater involvement and diversity of Internet gambling as a risk factor for problem gambling. *European Journal of Public Health*, 25(4), 723-728.

**Advertising issues included:** A comparison was made between people holding single (SAH) and multiple (MAH) accounts at internet gambling companies. One of the variables was the perceived impact of advertising and other kinds of promotion. It was found that: “SAHs were significantly more likely than MAHs to say that promotions have no impact on how much they gamble online (68.0% vs. 60.5%), whereas MAHs were significantly more likely to say that promotions increase their likelihood of gambling (38.2% vs. 29.9%),  $P < 0.001$ ” (p. 3). This finding is consistent with previous research results that the more involved in gambling that players are, the more likely are they to perceive that advertising has an impact on them.

Gambling Commission. (20XX). Gambling participation in 20XX: Behaviour, awareness and attitudes. London: Gambling Commission.

**Advertising issues included:** Since their inception in March 2015, the online surveys have included questions on the impact of gambling advertising. For example, recall of having seen such advertising and whether or not it has prompted spending money on gambling activities.

\* Grant, J.E. & S.W. Kim. (2001). Demographic and clinical features of 131 adult pathological gamblers. *Journal of Clinical Psychiatry*, 62(12), 957-962.

**Advertising issues included:** This study included a question about what gave pathological gamblers urges to gamble; 46 percent of participants reported gambling advertising as a trigger (p. 969).

\* Hoa, K.-w., S. Wong Sau-kuena & J. Hui Lo Man-chuna. (2012). The relationship between gambling accessibility and Hong Kong people’s participation in gambling activities. *Asia Pacific Journal of Social Work and Development*, 22(4), 266-274.

**Advertising issues included:** This questionnaire study included a question on gambling advertising; it was observed that advertising made problem gamblers more willing to gamble than non-problem gamblers (pp. 267-270).



Holland, K., Tu, D., Gray, R., Hudson, S., & Li, J. (2017). *New Zealanders' knowledge, views and experience of gambling and gambling harm: Results from the 2014 Health and Lifestyles Survey*. Wellington: Health Promotion Agency Research and Evaluation Unit.

**Advertising issues included:** Past year lottery gamblers were asked if they in the past year had bought more Lotto tickets or spent more on lotto products as a result of advertising for big draws; 44,8% of respondents agreed (p. 67). Past year gamblers were asked whether they gambled, or gambled more often, on other activities other than lotto as a result of advertising for Lotto products: 12,3% of respondents agreed (p. 68).

Ireland, R. (2021). *Commercial determinants of health in sport. The example of the English Premier League* (doctoral dissertation). University of Glasgow. <http://theses.gla.ac.uk/82394/14/2021irelandphd.pdf>.

**Advertising issues included:** (from the abstract) “The EPL and its member clubs have multiple partners drawn from the unhealthy commodity industries. Gambling brands are most prominent both in club sponsorships and during ‘live’ football programmes. The brands appear both on players’ shirts and in pitch perimeter advertising.”

Jensen, K. & S. Collins. (2008). The third-person effect in controversial product advertising. *American Behavioral Scientist*, 52(2), 225-242.

**Advertising issues included:** The study demonstrates a third-person effect with respect to the perceived offensiveness of gambling advertising. That is, people believe that others will be more offended by such advertising than they are themselves.

Jonsson, J., A. Andrén, T. Nilsson, O. Svensson, I. Munck, A. Kindstedt & S. Rönnerberg. (2003). *Spelberoende i Sverige - vad kännetecknar personer med spelproblem?* Stockholm: Statens folkhälsoinstitut.

**Advertising issues included:** The study used a “twin design” comparing Swedish problem and non-problem gamblers across a number of socio-demographic and psychological variables; it included a question if the respondent gambled more because of advertising, which problem gamblers answered in the affirmative more often than non-problem gamblers (p. 46).

Langham, E., Thorne, H., Browne, M., Donaldson, P., Rose, J., & Rockloff, M. (2016). Understanding gambling related harm: A proposed definition, conceptual framework, and taxonomy of harms. *BMC Public Health*, 16(80).

**Advertising issues included:** This report outlines the harms caused by gambling, building on information from "... a literature review, focus groups and interviews with professionals involved in the support and treatment of gambling problems, interviews with people who gamble and their affected others, and an analysis of public forum posts for people experiencing problems with gambling and their affected others." In the section on "Emotional and psychological distress" a separate subtheme is described, relating "... to the idea of being safe from gambling products for those who had experienced problems with their gambling. This was reported as a sense of the invasion of these products into the safety of the home through online product offerings."

Lee, H.-S. (2013). Predicting and understanding undergraduate students' intentions to gamble in a casino using an extended model of the theory of reasoned action and the theory of planned behavior. *Journal of Gambling Studies*, 29(2), 269-288.

**Advertising issues included:** A model is tested in which several factors influence students' intentions to visit a casino. One factor is self-rated exposure to "gambling media", which is TV poker shows, Internet poker sites ads and gambling-related advertising. Thus, gambling advertising is in this study not separated from other media messages about internet poker. It is found that "exposure" to "gambling media" is related to intentions to visit a casino and that the relation is largely mediated by attitudes and social norms.

**Comment:** Since this is a cross-sectional study, in principle it cannot say anything about causality in the relation between self-rated exposure (i.e. recall) on the one hand and attitudes and social norms on the other hand.

Li, E., Langham, E., Browne, M., Rockloff, M., & Thorne, H. (2018). Gambling and sport: Implicit association and explicit intention among underage youth. *Journal of Gambling Studies*, 24(3), 739-756. doi:10.1007/s10899-018-9756-0

**Advertising issues included:** In this study, an online panel of youth completed an implicit association test and a questionnaire. An implicit association was found between sports and gambling, which was assumed to be formed by gambling advertising and sponsorship of sport. Although it is certain that a large part of the association is created in this way, there is no direct evidence in the study and no discussion of alternative ways in which it might be created. The association is related to the amount of sports viewed on television, but the amount of viewing may reflect an interest in sport which in other ways, e.g. gambling in the family or among older friends, creates an association between sport and sports betting. This is suggested by the implicit association being related to positive attitudes towards gambling. No relationship was found,

however, between the implicit association and the intention to gambler when reaching legal age.

Lindsay, S., S. Thomas, S. Lewis, K. Westberg, R. Moodie & S. Jones. (2013). Eat, drink and gamble: Marketing messages about 'risky' products in an Australian major sporting series. *BMC Public Health*, 13(719).

**Advertising issues included:** The prevalence of promotions for gambling during televised sport events.

McCormack, A., G.W. Shorter & M.D. Griffith. (2013). Characteristics and predictors of problem gambling on the internet. *International Journal of Mental Health and Addiction*, 11(6), 634-657.

**Advertising issues included:** This online survey investigated predictors of online problem gambling; it is observed that: "Compared to all other gamblers, problem gamblers were significantly more likely to gamble online because of ... advertising ..." (pp. 11, 15).

McCormack, A., Shorter, G. W., & Griffiths, M. D. (2014). An empirical study of gender differences in online gambling. *Journal of Gambling Studies*, 30(1), 71-88.

**Advertising issues included:** The study was based on results from an online survey posted on 32 international online gambling websites. Only 1.6% of participants stated that advertising was a reason for them to gamble online; significantly more women (4,6%) than men (0.8%) reported this. Advertising was reported to play a more prominent role as a reason for choosing a particular gambling website: 12.2% of the sample reported this (males: 10%; females 21.3%). Males were more likely to agree with the statement "Gambling advertising do not influence my gambling behaviour". The authors suggest that the gender differences with respect to advertising might be caused by the prominence of advertising for bingo in the UK, specifically targeting older women.

Miller, C., Krasodonski-Jones, A., & Smith, J. (2016). *Gambling and social media*. London: Demos.

**Advertising issues included:** Promotion of sports betting and other forms of gambling in social media, in particular Twitter. The methods used in a scoping study, analytical mapping of the gambling ecosystem on Twitter, and in-depth qualitative case studies.

- \* Mizerski, D. & K. Mizerski. (2001). The effect and implications for a stochastic pattern of lotto game play. *International Gambling Studies*, 1(1), 132-149.

**Advertising issues included:** This econometric analysis of the Florida state lottery is inconclusive with regard to the extent that advertising may stimulate sales, this is because advertising was fairly constant in volume over the study period.

- \* Mizerski, D., R. Miller, K. Mizerski & D. Lam. (2004). The stochastic nature of purchasing a state's lottery products. *Australasian Marketing Journal*, 12(3), 56-69.

**Advertising issues included:** Similar to Mizerski & Mizerski (2001).

- Newall, P. W. S., Weiss-Cohen, L., Singmann, H., Walasek, L., & Ludvig, E. A. (2022). Impact of the “when the fun stops, stop” gambling message on online gambling behaviour: A randomised, online experimental study. *The Lancet Public Health*, 7(5), e437-e446. [https://doi.org/10.1016/S2468-2667\(21\)00279-6](https://doi.org/10.1016/S2468-2667(21)00279-6)

**Advertising issues included:** This experimental study with an online panel found that one of the most common responsible gambling messages in the UK, included in advertising, had no impact on the amount spent on gambling. (The “when the fun stops, stop” was in October 2021 replaced by the message “Take time to think”.)

- Nyemcsok, C., Pitt, H., Kremer, P., & Thomas, S. L. (2022). Young men's perceptions about the risks associated with sports betting: A critical qualitative inquiry. *BMC Public Health*, 22(Article number 867). <https://doi.org/10.1186/s12889-022-13164-2>

**Advertising issues discussed:** This is a qualitative study with 16 participants. The abstract of the article states that one of the four key themes was “The role of early experiences’ including exposure to gambling advertising.”. However, the article only mentions gambling advertising once (at page 5), stating that most participants became aware of sports betting during their adolescence when they viewed gambling advertising or through social experiences.

- Orford, J., Sproston, K., Erens, B., White, C., & Mitchell, L. (2003). *Gambling and problem gambling in Britain*. Hove and New York: Brunner-Routledge. (Chapter 6, which is a summary of: White, C., Mitchell, L. A., & Orford, J. (2001). *Exploring Gambling Behaviour In-depth: A Qualitative Study*. London: GamCare.)

**Advertising issues included:** As a result of gambling promotions in mass media, some gamblers had increased their gambling and some had gambled more frequently than intended (p. 174-176).

Ozuem, W., Prasad, J., & Lancaster, G. (2018). Exploiting online social gambling for marketing communications. *Journal of Strategic Marketing*, 26(3), 258-282. doi:10.1080/0965254X.2016.1211728.

**Advertising issues included:** This study focused on the relationship between social gaming (playing online casino games without staking money) and real gambling (with monetary stakes). 28 social gamblers were interviewed. Some of their views on gambling advertising in various media are presented and discussed.

Pallesen, S., D. Hanss, R. A. Mentzoni & A. M. Morken. (2014). *Omfang av penge- og dataspillproblemer i Norge 2013*. Bergen: Universitetet i Bergen. <https://lottstift.no/wp-content/uploads/2014/05/Befolkningsstudien-2014-endeleg-versjon.pdf>

**Advertising issues included:** Perceptions of, attitudes towards, and self-perceived impact of gambling advertising among participants in a Norwegian population study of gambling and problem gambling. A more comprehensive analysis and discussion of the data is found in: Hanss, et al., 2015 (see list of studies focused on gambling advertising).

Pallesen, S., Molde, H., Mentzoni, R. A., Hanss, D., & Morken, A. M. (2016). *Omfang av penge- og dataspillproblemer i Norge 2015*. Bergen: Universitetet i Bergen. [https://lottstift.no/wp-content/uploads/2016/06/WEB-Rapport\\_befolkningsundersokelsen.pdf](https://lottstift.no/wp-content/uploads/2016/06/WEB-Rapport_befolkningsundersokelsen.pdf)

**Advertising issues included:** Self-rated exposure to and impact of gambling advertising among participants in a Norwegian population study of gambling and problem gambling. Some results are the following. Many respondents reported exposure to gambling advertising; young people reported higher exposure than adults. Advertising impact consisted mostly in knowledge about gambling offers and higher intention to gamble. Few respondents reported that advertising made their gambling riskier, but among those who did report that, problem gamblers were over-represented.

Palmer, G., Green, M., Boyland, E., Vasconcelos, Y. S. R., Savani, R., & Singleton, A. (2020). A deep learning approach to identify unhealthy advertisements in street view images. *arXiv, 2007.04611v1*, 9 jul 2020.

**Advertising issues included:** The distribution of outdoor gambling advertising across different parts of Liverpool.

Parke, A., & Parke, J. (2019). Transformation of sports betting into a rapid and continuous gambling activity: A grounded theoretical investigation of problem sports betting in online settings. *International Journal of Mental Health and Addiction*, 17(6), 1340-1359. doi:10.1007/s11469-018-0049-8

**Advertising issues included:** Participants in the study “pointed to the salience of online gambling advertising in various media as cues which stimulated an urge to initiate another gambling session.” It is concluded that “the constant availability of online betting via information technology and repeated exposure to gambling marketing make it difficult to establish self-control when motivated to chase losses.”

Parnell, A., Edmunds, M., Pierce, H., & Stoneham, M. J. (2019). The volume and type of unhealthy bus shelter advertising around schools in Perth, Western Australia: Results from an explorative study. *Health Promotion Journal of Australia*, 30, 88-93. doi:10.1002/hpja.55

**Advertising issues included:** The study assessed the volume and type of “unhealthy” bus shelter advertising near schools in Perth, Australia. The presence of gambling advertising was documented, most often for general lottery draws.

\* Planzer, S., H.M. Gray & H.J. Shaffer. (2014). Associations between national gambling policies and disordered gambling prevalence rates within Europe. *International Journal of Law and Psychiatry*, 37(2), 217-229. doi: 10.1016/j.ijlp.2013.11.002.

**Advertising issues included:** This study in public health law compares five regulatory variables, of which restrictions on gambling advertising is one, with rates of disordered problem gambling prevalence in 12 European countries; it is a cross-sectional panel study; the only statistically significant association found was that: “rates of sub-clinical (i.e., Level 2) disordered gambling were higher within environments that mandated less strict regulation of advertising for online gambling” (this study is presented and discussed in Section 4.2 of the report *Gambling Advertising: A Critical Research Review*).

Russell, A., Hing, N., Li, E., & Vitartas, P. (2019). Gambling risk groups are not all the same: Risk factors amongst sports bettors. *Journal of Gambling Studies*, 35(1), 225-246. doi:10.1007/s10899-018-9765-z

**Advertising issues included:** Respondents in an online panel of sports bettors answered a number of different questions, of which a few concerned their self-reported exposure to sports betting advertising and their use of the incentives promoted. It was found that problem gamblers reported noticing fewer messages than non-problem gamblers. (A probable explanation is that these gamblers are already so deeply involved in excessive gambling that messages in media mean little to them, see Binde 2009.) The study also found that problem gamblers used bonuses and other promotions to a greater extent than non-problem gamblers.

Salonen, A. H., Hellman, M., Latvala, T., & Castrén, S. (2018). Gambling participation, gambling habits, gambling-related harm, and opinions on gambling advertising in Finland in 2016. *Nordic Studies on Alcohol and Drugs*, 35(3), 215-234. doi:10.1177/1455072518765875.

**Advertising issues included:** The first phase of a longitudinal population study of gambling and problem gambling (with also a small clinical sample of help-seeking problem gamblers), included a few questions on gambling advertising by Finnish gambling companies. In the population sample, 59% of respondents were satisfied with the advertising while 15% thought that they had been exposed to too much advertising. In the clinical sample, 68% of respondents thought that there had been too much advertising. In the population sample, 15% felt that advertising had made them gamble more, while the majority responded that advertising had no influence on their gambling participation. The corresponding figures in the clinical sample were 49% and 35%, respectively.

\* Sandberg, H., K. Gidlöf & N. Holmberg. (2011). Children's exposure to and perceptions of online advertising. *International Journal of Communication*, 5, 21-50.

**Advertising issues included:** This eye-tracking experimental study explored children's exposure to and perceptions of various kinds of internet advertising, including gambling advertising (this study is extensively discussed in Section 3.2 of the report *Gambling Advertising: A Critical Research Review*).

van Schalkwyk, M. C. I., Maani, N., McKee, M., Thomas, S., Knai, C., & Peticrew, M. (2021). "When the Fun Stops, Stop": An analysis of the provenance, framing and evidence of a 'responsible gambling' campaign. *PLoS ONE*, 16(8), e0255145. <https://doi.org/10.1371/journal.pone.0255145>

**Advertising issues included:** The authors of this article viewed and analysed the "When the Fun Stops, Stop" RG campaign in the UK. They conclude that there is no evidence that the campaign was effective.

- \* Shead, N.W., D.C. Hodgins & D. Scharf. (2008). Differences between poker players and non-poker-playing gamblers. *International Gambling Studies*, 8(2), 167-178.

**Advertising issues included:** This study examined poker play among university students; among other things it was found that 13 percent of poker players reported to have begun playing internet poker partly because of advertising (p. 173).

- \* Stranahan, H. & M.O. Borg. (1998). Horizontal equity implications of the lottery tax. *National Tax Journal*, 51(1), 71-82.

**Advertising issues included:** This telephone survey observed that high recall of gambling advertising in stores was associated with relatively frequent participation in lotteries, while high recall of gambling advertising on the radio was associated with relatively infrequent participation in lotteries (pp. 79-80).

- Takahashi, R. E. S., Kim, H. S., Coelho, S. G., & Tavares, H. (2022). A systematic review of eye-tracking studies of gambling-related attentional biases. *Journal of Gambling Studies*, Advance online publication.  
<https://doi.org/10.1007/s10899-022-10161-3>

**Advertising issues included:** This systematic review of eye-tracking studies found a few investigations of attention to gambling advertising and responsible gambling messaging.

- Valentine, G. & K. Hughes. (2008). *New forms of participation: Problem internet gambling and the role of the family*. Leeds: University of Leeds.

**Advertising issues included:** This qualitative study with problem gamblers observed that some of them reported being triggered to gamble by advertising.

- \* Wiebe, J. (2008). *Internet gambling: Strategies to recruit and retain gamblers*. Guelph: Ontario Problem Gambling Research Centre.  
<http://www.gamblingresearch.org/content/research.php?cid=3562&appid=3072>

**Advertising issues included:** The forms of advertising and promotions used by internet gambling companies.

- Williams, R. J., Shaw, C. A., Belanger, Y. D., Christensen, D. R., el-Guebaly, N., Hodgins, D. C., McGrath, D. S., & Stevens, R. M. G. (2022). Etiology of



problem gambling in Canada. *Psychology of Addictive Behaviors*, Advance online publication. <https://doi.org/10.1037/adb0000843>

**Advertising issues included:** This was "... a large-scale national cohort study to identify the current etiological risk factors for problem gambling in Canada". 1,261 respondents with PG (according to the PPGM screen) self-reported an open-ended answer to the question of what they thought was the cause or causes of their gambling problems. Four of these participants (0.3%) mentioned "advertising/ promotions".

## PART C: ALL WORKS BY YEAR OF PUBLICATION

*Recent works first, year by year. For abstracts and more information, see parts A and B.*

### 2022

- Boelsen-Robinson, T., Thow, A.-M., Lee, N., Gill, T., & Colagiuri, S. (2022). Gambling, fast food and alcohol sponsorship in elite sport – perspectives from Australian sporting fans. *BMC Public Health*, 22(Article 2155). <https://doi.org/10.1186/s12889-022-14479-w>
- Critchlow, N., Hunt, K., Wardle, H., & Stead, M. (2022). Expenditure on paid-for gambling advertising during the national COVID-19 ‘Lockdowns’: An observational study of media monitoring data from the United Kingdom. *Journal of Gambling Studies*, Advance online publication, 1-15.
- De Jans, S. (2022). The effectiveness of betting odds in digital gambling advertising for sports betting. *International Gambling Studies*, Advance online publication. <https://doi.org/10.1080/14459795.2022.2079705>
- Goedecke, K. (2022). Feel the suspense! Masculine positions and emotional interpellations in Swedish sports betting commercials. *Feminist Media Studies*, Advance online publication. <https://doi.org/10.1080/14680777.2022.2032789>
- Henriksen, J., Hornebrant, M., & Berndt, A. (2022). Online casinos: Advertising and avoidance among Generation Y consumers in Sweden. *SN Business & Economics*, 2(Article no. 2), 1-22. <https://doi.org/10.1007/s43546-021-00185-z>
- Houghton, S. P. B., & Moss, M. (2022). Assessing the bets advertised on Twitter by gambling operators and gambling affiliates – an observational study incorporating simulation data to measure bet success. *International Gambling Studies*, Advance online publication, 1-15. <https://doi.org/10.1080/14459795.2022.2114527>
- Killick, E. A., & Griffiths, M. D. (2022). A thematic analysis of sports bettors’ perceptions of sports betting marketing strategies in the UK. *International Journal of Mental Health and Addiction*, 20(2), 800-518. doi:10.1007/s11469-020-00405-x
- Killick, E., & Griffiths, M. D. (2022). Sports betting advertising: A systematic review of content analysis studies. *International Journal of Mental Health and Addiction*, Advance online publication. <https://doi.org/10.1007/s11469-022-00775-4>.
- Kristiansen, S., & Kappelgaard Severin-Nielsen, M. (2022). Adolescent gambling advertising awareness: A national survey. *International Journal of Social Welfare*, 31(2), 263-376. doi: 10.1111/ijsw.12501
- Newall, P. W. S., Weiss-Cohen, L., Singmann, H., Walasek, L., & Ludvig, E. A. (2022). Impact of the

- “when the fun stops, stop” gambling message on online gambling behaviour: A randomised, online experimental study. *The Lancet Public Health*, 7(5), e437-e446. [https://doi.org/10.1016/S2468-2667\(21\)00279-6](https://doi.org/10.1016/S2468-2667(21)00279-6)
- Noble, N., Freund, M., Hill, D., White, V., Leigh, L., Lambkin, D., Scully, M., & Sanson-Fisher, R. (2022). Exposure to gambling promotions and gambling behaviours in Australian secondary school students. *Addictive Behaviors Reports*, 16(100439), 1-8. <https://doi.org/10.1016/j.abrep.2022.100439>
- Singer, J., Kufenko, V., Wöhr, A., Wuketich, M., & Otterbach, S. (2022). How do gambling providers use the social network Twitter in Germany? An explorative mixed-methods topic modeling approach. *Journal of Gambling Studies*, Advance online publication. <https://doi.org/10.1007/s10899-022-10158-y>
- Syvertsen, A., Erevik, E. K., Hanss, D., Mentzoni, R. A., & Pallesen, S. (2022). Relationships between exposure to different gambling advertising types, advertising impact and problem gambling. *Journal of Gambling Studies*, 38(2), 465-482. [doi.org/10.1007/s10899-021-10038-x](https://doi.org/10.1007/s10899-021-10038-x)
- Takahashi, R. E. S., Kim, H. S., Coelho, S. G., & Tavares, H. (2022). A systematic review of eye-tracking studies of gambling-related attentional biases. *Journal of Gambling Studies*, Advance online publication. <https://doi.org/10.1007/s10899-022-10161-3>
- Wardle, H., Critchlow, N., Brown, A., Donnachie, C., Kolesnikov, A., & Hunt, K. (2022). The association between gambling marketing and unplanned gambling spend: Synthesised findings from two online cross-sectional surveys. *Addictive Behaviors*, Article 135 (dec.), 1-22. <https://doi.org/10.1016/j.addbeh.2022.107440>
- Williams, R. J., Shaw, C. A., Belanger, Y. D., Christensen, D. R., el-Guebaly, N., Hodgins, D. C., McGrath, D. S., & Stevens, R. M. G. (2022). Etiology of problem gambling in Canada. *Psychology of Addictive Behaviors*, Advance online publication. <https://doi.org/10.1037/adb0000843>

## 2021

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