



A bibliography of empirical studies on gambling advertising

2nd edition, November 15, 2018

Per Binde

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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. This is a practical solution for making this material available and allowing me to update the bibliography at least 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 (RGT) in the UK. That report was published in April, 2014. It is available here:

http://www.responsiblegamblingtrust.org.uk/user_uploads/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 asterixis * before an item in the bibliography (parts A and B) means that it was included in the RGT-report. It may, or may not, be discussed in the report. You can search for the first author in the PDF-file of the RGT report to find out.

As its name indicates, this bibliography only includes literature presenting *empirical* studies on gambling advertising. Policy discussions, literature reviews, and opinion pieces are not covered. With “advertising” is meant primarily promotion in mass media and on social networks. Works dealing with sponsorship of sport by gambling companies are included if they discuss the impact of such sponsorship on gambling attitudes and participation.

This bibliography has three parts.

- Part A lists publications focusing on gambling advertising.
- Part B lists publications presenting studies primarily on other topics but including observations on gambling advertising.
- 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 (APA 6 conventions). The comment “Advertising issues investigated” provides a

brief 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 advertising, 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 second edition (November, 2018) of the bibliography includes 91 works focusing on the topic of gambling advertising. In a separate section, the bibliography also lists 42 works on broader topics, but which include results relating to gambling advertising.

PART A: STUDIES FOCUSING ON GAMBLING ADVERTISING

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.

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>

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.

* 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).

* 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).

Binde, P., & Romild, U. (2018). Self-reported negative influence of gambling advertising in a Swedish population-based sample. *Journal of Gambling Studies*, Advance online publication. 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.

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.

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.

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.

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).

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). 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

* 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.

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 Sigges 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 legitimation, 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.

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

* Fried, B.G., 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.

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.

Gainsbury, S. M., King, D., Delfabbro, P., Hing, N., Russell, A., Blaszczynski, 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.

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.

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

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.

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

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.

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).

* 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.

Hing, N., Browne, M., Russell, A. M. T., Greer, N., Thomas, A., Jenkinson, R., & Rockloff, M. (2018). Where's the bonus in bonus bets? Assessing sports bettors' comprehension of their true cost. *Journal of Gambling Studies*, Advance online publication. 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.

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.

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.

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.

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.

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.

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.

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*, Advance online publication. 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.

* 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.

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.

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.

* 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.

* 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.

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.

* 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.

* 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.

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.)

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.

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.

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.

Lopez-Gonzales, H., & Griffiths, M. D. (2017). Betting, forex trading, and fantasy gaming sponsorships: A responsible marketing inquiry into the ‘gambification’ 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 gambification 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 gambification 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 ‘gambification’, which is applicable also to sport betting advertising in mass media.

Location: UK.

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.

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.

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.

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.

* 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).

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.

* 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).

* 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.

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.

* 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.

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.

* 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

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.

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.

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.

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.

* 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.

* 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).

* 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.

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.

* 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.

* 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/Parent-s-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.

* 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).

* 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

* 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.

* 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).

- * 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).

- * 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/

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.

* 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).

* 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.

* 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).

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*, Advance online publication. 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 gamble 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).

- 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

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.

- * 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. M. T., Hing, N., Li, E., & Vitartas, P. (2018). Gambling risk groups are not all the same: Risk factors amongst sports bettors. *Journal of Gambling Studies, Advance online publication*. doi:10.1007/s10899-018-9765-z.

Advertising issues included: Respondents in an online panel of sports bettors answered a number of different question, 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, Advanced online publication*. 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*).

- * 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).

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.

PART C: ALL WORKS BY YEAR OF PUBLICATION

Recent works first, year by year. For abstracts, more information and full bibliographical records, see parts A and B.

2018

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