

Gambling advertising: A critical research review

# Bibliography appendix update

Edition 3, December 29, 2015

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The report *Gambling advertising: A critical research review* was written by Per Binde for the Responsible Gambling Trust in the UK. It 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](http://www.responsiblegamblingtrust.org.uk/user_uploads/binde_rgt_report_gambling_advertising_2014_final_color_115p.pdf)

The report has 94 pages and its main sections are: Introduction to the study of gambling advertising, Studies of the volume of advertising and its efficiency, Studies of advertising impact on problem gambling and Studies of messages in advertising. The report has an appendix with a bibliography of *empirical studies* examining gambling advertising. Part A of the appendix lists 36 publications presenting studies that focus on gambling advertising; Part B lists 22 publications presenting studies of other kinds that include observations on gambling advertising.

This *Bibliography appendix update* (Edition 3, December 29, 2015) lists 32 works that have been published after the completion of the report or had escaped my attention when writing it. I provide this Bibliography update *pro bono* as a service to researchers and others who have an interest in gambling advertising. My intention is that **the bibliography in the full report, together with this update**, is a complete list of academic publications presenting empirical studies of gambling advertising. A few non-academic reports from authorities and organizations are also included.

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

**NOTE THAT THIS DOCUMENT IS NOT THE FULL REPORT  
THIS IS ONLY AN ADDITION TO THE APPENDIX**

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## EMPIRICAL STUDIES EXAMINING GAMBLING ADVERTISING

### **Part A: Studies focusing on gambling advertising (addition to the original Bibliography Appendix)**

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ASA. 2014. *Public Perceptions of Gambling Advertising in the UK: Qualitative Research*. St Albans, Herts: The Advertising Standards Authority & Research Works Ltd. <http://www.asa.org.uk/News-resources/~media/Files/ASA/Reports/ASA%20Gambling%20Advertising%20Research%20Agency%20Report.ashx>

#### **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

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Blotnicky, 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.

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

*Abstract.* This article examines the online gambling advertising regulations in Spain currently in effect to assess the actual protection of underage youth. In recent years, online gambling among youth has increased. Through advertising, online gambling companies incite and encourage an involvement that can be harmful for vulnerable

*audiences. Some studies have demonstrated that advertising influences youths' assessment of gambling by increasing its appeal. We demonstrate that the shortcomings of the legal framework in force results in effective vulnerability of minors. We claim that society should seek to implement a regulatory framework to protect children from the risk of developing an addiction.*

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

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

**Location:** Spain.

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

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Gainsbury, S.M., P. Delfabbro, D.L. King & N. Hing. 2015. An exploratory study of gambling operators' use of social media and the latent messages conveyed. *Journal of Gambling Studies* Advance online publication, DOI: 10.1007/s10899-015-9525-2.

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

**Advertising issues investigated:** Gambling operators' use of social media in promoting their products and brand; the messages conveyed by such promotions.  
**Type of study and method:** Survey of the Australian-facing websites and social media pages for 101 gambling operators.  
**Location:** Australia

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

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

**Advertising issues investigated:** Use of social media marketing of gambling, as described by professionals working in the Australian gambling business.  
**Type of study and method:** Interviews with professionals in the gambling business ( $n = 19$ ).  
**Location:** Australia.

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Gainsbury, S. M., King, D., Delfabbro, P., Hing, N., Russell, A., Blaszczynski, A., & Derevensky, J. (2015). *The use of social media in gambling*. Melbourne: Gambling Research Australia. Retrieved September 7, 2015 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 is a 337 page report that covers many topics relating to social media and gambling. Some of the material has been published in adapted form in journal articles.

Gordon, R. & M. Chapman. 2014. *Brand community and sports betting in Australia*. Victoria, Australia: Victorian Responsible Gambling Foundation. Retrieved March 27, 2015, from [http://www.responsiblegambling.vic.gov.au/\\_data/assets/pdf\\_file/0012/18003/Research-report-Brand-community-and-sports-betting-in-Australia.pdf](http://www.responsiblegambling.vic.gov.au/_data/assets/pdf_file/0012/18003/Research-report-Brand-community-and-sports-betting-in-Australia.pdf)

**Abstract.** *This project explores the presence and use of brand community in relation to sports betting. This is an important area of inquiry given the increase in gambling marketing in Australia, as research examining its potential impact is only recently emerging. Brand community is a community of consumers formed on the basis of affection for and connections to a particular brand. Three key markers of brand community have previously been identified. These are consciousness of kind (e.g. a sense of togetherness between consumers in the community), rituals and traditions (customs associated with consumption of the brand), and shared moral responsibility (integrating members into, and fostering a sense of sympathy between consumers in*

*the community). The study explores the presence and meanings of these markers of brand community in relation to sports betting marketing, how they may engage young adult gamblers, and then examines the responses of a sample of gamblers. A mixed methods approach was used. A content analysis of contemporary sports betting marketing on sports websites, and during live footage and sports (the National Rugby League [NRL] and Australian Football League [AFL]) competitions was undertaken to identify and analyse brand activity displaying markers of brand community. Following the content analysis, exploratory focus group research with young adult gambler (18--30 years) friendship groups in urban and regional Victoria discussed and explored their awareness and responses to sports betting marketing including markers of brand community, the relationships between sports betting brands and sport, and explored their socialising and consumption practices surrounding gambling. The focus group research also involved use of projective activities such as identifying masked and unmasked sports betting brands, and mapping their perceptions towards these brands to gain insight on consumer responses to sports betting brands. The findings offer valuable insight and understanding of how contemporary sports betting marketing uses markers of community to promote brands, and how consumers respond to and interact with sports betting brands. Our findings from the content analysis research suggest that sports betting marketing appears to be heavily embedded within community cultures surrounding sport – often using language identifying with the game, identifying with the rituals and traditions, and identifying with the sense of togetherness and belonging often present in sports. The focus group research with consumers identified that participants were often highly aware of, and engaged by, such sports betting brand community activities. The study suggests that gambling marketing had a role in socialising consumers to sports betting. Therefore, researchers and policy makers should focus on how sports betting marketing, and the embedded nature of sports betting brands within Australian sport, creates consumption communities around gambling, and consider what the social and policy implications are from this.*

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

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

**Location:** Victoria, Australia.

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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.

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

**Abstract.** *It remains unclear if gambling advertising and promotion increase demand for, and consumption of, gambling, or only affect market share distributions without increasing total consumption. Although this has been investigated in relation to land-based gambling, studies have not examined how such marketing influences behavioural patterns of Internet gamblers. The aim of this study, therefore, was to explore ways in which advertising and promotion of Internet gambling may contribute to increased consumption of gambling. Qualitative interviews were*

*conducted with 50 Internet gamblers drawn from the general population, and 31 treatment-seeking Internet gamblers. In-depth analysis of interview transcripts revealed limited reported effectiveness of advertising and promotions in converting non-gamblers to Internet gamblers. However, general population gamblers reported occasionally gambling more than intended (increased consumption) in response to free bet and deposit offers. A proportion of treatment-seekers reported increased gambling, particularly associated with bonus offers that required matched deposits and gambling before any winnings could be collected. Advertisements and promotions invoked urges to gamble among treatment-seeking gamblers, and appeared to some participants to be designed to target individuals who had taken steps to limit or cease gambling. Findings provide preliminary evidence of Internet gambling promotional activities increasing overall consumption amongst a subgroup of gamblers.*

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

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

**Location:** Australia.

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

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., 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 is a comprehensive 128 page report that provides an excellent introduction to betting and gambling inducements and how these are used in advertising and promotion. Australian data on inducements are reported and

analysed; the impact on problem gambling is discussed. Consumer issues are also covered.

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

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

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

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

**Location:** Australia.

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

**Abstract.** *Commercial arrangements between sport organizations and gambling operators are resulting in extensive promotion of gambling during televised sport. This study aims to explore sports bettors' responses to these promotions, and whether*

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

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

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

**Location:** Queensland, Australia.

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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.

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

### **Abstract**

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

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

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

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

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

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

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

**Location:** Australia.

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

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Lamont, M., Hing, N., & Vitartas, P. (2015). Affective response to gambling promotions during televised sport: A qualitative analysis. *Sport Management Review*, Advance online publication. 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.

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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.

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 seem 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.)

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

Strängnäs: Lotteriinspektionen.

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

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

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

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

**Location:** Sweden.

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

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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.

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

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

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

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

*to believe the lottery to be an effective strategy for solving financial problems, and that the right gambling strategy can improve their chances of winning.*

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

**Advertising issues investigated:** See abstract.

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

**Location:** Quebec, Canada.

**Comment:** The report is in French and there is no English version.

Papineau, E., 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.

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.

Thomas, S. 2014. *Parents and adolescents discuss gambling advertising: A qualitative study*. Victoria, Australia: Victorian Responsible Gambling Foundation. [http://www.responsiblegambling.vic.gov.au/\\_data/assets/pdf\\_file/0006/14676/Parents-and-adolescents-discuss-gambling-advertising-a-qualitative-study.pdf](http://www.responsiblegambling.vic.gov.au/_data/assets/pdf_file/0006/14676/Parents-and-adolescents-discuss-gambling-advertising-a-qualitative-study.pdf)

**Excerpt from executive summary.** *The following qualitative study (with 59 adults and 61 of their adolescent children living in metropolitan Melbourne) presented in the report responds to some of the information ‘gaps’ highlighted by Binde in his report [the RGT report]. It aims to provide qualitative preliminary information about how parents and children perceive and respond to different types of advertising for a variety of gambling products and services.*

*The study specifically aimed to explore:*

1. *How socio-cultural factors may influence the meanings individuals construct about gambling.*
2. *How different audience segments (in this case parents and their children) interpret messages about different types of advertisements in different ways.*
3. *How the framing of messages about gambling may influence perceptions about the risks and benefits associated with different types of gambling products and services.*

*The specific objectives of the study were to:*

1. *Provide detailed qualitative information about how different audience segments interpret the messages they see in gambling advertisements.*
2. *Strengthen understandings about how different gambling advertising strategies may influence gambling attitudes in different audience segments.*
3. *Inform future studies on audience perceptions of gambling advertising and marketing strategies.*

**Advertising issues investigated:** Adults’ and adolescents’ perceptions of and attitudes towards gambling marketing and its messages.

**Type of study and method:** Qualitative interview study ( $n = 120$ ).

**Location:** Melbourne, Australia.

### **Part B: Studies including observations on gambling advertising (addition to the original Bibliography Appendix)**

- 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.

- 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.

- 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.

- 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 on the one hand and attitudes and social norms on the other hand.

- 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 promotion for gambling during televised sport events.

- 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).

- 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.

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