

Gambling advertising: An overview

Hibai Lopez-Gonzalez *Post-doc researcher* Bellvitge University Hospital (IDIBELL), Barcelona



51st EPRA Meeting,
June 11, 2020

1. Does gambling advertising cause harm?

1) Causal link **not demonstrated**

2) Problem gamblers are more exposed to gambling marketing and report higher perceived influence

Binde, P. (2014). *Gambling advertising: A critical research review*. Responsible Gambling Trust.

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*. <https://doi.org/10.1007/s10899-018-9800-0>

Hing, N., Russell, A., Rockloff, M., Browne, M., Langham, E., Li, E., Lole, L., Greer, N., Thomas, A., Jenkinson, R., Rawat, V., & Thorne, H. (2018). *Effects of wagering marketing on vulnerable adults*.


Hanss, D., Mentzoni, R. A., Griffiths, M. D., & Pallesen, S. (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. <https://doi.org/10.1037/adb0000062>

2. Short-term versus long-term effects

Short-term effects

- Increase gambling for specific products/offers
- Disincentivise gambling discontinuation
- Affect market share

2. Short-term versus long-term effects

- 
- Increase gambling for specific products/offers
 - Disincentivise gambling discontinuation
 - Affect market share

Very hard to generalise:

“If I modify this small element, would my ads comply with your requirements?”

Millions of variables:

“You didn’t control for...”



Newall, P.W. S., Walasek, L., Singmann, H., & Ludvig, E.A. (2019). Testing a gambling warning label's effect on behavior. <https://doi.org/10.31234/osf.io/dxflkj>



CORAL 
RAISING THE GAME

ENJOY YOURSELF
PLEASE BET RESPONSIBLY

WHEN THE **FUN** STOPS 

gambleaware.co.uk 

100s of studies on gambling advertising

its long-term effects
are virtually impossible
to understand

"streetlight effect"



Source: The Ethical Skeptic

Hing, N., Chorney, L., Blaszczynski, A., Gainsbury, S., & Lubman, D. I. (2014). Do advertising and promotions for online gambling increase gambling consumption? An exploratory study. *International Gambling Studies*, 14(3), 394–409. <https://doi.org/10.1080/14459795.2014.903989>

Milner, L., Hing, N., Vitartas, P., & Lamont, M. (2013). Embedded gambling promotion in Australian football broadcasts: An exploratory study. *Communication Politics & Culture*, 44, 177–198.

Gainsbury, S., Delfabbro, P., King, D. L., & Hing, N. (2016). An exploratory study of the impact of social media and the latent messages conveyed. *Journal of Gambling Studies*, 32(1), 1–15. <https://doi.org/10.1007/s10899-015-9525-2>

Gainsbury, S., 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 Women Quarterly*, 50, 1–12.

Hing, N., Lamont, M., & Vitartas, P. (2013). The impact of sports betting interventions on problem gambling. *Addiction*, 108(1), 1–12.

Hing, N., Lamont, M., & Vitartas, P. (2013). The impact of sports betting promotions: Implications for problem gambling. <https://doi.org/http://dx.doi.org/10.1016/j.addbeh.2013.08.011>

Lamont, M., Hing, N., & Vitartas, P. (2013). A qualitative analysis of the impact of sports betting promotions on problem gamblers' responses. *Journal of Gambling Studies*, 29(1), 1–15.

Li, E., Langham, E., & Broome, J. (2013). The impact of explicit intention on problem gambling. *Journal of Gambling Studies*, 29(1), 1–15.

Newall, P. W. S. (2018). The impact of sports betting promotions on problem gambling. *Addiction*, 113(6), 505–511. <http://dx.doi.org/10.1111/add.13815>

Lindsay, S., Thomas, S., & Hing, N. (2013). The impact of sports betting promotions on problem gambling. <https://doi.org/10.1111/add.13815>

Gordon, R., Gurrieri, L., & Hing, N. (2013). The impact of sports betting promotions on problem gambling. <https://doi.org/10.1111/add.13815>

Parke, A., Harris, A., & Hing, N. (2013). The impact of sports betting promotions on problem gambling. *Journal of Gambling Studies*, 29(1), 1–15.

Lopez-Gonzalez, H., & Hing, N. (2013). The impact of sports betting promotions on problem gambling. *Journal of Gambling Studies*, 29(1), 1–15.

Lopez-Gonzalez, H., & Hing, N. (2013). The impact of sports betting promotions on problem gambling. <https://doi.org/10.1111/add.13815>

Roth-Cohen, O., & Tarr, P. (2013). The impact of sports betting promotions on problem gambling. *The International Journal of Mental Health and Addiction*, 13(1), 1–15. <https://doi.org/10.1080/09523367.2017.1381595>

Industry Group for Responsible Gambling. (2015). *Gambling industry code for socially responsible advertising*. Retrieved from <http://www.igrg.org.au/industry-group-for-responsible-gambling>

Thomas, S., Lewis, S., & McLeod, C. (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. <https://doi.org/10.1111/j.1753-6405.2012.00856.x>

Browne, M., Hing, N., Russell, A. M. T., Thomas, A., & Jenkinson, R. (2019). The impact of exposure to wagering advertisements and interventions on intended and actual betting expenditure: An ecological momentary assessment study. *Journal of Gambling Studies*, 35(1), 146–156. <https://doi.org/10.1556/2006.8.2019.10>

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). A content analysis of how 'normal' sports betting behaviour is represented in gambling advertising. *Addiction Research and Theory*, 26(3), 238–247. <https://doi.org/10.1080/16066359.2017.1353082>

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *International Journal of Mental Health and Addiction*, 17(1), 17–28.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *Journal of Gambling Studies*, 34(2), 193–210.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. <https://doi.org/10.1186/s12889-018-01288-9>

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. <https://doi.org/10.1186/s12889-018-01288-9>

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *Journal of Gambling Studies*, 34(2), 193–210.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *Psychology of Women Quarterly*, 50, 1–12.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *Journal of Gambling Studies*, 34(2), 193–210.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *International Journal of Mental Health and Addiction*, 17(1), 17–28.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *Journal of Gambling Studies*, 34(2), 193–210.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *Journal of Gambling Studies*, 34(2), 193–210.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *Journal of Gambling Studies*, 34(2), 193–210.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *Journal of Gambling Studies*, 34(2), 193–210.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Betting, forex trading, and fantasy gaming sponsorships—a content analysis of the impact on problem gambling. *Journal of Gambling Studies*, 34(2), 193–210.

2. Short-term versus long-term effects

Long-term effects

- Normalise gambling
- Change attitudes towards gambling

2. Short-term versus long-term effects

The ultimate goal of gambling advertising is to achieve **wide acceptance of gambling as a perfectly safe and legal leisure activity**

- 
- Normalise gambling
 - Change attitudes towards gambling

3. Conclusions: The tide is turning

A. ↑ gambling advertising **expenditure**

+ ↑ **exposure** to gambling stimuli

= ↑ Social concern

B. Many jurisdictions are imposing prohibitions (Italy, Belgium, Latvia), and/or **stricter regulations** (e.g., Spain, UK)

Questions

3. Advertising narratives

New gambling advertising **tries to reconcile two irreconcilable premises**:

A. Gambling products are generally **designed to neutralise gamblers' skill** (“house edge”)

B. Gambling products are increasingly **advertised as skill-based games** wherein mobile technology, control, knowledge, and analysis... matter

Lopez-Gonzalez, H., Estévez, A., & Griffiths, M. D. (2018). Controlling the illusion of control: a grounded theory of sports betting advertising in the UK. *International Gambling Studies*, 18(1), 39–55. <https://doi.org/10.1080/14459795.2017.1377747>

Lopez-Gonzalez, H., Griffiths, M. D., & Estévez, A. (2020). Why some sports bettors think gambling addiction prevented them from becoming winners? A qualitative approach to understanding the role of knowledge in sports betting products. *Journal of Gambling Studies*. <https://doi.org/10.1007/s10899-020>