

Regulatory statement: gambling advertising guidance

Responsibility and problem gambling

Annex D

– Evidence base summary



Author(s)	Year	Title	Abstract / summary
Binde, P	2014	Gambling advertising: A critical research review	[Full version]
Blaszczynski, A Parke, A Parke, J Rigbye, J	2014	Operator-Based Approaches to Harm Minimisation: Summary, Review and Future Directions	[Full version]
Deans, E Thomas, S Derevensky, J Daube, J	2017	The influence of marketing on the sports betting attitudes and consumption behaviours of young men: implications for harm reduction and prevention strategies [Link]	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>
Frahn, T Delfabbro, P King, D	2014	Exposure to Free-Play Modes in Simulated Online Gaming Increases Risk-Taking in Monetary Gambling [Abstract]	<p>This study examined the behavioral effects of practice modes in simulated slot machine gambling. A sample of 128 participants predominantly aged 18–24 years were randomly allocated to 1 of 4 pre-exposure conditions: control (no practice), standard 90 % return to player, inflated return to player and inflated return with pop-up messages. Participants in all conditions engaged in monetary gambling using a realistic online simulation of a slot machine. As predicted, the results showed that those players exposed to inflated or ‘profit’ demonstration modes placed significantly higher bets in the real-play mode as compared to the other groups. However, the groups did not differ in relation to how long they persisted in the real-play mode. Pop-up messages had no significant effect on monetary gambling behavior. The results of this study confirm that exposure to inflated practice or “demo” modes lead to short-term increases in risk-taking. These findings highlight the need for careful regulation and monitoring of internet gambling sites, as well as further research on the potential risks of simulated gambling activities for vulnerable segments of the gambling population.</p>

<p>Fulton, C</p> <p>2015</p>	<p>Playing Social Roulette: The Impact of Gambling on Individuals and Society in Ireland</p> <p>[Link]</p>	<p>This scholarly research study explored gambling behaviour in Ireland, specifically the issue of problem gambling and its impact on the individual, the gambler's relationships with social connections, and the wider impact of problem gambling behaviour on community and society. The project followed an exploratory, ethnographic approach to enable participants to express themselves fully from their perspective, to facilitate in-depth understanding of gambling behaviour, and to provide a foundation for future research projects in this area. The research was conducted as four work packages, involving data collection with critical stakeholders: 1) Addiction Service Providers, 2) Gamblers, 3) Gamblers' Social Connections, and 4) the Gambling Industry. Data were collected using semi-structured, in-depth interviews.</p> <p>Problem gambling not only affects the individual who participates in gambling opportunities, but also that person's family members, friends, and wider community. There are multiple areas where stakeholders' needs can be facilitated, including regulation and policy development to protect those vulnerable to negative outcomes associated with gambling. Importantly, collaboration among all stakeholders should be initiated. Findings suggest that development of a regulatory framework and a social policy framework is urgently needed. A national strategy for service provision is essential. Further research into gambling behaviour and approaches and services is urgently needed in Ireland.</p>
<p>Fulton, C</p> <p>2017</p>	<p>Developments in the Gambling Area: Emerging trends and issues supporting the development of policy and legislation in Ireland</p> <p>[Link]</p>	<p>This report provides a summary of literature which has been published on developments in gambling since 2013, in addition to an analysis of the responses from consultation with gambling industry stakeholders and experts.</p> <p>The aims of the report are to highlight emerging trends and developments in gambling since 2013, with a focus on the following specific areas: international legislation, gambling industry mergers, services provided to problem gamblers and gambling technology. Examination of gambling legislation internationally looked at how international legislation has been dealing with emerging issues such as online gambling, sports betting, harm reduction, problem gambling and advertising. Gambling industry mergers, which have become increasingly common in recent years, are discussed with regard to the reasons for these mergers.</p> <p>Services which are available both in Ireland and internationally for problem gamblers and those affected by problem gambling were also examined. Issues which have arisen include service providers which are funded by the gambling industry itself and the usage levels of gambling services online versus landbased gambling support services as well as a lack of support services for families affected by problem gambling.</p> <p>The review of technological developments in the gambling industry covers both online gambling developments and land-based technological developments. New research into the risks of both online gambling and machine based gambling as well as aspects necessary for successful use of pre-commitment systems in managing the risks associated with both are summarised. The emergence and popularity of social media and social media gaming, and how the gambling industry is embracing this technology, was a common theme in much of the literature surrounding online gambling. An important factor that is looked at is the blurring of lines between online gambling and social media games which simulate gambling. This is a continually evolving area and as such requires monitoring.</p>

<p>Gainsbury, S Russell, A Blaszczynski, A Hing, N</p>	<p>2015</p> <p>Greater involvement and diversity of Internet gambling as a risk factor for problem gambling</p> <p>[Link]</p>	<p>Background: Concerns that Internet gambling has elevated the prevalence of problem gambling have not been substantiated; however, evidence suggests a subgroup of Internet gamblers do experience higher rates of gambling harms. Greater overall involvement in gambling appears to be predictive of harms. The purpose of this study was to examine differences between Internet gamblers with a single or multiple online gambling accounts, including their gambling behaviours, factors influencing their online gambling and risk of experiencing gambling problems.</p> <p>Methods: Internet gamblers (3178) responding to an online survey that assessed their gambling behaviour, and use of single or multiple online gambling accounts.</p> <p>Results: Results revealed that multiple account holders were more involved gamblers, gambling on more activities and more frequently, and had higher rates of gambling problems than single account holders. Multiple account holders selected gambling sites based on price, betting options, payout rates and game experience, whereas single account holders prioritized legality and consumer protection features.</p> <p>Conclusion: Results suggest two different types of Internet gamblers: one motivated to move between sites to optimize preferred experiences with a tendency to gamble in a more volatile manner; and a smaller, but more stable group less influenced by promotions and experiences, and seeking a reputable and safe gambling experience. As the majority of Internet gamblers use multiple accounts, more universal responsible gambling strategies are needed to assist gamblers to track and control their expenditure to reduce risks of harm.</p>
<p>Gainsbury, S Blaszczynski, A</p>	<p>2017</p> <p>Consideration of the impact of immediate calls to action within gambling advertising</p> <p>[Link]</p>	<p>Calls to action (e.g., “Bet Now!”) can be effective and persuasive in influencing behaviours and decisions to act as they use simple, clear language, are positively framed, and convey a sense of urgency. Gambling advertisements that contain calls to action are most likely to influence existing gamblers, and particularly customers of a gambling operator as these consumers are likely to consider these advertisements as directly relevant and to resonate with their personal interests/motivations to gamble. Calls to action that can be acted on immediately and easily, such as through mobile apps or websites, are more likely to result in behavioural action. Calls to action related to placing bets are likely to have the greatest impact on those who have difficulty controlling their gambling.</p>
<p>Griffiths, M</p>	<p>2016</p> <p>Gambling Advertising, Responsible Gambling and Problem Gambling: a brief overview</p>	<p>[Article]</p>
<p>Hanss, D Mentzoni, R Griffiths, M Pallesen, S</p>	<p>2015</p> <p>The impact of gambling advertising: Problem gamblers report stronger impacts on involvement, knowledge, and awareness than recreational gamblers</p> <p>[Link]</p>	<p>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 policy makers. 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 three 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</p>

			are discussed with regard to existing research on gambling advertising as well as their implications for future research and policy-making.
Hing, N Lamont, M Vitartas, P Fink, E	2014a	Sports-Embedded Gambling Promotions: A Study of Exposure, Sports Betting Intention and Problem Gambling Amongst Adults [Link]	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.
Hing, N Vitartas, P Lamont, M	2014b	Promotion of gambling and live betting odds during televised sport: Influences on gambling participation and problem gambling [Link]	<p>This study examined how promotion of gambling and live betting odds during televised sport influences gambling participation and gambling problems in the Queensland community. It conducted focus groups with regular viewers of televised sporting events (N = 39) and surveys of adults (N = 1,000), sports bettors (N = 544) and adolescents (N = 131) to determine how these promotions influence intentions to gambling on sports and other gambling forms. A survey containing 20 professionally produced mock sports betting promotions was conducted with regular sports bettors, non-regular sports bettors and non-sports bettors (N = 611) to determine elements that most engaged the desire to gamble. Key results pertaining to the three research questions are as follows.</p> <p>Results suggest these promotions are increasing gambling participation in the Queensland community, especially for sports betting and especially amongst existing sports bettors, as evidenced by 1) concerns of most study participants that these promotions encourage gamblers to want to gamble more, and encourage minors to want to gamble; 2) subjective responses that sizeable proportions of sports bettors feel encouraged to sports bet due to these promotions; 3) multivariate analyses demonstrating that exposure to these promotions predict adult intention to bet on sports and other activities. These promotions also appear likely to increase future sports betting and other gambling by today's adolescents, as evidenced by 1) their high exposure to sports embedded gambling promotions, and widespread awareness and recall of gambling brands; 2) subjective responses of sizeable minorities who feel encouraged to sports bet due to these promotions; and 3) multivariate analyses indicating that positive attitudes towards gambling sponsors and sports embedded promotions, along with positive social norms about sports betting and male gender, predict adolescent intention to gamble once 18 years of age.</p> <p>How will the advertising of live betting odds and other gambling promotions during televised sporting events impact on the prevalence of problem gambling in the community?</p> <p>Results suggest these promotions are increasing the prevalence and severity of problem gambling in the Queensland community, especially amongst existing sports bettors, as supported by 1) concerns of survey respondents that these promotions will increase gambling problems; 2) subjective responses of problem gamblers that all types of sports-embedded gambling promotions encourage them to bet on sport; 3) subjective responses of problem gambling sports bettors that these promotions have worsened or maintained their problem gambling behaviours and associated harms; and 4) multivariate analyses demonstrating that exposure to these promotions is associated with greater adult intention to gamble on sports and other activities as problem gambling severity increases.</p>

			<p>Findings also support an expectation that these promotions will increase future gambling problems amongst today's youth because 1) exposure to gambling promotions is associated with increased adolescent gambling intention, with increased gambling participation likely to increase problem gambling prevalence; 2) many minors are being socialised into gambling through sport watching, with perceived social norms predicting gambling intention; 3) positive attitudes to gambling sponsors and gambling promotions during sports telecasts are associated with adolescent intention to gamble and may encourage earlier gambling commencement, with early uptake increasing the likelihood of problem gambling; and 4) if this promotion increases adult gambling problems, intergenerational transfer will increase problem gambling vulnerability amongst young people growing up with problem gambling adults.</p> <p>What elements in live betting odds advertisements and other gambling promotions have the most impact in engaging the desire to gamble?</p> <p>Amongst sports bettors and all PGSI groups, type of bet had more utility than type of commentator, type of message appeal and type of promotion. For type of bet, novelty risk free bets were more enticing than micro-bets, exotic bets and traditional bets, indicating a risk-free offer is very attractive in encouraging betting. After the risk-free bet, problem gamblers were distinguished from other PGSI groups by greater attraction to micro-bets. The study makes an important contribution to understanding the influence of sports-embedded gambling promotions on gambling participation and problem gambling. As such, the study provides valuable and extensive information to assist and inform policy developments and future research on sports betting advertising, behaviour and associated gambling problems.</p>
<p>Hing, N Lamont, M Vitartas, P Fink, E</p>	2015a	<p>Sports bettors' responses to sports-embedded gambling promotions: Implications for compulsive consumption</p> <p>[Link]</p>	<p>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.</p>
<p>Hing, N Russell, A Lamont, M Vitartas, P</p>	2015b	<p>Demographic, Behavioural and Normative Risk Factors for Gambling Problems Amongst Sports Bettors</p> <p>[Link]</p>	<p>Sports betting is growing exponentially, is heavily marketed and successfully targets young adult males. Associated gambling problems are increasing. Therefore, understanding risk factors for problem gambling amongst sports bettors is an increasingly important area of research to inform the appropriate design and targeting of public health and treatment interventions. This study aimed to identify demographic, behavioural and normative risk factors for gambling problems amongst sports bettors. An online survey of 639 Australian sports bettors using online, telephone and retail betting channels was conducted. Results indicated that vulnerable sports bettors for higher risk gambling are those who are young, male, single, educated, and employed full-time or a full-time student. Risk of problem gambling was also found to increase with greater frequency and expenditure on sports betting, greater diversity of gambling involvement, and with more impulsive responses to betting opportunities, including in-play live action betting. Normative influences from media advertising and from significant others were also associated with greater problem gambling risk. The results of this study can inform a suite of intervention, protection</p>

			and treatment initiatives targeted especially at young male adults and adolescents that can help to limit the harm from this gambling form.
Hing, N Li, E Vitartas, P Russell, A	2017a	On the Spur of the Moment: Intrinsic Predictors of Impulse Sports Betting [Link]	Betting on impulse, without thoughtful consideration, research or informed decision-making, may cause financial and other harms and lead to the development of gambling problems. Impulse betting undermines responsible consumption of gambling because it reflects self-regulatory failure, impaired control, unreflective decision-making and betting more than planned. In this paper we define impulse gambling and report on a study that aimed to understand more about the intrinsic characteristics of sports bettors who have a greater tendency to bet on impulse. Specifically, the study aimed to identify behavioural, psychological and socio-demographic predictors of impulse sports betting. A sample of 1816 Australian sports bettors completed an online survey that measured the proportion of their bets placed on impulse both before and during sporting events, as well as bets that were researched and planned in advance. Impulse betting was common, accounting for nearly one-half of all past-year sports bets by respondents. Over three-quarters of respondents had placed one or more impulse bets in the last year and one in seven respondents had made all of their sports bets on impulse. More impulsive sports bettors were characterised as having higher trait impulsiveness, higher problem gambling severity, more frequent sports betting and a shorter history of sports betting. They favoured betting on in-match contingencies instead of overall match outcomes. While health promotion strategies are needed to discourage impulse betting, research into contextual factors that arouse urges to bet would also provide direction for harm minimisation measures that help consumers to resist impulsive betting decisions.
Hing, N Russell, A Browne, M	2017b	Risk Factors for Gambling Problems on Online Electronic Gaming Machines, Race Betting and Sports Betting [Link]	Growth of Internet gambling has fuelled concerns about its contribution to gambling problems. However, most online gamblers also gamble on land-based forms, which may be the source of problems for some. Studies therefore need to identify the problematic mode of gambling (online or offline) to identify those with an online gambling problem. Identifying most problematic form of online gambling (e.g. EGMs, racebetting, sports betting) would also enable a more accurate examination of gambling problems attributable to a specific online gambling form. This study pursued this approach, aiming to: (1) determine demographic, behavioral and psychological risk factors for gambling problems on online EGMs, online sports betting and online race betting; (2) compare the characteristics of problematic online gamblers on each of these online forms. An online survey of 4,594 Australian gamblers measured gambling behavior, most problematic mode and form of gambling, gambling attitudes, psychological distress, substance use, help-seeking, demographics and problem gambling status. Problem/moderate risk gamblers nominating an online mode of gambling as their most problematic, and identifying EGMs (n=98), racebetting (n=291) or sports betting (n=181) as their most problematic gambling form, were compared to non-problem/low risk gamblers who had gambled online on these forms in the previous 12 months (n = 64, 1145 and 1213 respectively), using bivariate analyses and then logistic regressions. Problem/moderate risk gamblers on each of these online forms were then compared. Risk factors for online EGM gambling were: more frequent play on online EGMs, substance use when gambling, and higher psychological distress. Risk factors for online sports betting were being male, younger, lower income, born outside of Australia, speaking a language other than English, more frequent sports betting, higher psychological distress, and more negative attitudes toward gambling. Risk factors for online race betting comprised being male, younger, speaking a language other than English, more frequent race betting, engaging in more gambling forms, self-reporting as semi-professional/professional gambler, illicit drug use whilst gambling, and more negative attitude toward gambling. These findings can inform improved interventions tailored to the specific characteristics of high risk gamblers on each of these online activities.

<p>Hing, N Russell, A Lamont, M Vitartas, P</p>	<p>2017c</p>	<p>Bet Anywhere, Anytime: An Analysis of Internet Sports Bettors' Responses to Gambling Promotions During Sports Broadcasts by Problem Gambling Severity</p> <p>[Link]</p>	<p>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.</p>
<p>Lopez-Gonzalez, H Estévez, A Jiménez-Murcia, S Griffiths, M</p>	<p>2017a</p>	<p>Alcohol Drinking and Low Nutritional Value Food Eating Behavior of Sports Bettors in Gambling Advertisements</p> <p>[Link]</p>	<p>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.</p>
<p>Lopez-Gonzalez H, Estevez, A Griffiths, M</p>	<p>2017b</p>	<p>Marketing and advertising online sports betting: A problem gambling perspective</p> <p>[Link]</p>	<p>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.</p>
<p>Lopez-Gonzalez, H Estévez, A Griffiths, M</p>	<p>2017c</p>	<p>Controlling the illusion of control: a grounded theory of sports betting advertising in the UK</p> <p>[Link]</p>	<p>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</p>

			control in sports betting advertising is a cause for concern that requires close regulatory scrutiny.
Orazi, D Jing Lei Bove, L	2015	The nature and framing of gambling consequences in advertising [Abstract]	This research investigates the impact of the nature and framing of gambling consequences in responsible gambling advertisements. Two experimental studies are conducted to assess (1) the construal level of gambling consequences, and (2) the influence of the nature and framing of gambling consequences on advertising effectiveness for both recreational and problem gamblers. The results show that, compared to material consequences, social consequences are at a higher construal level and are more effective in reducing the propensity to gamble. This differential impact of social versus material consequences is stronger among problem gamblers (vs. recreational gamblers) and when the consequences are presented as losses (vs. gains). Implications for public health agencies and social marketers are discussed.
Parke, A Harris, A Parke, J Rigbye, J Blaszczynski, A	2014	RESPONSIBLE MARKETING AND ADVERTISING IN GAMBLING: A CRITICAL REVIEW [Link]	Marketing and advertising play a significant role in the adoption of attitudes and societal norms, which have been shown to have a direct impact on behavioural intentions, ultimately leading to behavioural execution. Concurrent with other attempts to inform policy strategy with respect to harm minimisation in gambling there is a paucity of evidence pertaining to the impact that gambling advertising has on gambling behaviour, gambling-related harm, and the efficacy of advertising regulations to minimise harm. There appears to be an overwhelming portrayal of gambling as a normative, legitimate social activity, at the expense of highlighting the potential risks involved. Furthermore, new marketing techniques utilising the social media platform are able to instil emotive and positive attitudes towards gambling brands and products, as well as enabling consumers to widely share and recommend gambling products across their online community, sometimes exposing under-age and vulnerable populations to gambling. The following paper critically reviews existing research investigating the impact of current gambling advertising and marketing campaigns on both vulnerable (i.e. adolescents and problem gamblers) and normal adult populations, looking specifically at the impact of exposure, the positive framing of gambling, and the transparency of marketing techniques. It is concluded that marketing and advertising in gambling needs to facilitate more informed choice for consumers, and a more balanced approach in the framing of gambling. It is suggested that risk information is presented asynchronously to gambling promotions, as opposed to being delivered as peripheral information, and moreover future strategies need to be based on robust empirical evidence demonstrating the impact of responsible gambling advertising and marketing on behaviour.
Spurrier, S Blaszczynski, A	2014	Risk Perception in Gambling: A Systematic Review [Abstract]	Perception of the consequences of risk affects motivation and behaviour. In gambling, distorted expectations and preferences towards outcomes are associated with significant social and clinical harms. A systematic review was conducted to examine the relationship between gambling risk perception and behaviour. Sixteen studies met inclusion criteria. Studies provided evidence that disordered gamblers hold both more optimistic overall perceptions of risk, and a mixture of more positive and more negative specific outcome expectations. Preliminary evidence suggests a range of contextual and individual differences moderate risk perception affecting decision-making. Disordered gamblers appear to sustain motivation to gamble, despite more negative expectations and experiences, via cognitive processes that result in preferential emphasis on positive over negative outcomes. Given potential differences in the perception of risk between various categories of gamblers, clinicians should take into account how gamblers in treatment view gambling as a risky behaviour. Improving the accuracy of such perceptions may reduce the propensity for risk-taking behaviours.

Committee of Advertising Practice
Mid City Place, 71 High Holborn
London WC1V 6QT

Telephone: 020 7492 2200
Textphone: 020 7242 8159
Email: enquiries@cap.org.uk

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