

Young people and gambling-related influencer content

Understanding exposure to and impact
of gambling-related influencer content
on young people and identifying
potential strategies for change

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Partners



Social Finance is a not-for-profit organisation that works with partners to research, design, and scale solutions to complex and enduring social issues. Our human-centred design and research team work with local and national governments, commissioners and service providers to gather actionable insights from those with lived experience to improve public services and the lives of people and communities.



GamCare provide information, advice, and support for anyone affected by gambling harms. They operate the National Gambling Helpline, provide structured support for anyone who is harmed by gambling, and raise awareness about gambling harms and treatment services. They provide a range of different services to support young people ranging from in-person workshops, digital tools, and resources to support for professionals and parents. They also provide age-appropriate treatment as part of the Young People's Service.



Ygam is an award-winning charity with a mission to prevent young people from experiencing gaming and gambling harms through awareness raising, education and research. Through a portfolio of evidence-based programmes, they develop and deliver training and resources for a range of groups who have influence over young people. They also have a student advisory board (18+) who will be providing key insight and feedback on the research design of this project.



Bournemouth University Gambling Research Group brings together expertise in different areas of research related to the focus of this project, in particular, aspects of influencer marketing and digital media consumption as well as safer gambling communication, psychological and digital resilience in young people, and experimental methods. The Responsible Gambling Research Group's work focuses on how to effectively prevent and intervene with problematic gambling behaviour. The Responsible Gambling Research Group was also involved with the Mindful Resilience project, a collaboration with BU, Ygam, Betknowmore, and the Responsible Gaming Council to educate practitioners about gaming and gambling in young people funded by Playtech.



The Centre for Innovation and Research in Childhood and Youth (CIRCY) at Sussex University was established in 2012 as part of a major university investment in the interdisciplinary field of childhood and youth. In 2023, it was named as one of 12 new Centres of Excellence at the University of Sussex for the next five years. One of the Centre's main strengths is applied research in the fields of sociology, health, social care and education, and their work is strongly oriented to enacting positive changes in lives of children's and families and working with those practitioners and organisations who closely support them. This has enabled them to develop strong links with child and family focused organisations at a local and national level.

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While Bournemouth University and University of Sussex were not involved in the final drafting of this report, they were integral parts to the research covered in this report. Bournemouth University were actively involved in the literature review, content analysis and survey analysis with separate academic papers drafted on each and the University of Sussex was involved in the design of the qualitative research and its synthesis.

No AI tools were used in the analysis of any data. AI was used to support the drafting and summarising of content throughout the report, as well as to improve clarity and grammar. All content that AI has been used to draft has been checked and quality assured by Social Finance. No original content, references, analysis, or narrative was generated using AI.

Executive summary

This report examines how children and young people (CYP) experience, interpret, and are affected by gambling-related influencer content in digital spaces. Commissioned by GambleAware and led by Social Finance in collaboration with Bournemouth University, University of Sussex, GamCare, and Ygam, the research uses a mixed-methods approach to build a holistic and youth-centred understanding of this issue, aiming to meet four key research aims:

- Understanding the level of exposure young people have to gambling-related influencer content
- Understanding the extent to which they are persuaded by this type of marketing
- Understanding whether CYP are able to critically evaluate gambling-related influencer content, in order to recognise and reject it
- Understanding the most effective solutions by co-designing potential interventions alongside young people

The mixed methods approach included a literature review, content analysis, survey, and participatory qualitative research with CYP.

The **literature review** lays the foundation by identifying key trends and gaps in current research. It highlights the growing presence of gambling promotions on platforms like YouTube, Twitch, and TikTok, often embedded within influencer content that CYP encounter and view as entertainment. It also underscores regulatory blind spots and the developmental vulnerabilities that make CYP especially susceptible to persuasive marketing in these digital spaces.

The **content analysis** adds depth by closely examining how gambling is portrayed by content creators online through analysing pieces of gambling marketing by content creators, including the tone, visuals, language and inclusion of disclaimers in the content. It reveals that gambling-related promotions often use strategies like humour, relatability, social proof, and aspirational messaging to normalise high-risk behaviours. These messages frequently lack clear disclosures and are framed to appear as authentic recommendations rather than sponsored content, contributing to their persuasive power.

The **survey** provides quantitative insight, capturing the scale of CYP's exposure and the impact on attitudes and behaviours. Key findings include that 59% of CYP feel they have little to no control over their exposure to gambling content and that those who follow gambling influencers are significantly more likely to engage in gambling activities, including high-risk gambling-like activities like crypto trading. The survey also surfaces demographic differences in exposure and vulnerability, with male respondents showing higher levels of engagement with gambling-related content.

The **qualitative strand**, grounded in co-production (this involved CYP co-designing the research methodology and solutions with researchers to ensure the study was by and for CYP), brings rich, first-hand perspectives to the fore. Focus groups and participatory activities reveal how CYP understand the purpose and appeal of influencer content, how trust in influencers shapes their perceptions, and how they navigate a digital environment saturated with promotional content. This strand captures both critical thinking and ambivalence, showing how young people grapple with personal responsibility, peer influence, and a lack of trusted support when confronted with gambling content online.

Together, these research strands reinforce and enrich one another. The literature sets the context; the content analysis illustrates mechanisms of influence; the survey quantifies prevalence and

impact; and the qualitative work illuminates the lived experiences behind the data. This layered approach ensures that policy and practice recommendations are not only evidence-based but also grounded in the realities of CYP's digital lives.

Key findings

- CYP are regularly and often passively exposed to gambling-related influencer content, particularly on platforms like YouTube, TikTok, and Twitch. Algorithms amplify this exposure, especially among gamers and males or non-binary individuals.
- Content creator promotions of gambling operators and games these operators host are often embedded in entertainment and framed as fun, rewarding, and socially acceptable. These messages rarely include visible risk warnings or transparent disclosures, blurring the line between advertising and content.
- Influencers' perceived authenticity, relatability, and celebrity status enhance the persuasive power of gambling content. Interactive features and parasocial relationships contribute to the normalisation of gambling.
- CYP who follow gambling influencers are more likely to engage in high-risk behaviours such as using promo codes, experimenting with crypto casinos, and gambling online.
- Despite some awareness of the risks, young people often place responsibility on individuals rather than platforms or advertisers and report limited access to support or trusted guidance.
- There is tension between CYP's desire for protection from harmful content and their wish for greater autonomy in navigating digital spaces.

This report provides timely, multi-dimensional evidence to inform regulators, professionals, and youth services seeking to reduce gambling harms in an increasingly influencer-driven digital world.

Key recommendations

Recommendation 1: Regulatory bodies should strengthen guidelines around clear labelling, placement, and promotion of gambling-related influencer content - particularly on platforms popular with young people. This includes addressing algorithmic amplification of such content and ensuring that gambling promotions are not disguised as entertainment.

Recommendation 2: There is a pressing need for targeted educational interventions that build critical digital literacy and help young people recognise, question, and respond to manipulative marketing practices. These efforts should be developed in partnership with young people and embedded across schools, youth services, and digital platforms.

Recommendation 3: Support systems - both formal and informal - must be better equipped to respond to the needs of young people who experience gambling-related harm, with a focus on reducing stigma and increasing the visibility and accessibility of youth-appropriate help.

Recommendation 4: The design of future interventions and solutions needs to find the right balance between *protecting* and *empowering* young people. Young people want to be safeguarded where necessary, but also trusted and supported to take control of their own digital environments.

Recommendation 5: Support further research using longitudinal and mixed-method approaches to understand the complex landscape of gambling-related influencer content and its impact on CYP, including for example more detailed research on CYP who identify as non-binary and/ or research on algorithmic reinforcement of high-risk content.

1. Background and context

1.1. Terminology used in this report

In our overall research approach, we carefully considered our use of language to ensure its accessibility for CYP and to reflect the language young people themselves use to describe their experiences. We used simple language and for example provided a list of definitions at the outset of the survey:

Gambling	Involves betting money or other things of value (for example, skins betting in games, objects you own, whether you do a task you don't necessarily want to do) on the outcome of something where there is a chance you might lose, or, possibly, win something back of more value than you bet. There are lots of ways to gamble, for example on the results of sports, playing card games, lotteries, scratch cards, raffles, bingo and sweepstakes, as well as placing bets with friends and using online and offline casinos.
Gambling-like activities	Refers to activities that share characteristics with traditional gambling but may not always involve betting real money or be classified as gambling under legal definitions. Some examples of this are items you pay for in video games where you don't know what you will receive when you buy it, apps and games that simulate gambling experiences like slot machines or poker but without money winnings, crypto-trading, fantasy sports leagues, stock market trading, mystery boxes, Gacha games.
Influencer content	Media created by content creators on social media platforms. This may involve TikToks, Instagram reels/posts/stories, Snapchat stories, tweets, live streams, YouTube videos, etc.
Content creator	Content creators produce videos, images, audio, visuals for social media. This includes for example YouTubers, streamers, influencers.
Algorithms	Algorithms are a set of rules or calculations used by social media platforms to decide what content to show users by analysing factors like user preferences, behaviour, and engagement to prioritise posts, videos, or ads that they deem most relevant or interesting to each person.

Other relevant terms for people interested in this topic include:

Loot boxes

Loot boxes have been defined as “features in video games which may be accessed through gameplay, or purchased with in-game items, virtual currencies, or directly with real-world money”. They often appear as chests, crates, or card packs. Concerns have been raised about the structural and psychological similarities between loot boxes and gambling and that they can encourage children to gamble.

Streamers

A streamer is a type of social media influencer who broadcasts themselves online through a live stream to an audience.

In addition to making sure the language in the research was accessible, we also had to carefully balance ethical concerns when choosing certain language or terminology. On the one hand, we had to ensure we were not exposing young people to new language or terminology and potentially harmful concepts, while on the other hand, we had to be explicit and direct enough in our language for young people to understand what the individual survey questions were referring to.

For this we worked closely with Ygam and GamCare given their expertise in working directly with CYP around gambling harms. They reviewed the language and visuals used in all research materials. We also consulted GamCare’s Youth Advisory Board and they provided feedback on the initial survey drafts. This helped us ensure the language used in the survey was adequate, accessible and safe for young people completing the survey.

1.2. Young people and gambling

The digital age has ushered in an era where gambling, once largely confined to adult spaces, increasingly permeates the lives of children and young people (CYP) in the UK. CYP are especially at risk to harm resulting from this emerging intersection between the online world and gambling¹. The rapid expansion of the online gambling market brings exposure to audiences who otherwise would not have access to gambling products, services and materials under the age of 18. This shift is concerning, given the developmental vulnerabilities inherent in adolescence and young adulthood. The prefrontal cortex, responsible for critical decision-making and impulse control², remains under development, leaving young individuals particularly susceptible to the allure of gambling's immediate rewards while struggling to fully grasp its long-term consequences.

Research consistently highlights the evolving landscape of gambling amongst young people, revealing trends in prevalence of participation in gambling activities, gambling behaviour, and exposure to gambling-related content both online and offline. These insights underscore the need to understand and address the unique challenges facing young people in the context of an increasingly accessible and normalised gambling environment.

¹ Macgregor, A., Biggs, H., & Shields, J. (2020, March 27). *The Effect of Gambling Marketing and Advertising on Children, Young People and Vulnerable People Qualitative Research Report*. <https://doi.org/10.13140/RG.2.2.29918.79687>

² Brand, M., Wegmann, E., Stark, R., Müller, A., Wölfling, K., Robbins, T. W., & Potenza, M. N. (2019). The interaction of person-affect-cognition-execution (I-PACE) model for addictive behaviors: Update, generalization to addictive behaviors beyond internet-use disorders, and specification of the process character of addictive behaviors. *Neuroscience and Biobehavioral Reviews*, 104, 1–10. <https://doi.org/10.1016/j.neubiorev.2019.06.032>

Specifically, the UK Gambling Commission's (UKGC) annual surveys³ provide critical data on the extent of young people's gambling in the UK. These reports highlight the proportion of young people who engage in gambling activities, detailing the percentage of 11–17-year-olds who have participated in gambling activities within the past 12 months. The 2024 UKGC survey revealed 27% of 11-17-year-olds had spent their own money on gambling activities in the last 12 months, and notably indicated a significant increase in young people displaying problematic gambling behaviour (1.5% compared to 0.7% in 2023)⁴ when applying the DSM-IV-MR-J screening tool (a screening tool used to assess problem gambling among young people). The UKGC's research also sheds light on the growing normalisation of gambling through exposure to online advertising and marketing, particularly within sports, and the increasing accessibility of online gambling platforms and mobile apps⁵.

Existing research into the harms associated with gambling, including those experienced by young people, reveals insights into specific areas impacting this group. The developmental vulnerability of young people, coupled with the increasing accessibility of online gambling and the convergence of gaming and gambling elements, creates a heightened risk of harm. At the same time, the normalisation of gambling through advertising, social media, and gaming has the potential to decrease young people's perception of gambling as a risky activity.

Key issues that need addressing are:

Impact of advertising and marketing:

- Young people are highly susceptible to the influence of gambling advertising and marketing, particularly when it is integrated into sports and other forms of entertainment they enjoy. This exposure can significantly normalise gambling behaviours, making it appear as a routine and acceptable activity⁶.

Vulnerability and harms:

- Gambling is linked to mental health issues, such as anxiety and depression⁷. It is also associated with financial and social harms, including debt accumulation and strained relationships⁸.
- Young people who are exposed to gambling at an early age are more likely to display what would be considered problematic gambling behaviour (when recognised screening tools are applied) later in life⁹.

³ *Young People and Gambling 2024: Official Statistics*. (2024). Gambling Commission. <https://www.gamblingcommission.gov.uk/statistics-and-research/publication/young-people-and-gambling-2024-official-statistics>

⁴ Ibid.

⁵ *Young people and gambling: Qualitative research - What new learning has this research brought to the Gambling Commission*. (2025). Gambling Commission. <https://www.gamblingcommission.gov.uk/report/young-people-and-gambling-qualitative-research/what-new-learning-has-this-research-brought-to-the-gambling-commission-young>

⁶ Thomas, S., van Schalkwyk, M. C. I., Daube, M., Pitt, H., McGee, D., & McKee, M. (2023). Protecting children and young people from contemporary marketing for gambling. *Health Promotion International*, 38(2). <https://doi.org/10.1093/heapro/daac194>

⁷ Dowling, N. A., Butera, C. A., Merkouris, S. S., Youssef, G. J., Rodda, S. N., & Jackson, A. C. (2019). The Reciprocal Association between Problem Gambling and Mental Health Symptoms/Substance Use: Cross-Lagged Path Modelling of Longitudinal Cohort Data. *Journal of clinical medicine*, 8(11), 1888. <https://doi.org/10.3390/jcm8111888>

⁸ Public Health England. (2023, January 11). *Gambling-related harms evidence review: summary*. GOV.UK. <https://www.gov.uk/government/publications/gambling-related-harms-evidence-review/gambling-related-harms-evidence-review-summary--2>

⁹ *Exploring the gambling journeys of young people*. (2021). Gambling Commission. <https://www.gamblingcommission.gov.uk/statistics-and-research/publication/exploring-the-gambling-journeys-of-young-people>

Video gaming and gambling convergence:

- There is an increasing convergence of video gaming and gambling, particularly through features like loot boxes, in-game purchases, and social casino games. These features have the potential to normalise gambling behaviours and act as a gateway to more traditional forms of gambling¹⁰.
- The blurring of lines between gaming and gambling can make it difficult for young people to distinguish between entertainment and potentially harmful activities¹¹.

1.3. Young people and influencer content

The digital age has fundamentally reshaped how young people consume information and entertainment, with social media platforms and influencers playing a pivotal role in shaping their attitudes and behaviours. Content creators (who produce videos, images, audio, visuals for social media; this includes for example YouTubers, streamers and influencers), perceived as relatable and authentic, wield considerable power in promoting products, services, and lifestyles.

Content creators often bypass traditional advertising filters due to factors such as temporary posts (e.g. 24 hour Instagram stories) making it harder to document and action regulation breaks, the difficulty of enforcing protective mechanisms like watershed bans with advertisements having the potential to be viewed by CYP regardless of when they're initially posted online, and individual content creators disregarding or being misinformed on regulations. This is particularly relevant given that algorithms on social media platforms can amplify potentially harmful messages^{12,13}, potentially increasing young people's exposure to harmful influencer content. Furthermore, social media platforms like Instagram, TikTok, YouTube, Twitch, and Kick have become primary sources of information and entertainment for young people. Influencers on these platforms, through direct engagement with their audience, hold significant sway over young people's perceptions and behaviours. Young people can view influencers as peers or role models, and when they perceive them as authentic and relatable they can be susceptible to their influence¹⁴.

Using influencers to promote gambling creates a new avenue for exposure for CYP to harmful gambling material. Regardless of whether a young person begins to gamble under the age of 18, early exposure to gambling content can still lead to gambling harms later in life. This has been evidenced in work by the Gambling Commission – 'exposure to the positive and negative extremes of gambling (for example witnessing big wins or big losses, or being exposed to very positive or very negative attitudes about gambling) at an early age can lead to an increased interest in gambling in later life, and in some cases riskier or more harmful gambling behaviour'¹⁵. Research funded by GambleAware and authored by Alma Economics also showed CYP's exposure to gambling

¹⁰ J. Close, J. Lloyd. Lifting the Lid on Loot-Boxes. (2021). <https://www.gambleaware.org/our-research/publication-library/articles/lifting-the-lid-on-loot-boxes/>

¹¹ Family Kids & Youth, CultureStudio, Sherbert Research. (2024). Qualitative Research on the Lived Experience and Views of Gambling among Children and Young People. <https://www.gambleaware.org/our-research/publication-library/articles/qualitative-research-on-the-lived-experience-and-views-of-gambling-among-children-and-young-people/>

¹² Costello, N., Sutton, R., Jones, M., Almassian, M., Raffoul, A., Ojumu, O., Salvia, M., Santoso, M., Kavanaugh, J. R., & Austin, S. B. (2024). ALGORITHMS, ADDICTION, AND ADOLESCENT MENTAL HEALTH: An Interdisciplinary Study to Inform State-level Policy Action to Protect Youth from the Dangers of Social Media. *American Journal of Law & Medicine*, 49(2-3), 135–172. <https://doi.org/10.1017/amj.2023.25>

¹³ Milli, S., Carroll, M., Wang, Y., Pandey, S., Zhao, S., & Dragan, A. D. (2025). Engagement, user satisfaction, and the amplification of divisive content on social media. *PNAS Nexus*, 4(3). <https://doi.org/10.1093/pnasnexus/pgaf062>

¹⁴ Han, J., & Balabanis, G. (2023). Meta-analysis of social media influencer impact: Key antecedents and theoretical foundations. *Psychology & Marketing*, 41(2).

¹⁵ Gambling Commission. (2021, August 5). *Exploring the gambling journeys of young people*. Gambling Commission. <https://www.gamblingcommission.gov.uk/statistics-and-research/publication/exploring-the-gambling-journeys-of-young-people>

advertisements to be the most prominent environmental factor associated with increased risk of gambling¹⁶.

Key issues that need addressing are:

Influence on attitudes and behaviours:

- Influencers can impact attitudes towards products and individuals' purchase intentions¹⁷.
- The interactive nature of social media allows for direct engagement with influencers, fostering a sense of community and connection, which can further amplify their influence^{18,19}

Vulnerability to deceiving and harmful content:

- Young people may not always recognise the commercial intent behind influencer content and therefore be able to critically analyse the content as an advertisement²⁰.
- Exposure to deceiving and harmful content promoted by influencers can influence consumption habits and behaviours, especially among younger audiences with some influencers engage in unethical behaviours such as undisclosed sponsorships, promotion of counterfeit goods, and misleading advertisements, undermining consumer trust²¹.

Impact of algorithms and targeted content:

- Social media algorithms play a crucial role in determining the content that young people see, potentially creating echo chambers and reinforcing existing beliefs²².
- Targeted advertising and influencer marketing can exploit young people's data and preferences, exposing them to content that may be harmful or manipulative²³.

¹⁶ Alma Economics (2023). Inequalities, vulnerabilities, and risk factors for gambling harms among children and young people: a scoping study. <https://www.gambleaware.org/our-research/publication-library/articles/inequalities-vulnerabilities-and-risk-factors-for-gambling-harms-among-children-and-young-people-a-scoping-study/>

¹⁷ Pereira, M. J. de S., Cardoso, A., Canavaro, A., Figueiredo, J., & Garcia, J. E. (2023). Digital Influencers' Attributes and Perceived Characterizations and Their Impact on Purchase Intentions. *Sustainability*, 15(17), 12750. <https://doi.org/10.3390/su151712750>

¹⁸ Lou, C., & Yuan, S. (2019, October). *influencer marketing: How message value and credibility affect consumer trust of branded content on social media*. ResearchGate.

https://www.researchgate.net/publication/328620597_Influencer_Marketing_How_Message_Value_and_Credibility_Affect_Consumer_Trust_of_Branding_Content_on_Social_Media

¹⁹ Rajput, A., & Gandhi, A. (2024). The branding power of social media influencers: an interactive marketing approach. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2380807>

²⁰ Boerman, S. C., & van Reijmersdal, E. A. (2020). Disclosing influencer marketing on youtube to children: The moderating role of para-social relationship. *Frontiers in Psychology*, 10(10). <https://doi.org/10.3389/fpsyg.2019.0304>

²¹ Ekinci, Y., Dam, S., & Buckle, G. (2025). The Dark Side of Social Media Influencers: A Research Agenda for Analysing Deceptive Practices and Regulatory Challenges. *Psychology and Marketing*, 42(4). <https://doi.org/10.1002/mar.22173>

²² Bozdag, E. (2013). Bias in algorithmic filtering and personalization. *Ethics and Information Technology*, 15(3), 209–227. <https://doi.org/10.1007/s10676-013-9321-6>

²³ Lapierre, M. A., Fleming-Milici, F., Rozendaal, E., McAlister, A. R., & Castonguay, J. (2017). The Effect of Advertising on Children and Adolescents. *Pediatrics*, 140(Supplement 2), S152–S156. <https://doi.org/10.1542/peds.2016-1758v>

1.4. Examples of gambling-related influencer content

Gambling-related influencer marketing involves content creators promoting gambling products or services to their audience via online platforms such as TikTok, Instagram, YouTube, and more. This can take a variety of forms, including the content creator showing themselves gambling, offering promo-codes to incentivise gambling, or giving tips on how to 'win' the game in question.

Some examples of gambling-related influencer content are:



Image (left): TikTok video of an influencer explaining how to play a gamified gambling game on Roobet.

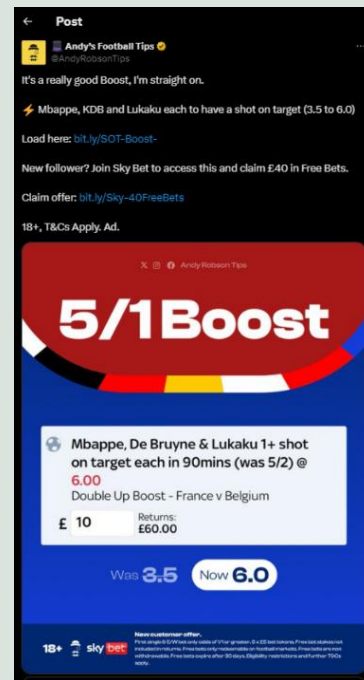


Image (left): A tipster a type of influencer in the sports betting industry who provide betting advice and predictions on social media) advertising a boost on SkyBet.

Image (below): Twitch stream of Drake gambling on Stake, demonstrating how much he has won, how to play the games, whilst engaging in drinking and smoking with others.

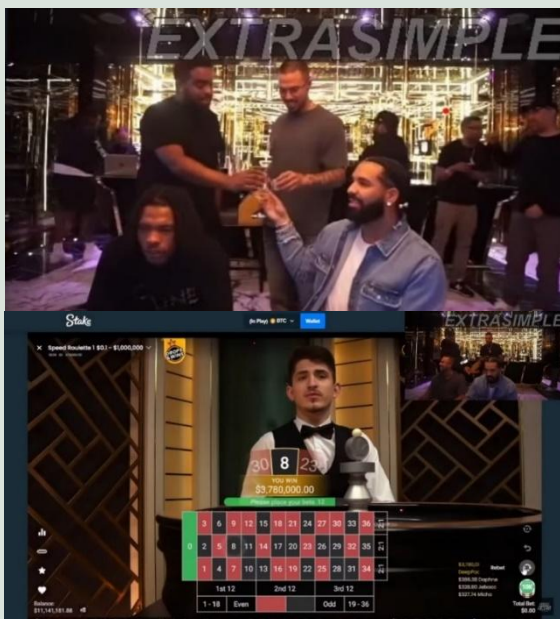
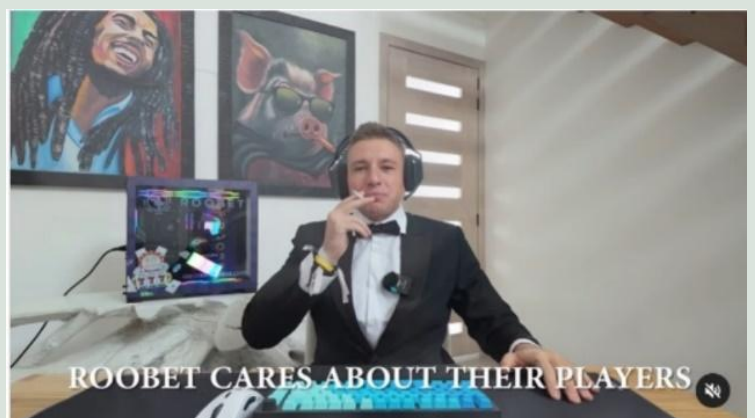


Image (below): High production, exciting James Bond style Instagram reel of an influencer advertising Roobet with very positive framing of the company and ease of winning; example given here stating that Roobet 'cares about their players'.



2. Research approach and methodology

2.1. Research approach

This report summarises the research conducted as part of a research project commissioned by GambleAware to better understand young people's exposure to, and the impact of, gambling-related influencer content. The research was independent and conducted as a collaboration between Social Finance, Bournemouth University, the University of Sussex, GamCare and Ygam, with Social Finance as the project lead. It consisted of six research strands across both primary and secondary research:

- Desk research and four interviews with sector experts
- Literature review
- Content analysis
- Survey targeting 13-17 year olds, achieving 634 responses ,
- Exploratory research and scenario testing with CYP
- Co-design workshops with CYP to formulate solutions to tackle gambling-related influencer marketing

The overarching research aim across the different stages of the programme was to gain a comprehensive understanding of how CYP are exposed to, and impacted by, content that is distributed as influencer gambling marketing. This included understanding the types of content CYP are exposed to, the extent and impact of this exposure, as well as possible solutions to manage any negative impacts CYP may experience. The research stages built on one another with the first phase of the research programme between April 2024 and September 2024 focusing on secondary research including the desk research literature review and the content analysis, and the second phase focused on primary research with the survey, as well as qualitative exploratory research and co-design workshops between October 2024 and March 2025. Phasing our research in this way allowed us to ensure that the primary research with CYP was informed by the insights from the secondary research in the first phase.

Problem Statement

As outlined in the background section on young people and gambling, CYP are increasingly exposed to potentially harmful online content, particularly in the form of gambling-related promotions embedded within influencer marketing. These messages are often disguised as entertainment and are delivered by individuals whom young audiences admire and trust. Such content has been shown to draw CYP into risky behaviours, contributing to the normalisation of gambling and potentially fostering problematic gambling habits^{24,25}. Despite growing concern, our understanding of the full extent of exposure and its behavioural impacts remains limited. Existing regulatory and educational

²⁴ Deans, E. G., Thomas, S. L., Daube, M., & Derevensky, J. (2016). The role of peer influences on the normalisation of sports wagering: a qualitative study of Australian men. *Addiction Research & Theory*, 25(2), 103–113. <https://doi.org/10.1080/16066359.2016.1205042>

²⁵ Pitt, H., McCarthy, S. and Thomas, S. (2023), "The Impact of Marketing on the Normalisation of Gambling and Sport for Children and Young People", McGee, D. and Bunn, C. (Ed.) *Gambling and Sports in a Global Age (Research in the Sociology of Sport, Vol. 18)*, Emerald Publishing Limited, Leeds, pp. 169-183. <https://doi.org/10.1108/S1476-285420230000018011>

responses have not proven effective enough in protecting CYP from gambling exposure and harm^{26,27}.

In response to the problem statement, we articulated hypotheses and clear research aims for the programme.

Research aims and hypotheses

Hypotheses

- CYP are exposed to gambling and gambling-like content through social media influencers²⁸
- CYP often lack the media literacy needed to identify influencer content as advertising²⁹
- The effectiveness of gambling marketing via influencers is heightened by its integration into entertaining content, which features engaging visuals, tone, and storytelling³⁰
- CYP's perceived familiarity and emotional connection with influencers enhances the persuasive impact of gambling promotions³¹

Research aims

- **Measure exposure:** understanding the level of exposure young people have to gambling-related influencer content by quantifying the level and frequency of CYP's exposure to gambling-related influencer content across various digital platforms.
 - **Assess persuasive impact:** understanding the extent to which CYP are persuaded by this type of marketing by investigating how such content influences young people's attitudes towards gambling and their likelihood of engaging in gambling-related behaviours.
 - **Explore critical evaluation skills:** understanding whether CYP are able to critically evaluate gambling-related influencer content by examining whether CYP are able to recognise gambling-related influencer content as a form of marketing and critically assess its intent and potential harm.
 - **Co-design interventions:** understanding the most effective solutions by collaboratively designing and evaluating intervention strategies with CYP, aimed at enhancing their media literacy and reducing susceptibility to gambling-related marketing.
-

The full methodology can be found in the appendix of this report.

²⁶ Livingstone, S., & Helsper, E. J. (2008). Parental Mediation of Children's Internet Use. *Journal of Broadcasting & Electronic Media*, 52(4), 581–599. <https://doi.org/10.1080/08838150802437396>

²⁷ Thomas, S., van Schalkwyk, M. C. I., Daube, M., Pitt, H., McGee, D., & McKee, M. (2023). Protecting children and young people from contemporary marketing for gambling. *Health Promotion International*, 38(2). <https://doi.org/10.1093/heapro/daac194>

²⁸ Pitt, H., McCarthy, S., Randle, M., Daube, M., & Thomas, S. L. (2024). Young people's views about the use of celebrities and social media influencers in gambling marketing. *Health Promotion International*, 39(1). <https://doi.org/10.1093/heapro/daae012>

²⁹ Boerman, S. C., & van Reijmersdal, E. A. (2020). Disclosing influencer marketing on youtube to children: The moderating role of para-social relationship. *Frontiers in Psychology*, 10(10). <https://doi.org/10.3389/fpsyg.2019.03042>

³⁰ Pitt, H., McCarthy, S., Randle, M., Daube, M., & Thomas, S. L. (2024). Young people's views about the use of celebrities and social media influencers in gambling marketing. *Health promotion international*, 39(1). <https://doi.org/10.1093/heapro/daae012>

³¹ Ibid.

3. Learnings from the existing research

This section outlines the key findings from our literature review (published separately³² as an academic paper). The literature review examined existing material on how gambling-related content promoted by influencers affects CYP. It explored the extent of their exposure, how such content shapes their perceptions of gambling, and the features that make this content engaging.

The key findings from the literature review are summarised below. These informed other research strands such as the content analysis and survey by providing the foundations for the research questions and hypotheses.

Overview of literature included in the review

The literature review included a total of 41 studies, spanning from 2015 to May 2024. Across years, there has been a notable increase in publications since 2020, with 11 studies published that year. From 2021 onward, a total of 21 studies have been published, including 3 in 2024 (based on a search conducted on 19 May 2024).

Looking at the geographical distribution of the identified literature, 7 studies focused on Spain, 5 on Australia, 4 on the UK, 2 on the USA, 2 on the EU, and 1 each on Finland and New Zealand. Additionally, 19 studies examined multiple country contexts. This distribution underscores the global scope of gambling-related influencer marketing.

Widespread exposure to gambling-related influencer content

The analysed studies showed that CYP are frequently exposed to gambling-related content through influencers, particularly on platforms such as Twitch and YouTube^{33,34,35,36,37,38,39}. Gambling operators actively use social media to reach CYP, leveraging influencers' credibility and broad appeal to endorse gambling in a way that feels authentic. For example, live-streamers showcasing gambling activities with an operator they are affiliated with, blending entertainment with promotional tactics to attract young audiences.

³² Bolat, E., Panourgia, C., Yankouskaya, A., & Kelly, M. (2025). Influencer-Driven Gambling Content and Its Impact on Children and Young People: A Scoping Study. *Current Addiction Reports*, 12(1). <https://doi.org/10.1007/s40429-025-00616-z>

³³ Smith, M., Chambers, T., Abbott, M., & Signal, L. (2020). High stakes: Children's exposure to gambling and gambling marketing using wearable cameras. *International Journal of Mental Health and Addiction*, 18(4), 1025–1047. <https://doi.org/10.1007/s11469-019-00103-3>

³⁴ Pitt, H., McCarthy, S., Randle, M., Daube, M., & Thomas, S. L. (2024). Young people's views about the use of celebrities and social media influencers in gambling marketing. *Health Promotion International*, 39(1). <https://doi.org/10.1093/heapro/daae012>

³⁵ Arksey, H., & O'Malley, L. (2005). Scoping studies: Towards a Methodological Framework. *International Journal of Social Research Methodology*, 8(1), 19–32. <https://doi.org/10.1080/1364557032000119616>

³⁶ Lopez-Gonzalez, H., Griffiths, M. D., Jimenez-Murcia, S., & Estévez, A. (2019). The perceived influence of sports betting marketing techniques on disordered gamblers in treatment. *European Sport Management Quarterly*, 20(4), 421–439. <https://doi.org/10.1080/16184742.2019.1620304>

³⁷ Kaakinen, M., Sirola, A., Savolainen, I., & Oksanen, A. (2019). Young people and gambling content in social media: An experimental insight. *Drug and Alcohol Review*, 39(2). <https://doi.org/10.1111/dar.13010>

³⁸ Sirola, A., Kaakinen, M., Savolainen, I., Paek, H.-J., Zych, I., & Oksanen, A. (2021). Online identities and social influence in social media gambling exposure: A four-country study on young people. *Telematics and Informatics*, 60(1), 101582. <https://doi.org/10.1016/j.tele.2021.101582>

³⁹ Pitt, H., Thomas, S. L., & Bestman, A. (2016). Initiation, influence, and impact: adolescents and parents discuss the marketing of gambling products during Australian sporting matches. *BMC Public Health*, 16(1). <https://doi.org/10.1186/s12889-016-3610-z>

Shaping CYP's perceptions and attitudes towards gambling

Existing research also shows that influencer marketing significantly influences CYP's views on gambling, often presenting it as socially acceptable and financially rewarding^{40,41,42,43,44,45,46,47,48,49,50,51,52,53,54,55,56}. Influencers build emotional connections with their followers, making paid promotions seem like genuine recommendations. This line blurring contributes to more positive attitudes towards gambling and increased intent to gamble^{57,58,59,60}.

⁴⁰ Delfabbro, P., & King, D. (2023). The evolution of young gambling studies: digital convergence of gaming, gambling and cryptocurrency technologies. *International Gambling Studies*, 23(3), 1–14. <https://doi.org/10.1080/14459795.2023.2171469>

⁴¹ Barrientos-Báez, A., González-Vallés, J. E., Barquero-Cabrero, J. D., & Caldevilla-Domínguez, D. (2022). Spanish Tipsters and the Millennial and Centennial Generations in the Scenario of a Pandemic. *Media and Communication*, 10(1), 286–296. <https://doi.org/10.17645/mac.v10i1.4777>

⁴² Stadler, E., & Naraine, M. L. (2020). Place Your Bets: An Exploratory Study of Sports-Gambling Operators' Use of Twitter for Relationship Marketing. *International Journal of Sport Communication*, 13(2), 157–180. <https://doi.org/10.1123/ijsc.2019-0114>

⁴³ Lopez-Gonzalez, H., Guerrero-Solé, F., & Griffiths, M. D. (2018). A content analysis of how “normal” sports betting behaviour is represented in gambling advertising. *Addiction Research & Theory*, 26(3), 238–247. <https://doi.org/10.1080/16066359.2017.1353082>

⁴⁴ Torrance, J., John, B., Greville, J., O'Hanrahan, M., Davies, N., & Roderique-Davies, G. (2021). Emergent gambling advertising; a rapid review of marketing content, delivery and structural features. *BMC Public Health*, 21(1). <https://doi.org/10.1186/s12889-021-10805-w>

⁴⁵ Oksanen, A., Sirola, A., Savolainen, I., Koivula, A., Kaakinen, M., Vuorinen, I., Zych, I., & Paek, H.-J. (2021). Social Ecological Model of Problem Gambling: A Cross-National Survey Study of Young People in the United States, South Korea, Spain, and Finland. *International Journal of Environmental Research and Public Health*, 18(6), 3220. <https://doi.org/10.3390/ijerph18063220>

⁴⁶ Labrador, F. J., Bernaldo-de-Quirós, M., Sánchez-Iglesias, I., Labrador, M., Vallejo-Achón, M., Fernández-Arias, I., & Estupiñá, F. J. (2021). Advertising Games of Chance in Adolescents and Young Adults in Spain. *Journal of Gambling Studies*, 37(3), 765–778. <https://doi.org/10.1007/s10899-020-09988-5>

⁴⁷ Sirola, A., Kaakinen, M., Savolainen, I., Paek, H.-J., Zych, I., & Oksanen, A. (2021). Online identities and social influence in social media gambling exposure: A four-country study on young people. *Telematics and Informatics*, 60(1), 101582. <https://doi.org/10.1016/j.tele.2021.101582>

⁴⁸ Cason, D., Lee, M., Lee, J., Yeo, I. S., & Amer, E. J. (2020). The impact of legalization of sports gambling: How motivation, fandom, and gender influence sport-related consumption. *International Journal of Sport Communication*, 13(4), 643–654. https://www.researchgate.net/publication/346797726_The_Impact_of_Legalization_of_Sports_Gambling_How_Motivation_Fandom_and_Gender_Influence_Sport-Related_Consumption

⁴⁹ Gómez, P., Feijóo, S., Braña, T., Varela, J., & Rial, A. (2020). Minors and Online Gambling: Prevalence and Related Variables. *Journal of Gambling Studies*. <https://doi.org/10.1007/s10899-019-09923-3>

⁵⁰ Lopez-Gonzalez, H., & Griffiths, M. D. (2019). Brand Knowledge, Similarity to Story Characters and Perceived Influence of Gambling Advertising Among Spanish Sports Bettors: a Survey Study. *International Journal of Mental Health and Addiction*, 19(1), 134–142. <https://doi.org/10.1007/s11469-019-00142-w>

⁵¹ Beatriz Feijóo Fernández, Belén Cambrónero-Saiz, & Begoña Miguel-San-Emeterio. (2023). Body perception and frequency of exposure to advertising on social networks among adolescents. *Profesional de La Informacion*, 32(3). <https://doi.org/10.3145/epi.2023.may.18>

⁵² González-Vallés, J. E., Barquero-Cabrero, J. D., Caldevilla-Domínguez, D., & Barrientos-Báez, A. (2021). Tipsters and Addiction in Spain. Young People's Perception of Influencers on Online Sports Gambling. *International Journal of Environmental Research and Public Health*, 18(11), 6152. <https://doi.org/10.3390/ijerph18116152>

⁵³ Carcelén-García, S., Díaz-Bustamante Ventisca, M., & Galmes-Cerezo, M. (2023). Young People's Perception of the Danger of Risky Online Activities: Behaviours, Emotions and Attitudes Associated with Their Digital Vulnerability. *Social Sciences*, 12(3), 164. <https://doi.org/10.3390/socsci12030164>

⁵⁴ Rossi, R., Naim, A., Smith, J., & Inskip, C. (2021). EXPRESS: “Get a £10 Free Bet Every Week!” – Gambling Advertising on Twitter: Volume, Content, Followers, Engagement and Regulatory Compliance. *Journal of Public Policy & Marketing*, 40(4), 074391562199967. <https://doi.org/10.1177/0743915621999674>

⁵⁵ Hunt, K., Critchlow, N., Brown, A., Bunn, C., Dobbie, F., Donnachie, C., Gray, C. M., Purves, R., Reith, G., Stead, M., Mitchell, D., & Wardle, H. (2020). Protocol for a Mixed-Method Investigation of the Impact of the COVID-19 Pandemic and Gambling Practices, Experiences and Marketing in the UK: The “Betting and Gaming COVID-19 Impact Study.” *International Journal of Environmental Research and Public Health*, 17(22), 8449. <https://doi.org/10.3390/ijerph17228449>

⁵⁶ Thomas, S., van Schalkwyk, M. C. I., Daube, M., Pitt, H., McGee, D., & McKee, M. (2023). Protecting children and young people from contemporary marketing for gambling. *Health Promotion International*, 38(2). <https://doi.org/10.1093/heapro/daac194>

⁵⁷ Pitt, H., McCarthy, S., Randle, M., Daube, M., & Thomas, S. L. (2024). Young people's views about the use of celebrities and social media influencers in gambling marketing. *Health Promotion International*, 39(1). <https://doi.org/10.1093/heapro/daae012>

⁵⁸ Lopez-Gonzalez, H., Guerrero-Solé, F., & Griffiths, M. D. (2018). A content analysis of how “normal” sports betting behaviour is represented in gambling advertising. *Addiction Research & Theory*, 26(3), 238–247. <https://doi.org/10.1080/16066359.2017.1353082>

⁵⁹ Barrientos-Báez, A., González-Vallés, J. E., Barquero-Cabrero, J. D., & Caldevilla-Domínguez, D. (2022). Spanish Tipsters and the Millennial and Centennial Generations in the Scenario of a Pandemic. *Media and Communication*, 10(1), 286–296. <https://doi.org/10.17645/mac.v10i1.4777>

⁶⁰ Beatriz Feijóo Fernández, Belén Cambrónero-Saiz, & Begoña Miguel-San-Emeterio. (2023). Body perception and frequency of exposure to advertising on social networks among adolescents. *Profesional de La Informacion*, 32(3). <https://doi.org/10.3145/epi.2023.may.18>

Content features that increase engagement

Certain features have been identified in the existing research as making gambling-related content particularly appealing to CYP, normalising it and increasing engagement with gambling content among young audiences:

- **Interactive elements**, such as live streams, which create a sense of participation⁶¹.
- **Playful language and culturally relevant memes**, which make content more appealing and reduce perceived risks^{62,63,64,65,66}.
- **Trust-based relationships between influencers and viewers**, where influencers are seen as relatable figures^{67,68,69,70,71}.

A specific subset of influencers, known as *tipsters* (a type of influencer in the sports betting industry who provides betting advice and predictions on social media), further normalise gambling by offering betting advice, particularly in regard to sports betting. These influencers position themselves as experts, using frequent interactions and empathetic language to build trust with followers. Studies show that CYP often perceive their advice as credible, increasing engagement with their content^{72,73}.

⁶¹ Bakach, H., Mohcine, Y., Elafi, F., & Ouiddad, S. (2024). Understanding Influencer Marketing in the Gaming Industry: The role of social influence and engagement. *International Journal of Accounting, Finance, Auditing, Management and Economics*, 5(5), 294–308. <https://doi.org/10.5281/zenodo.11218143>

⁶² Pitt, H., McCarthy, S., Randle, M., Daube, M., & Thomas, S. L. (2024). Young people's views about the use of celebrities and social media influencers in gambling marketing. *Health Promotion International*, 39(1). <https://doi.org/10.1093/heapro/daae012>

⁶³ Steffi De Jans, Liselot Hudders, & Bram Constandt. (2024). #Sponsored: A Systematic Literature Review and Theoretical Framework of Gambling Sponsorship Research. *Journal of Advertising*, 1–20. <https://doi.org/10.1080/00913367.2023.2288829>

⁶⁴ Bouguettaya, A., Lynott, D., Carter, A., Zerhouni, O., Meyer, S., Ladegaard, I., Gardner, J., & O'Brien, K. S. (2020). The relationship between gambling advertising and gambling attitudes, intentions and behaviours: a critical and meta-analytic review. *Current Opinion in Behavioral Sciences*, 31(1), 89–101. <https://doi.org/10.1016/j.cobeha.2020.02.010>

⁶⁵ Barrientos-Báez, A., González-Vallés, J. E., Barquero-Cabrero, J. D., & Caldevilla-Domínguez, D. (2022). Spanish Tipsters and the Millennial and Centennial Generations in the Scenario of a Pandemic. *Media and Communication*, 10(1), 286–296. <https://doi.org/10.17645/mac.v10i1.4777>

⁶⁶ Delfabbro, P., & King, D. (2023). The evolution of young gambling studies: digital convergence of gaming, gambling and cryptocurrency technologies. *International Gambling Studies*, 23(3), 1–14. <https://doi.org/10.1080/14459795.2023.2171469>

⁶⁷ Pitt, H., McCarthy, S., Randle, M., Daube, M., & Thomas, S. L. (2024). Young people's views about the use of celebrities and social media influencers in gambling marketing. *Health Promotion International*, 39(1). <https://doi.org/10.1093/heapro/daae012>

⁶⁸ James, R. J. E., & Bradley, A. (2021). The Use of Social Media in Research on Gambling: a Systematic Review. *Current Addiction Reports*, 8. <https://doi.org/10.1007/s40429-021-00364-w>

⁶⁹ Thomas, S., van Schalkwyk, M. C. I., Daube, M., Pitt, H., McGee, D., & McKee, M. (2023). Protecting children and young people from contemporary marketing for gambling. *Health Promotion International*, 38(2). <https://doi.org/10.1093/heapro/daac194>

⁷⁰ Lopez-Gonzalez, H., Guerrero-Solé, F., & Griffiths, M. D. (2018). A content analysis of how “normal” sports betting behaviour is represented in gambling advertising. *Addiction Research & Theory*, 26(3), 238–247. <https://doi.org/10.1080/16066359.2017.1353082>

⁷¹ Bouguettaya, A., Lynott, D., Carter, A., Zerhouni, O., Meyer, S., Ladegaard, I., Gardner, J., & O'Brien, K. S. (2020). The relationship between gambling advertising and gambling attitudes, intentions and behaviours: a critical and meta-analytic review. *Current Opinion in Behavioral Sciences*, 31(1), 89–101. <https://doi.org/10.1016/j.cobeha.2020.02.010>

⁷² Lopez-Gonzalez, H., Guerrero-Solé, F., & Griffiths, M. D. (2018). A content analysis of how “normal” sports betting behaviour is represented in gambling advertising. *Addiction Research & Theory*, 26(3), 238–247. <https://doi.org/10.1080/16066359.2017.1353082>

⁷³ González-Vallés, J. E., Barquero-Cabrero, J. D., Caldevilla-Domínguez, D., & Barrientos-Báez, A. (2021). Tipsters and Addiction in Spain. Young People's Perception of Influencers on Online Sports Gambling. *International Journal of Environmental Research and Public Health*, 18(11), 6152. <https://doi.org/10.3390/ijerph18116152>

Summary

The literature review examined how CYP encounter gambling content across digital platforms, how this shapes their perceptions and behaviours, and which content features are most impactful. The review also explored gaps in research and regulation, providing a foundation for some of the other research strands. The key findings included:

1. High exposure to gambling content:

CYP are frequently exposed to gambling-related influencer content, especially on platforms like Twitch and YouTube, where gambling is seamlessly embedded in entertainment. This exposure often lacks clear advertising disclosures and contributes to the normalisation of gambling.

2. Shaping of perceptions and attitudes:

Influencer marketing portrays gambling as aspirational, rewarding, and socially acceptable. CYP are particularly susceptible due to developmental traits like a desire for social validation and risk-taking, which influencers exploit through personal, relatable content that blurs the line between authentic experience and advertising.

3. Behavioural impact of content features:

Interactive features - such as live streaming, memes, and playful language—reduce perceived risk and make gambling content more engaging. These features normalise gambling behaviour and create community-driven appeal, reinforcing gambling as a shared and habitual online activity.

4. Influence of tipsters:

Tipsters, as a specific type of gambling influencer, have a powerful impact by positioning themselves as trustworthy betting authorities. They use emotionally resonant language and visual storytelling to gain followers' loyalty, particularly during periods of increased vulnerability (e.g. the COVID-19 pandemic).

5. Digital dependency:

Gambling content encourages continuous engagement through interactive design and real-time updates, fostering digital dependency. This increases screen time and repeated exposure, heightening risks of normalisation and potentially addictive behaviours in CYP.

6. Methodological gaps:

There is a reliance on qualitative research, with limited longitudinal or experimental data. Current studies lack tools to measure long-term impact, platform-specific engagement, and algorithmic exposure.

4. The current landscape of gambling-related influencer content

In this section we highlight the key findings from our content analysis. As outlined in the methodology section, the content analysis focused on identifying key themes and patterns in a selected sample of gambling-related influencer content. Linking back to our research aim of understanding the persuasive impact of gambling-related influencer content, the content analysis examined how influencers frame gambling as fun and aspirational, the persuasive techniques they use to build trust, and the concerning lack of ethical safeguards in such promotions.

The findings are based on an analysis of 21 influencer-driven gambling posts, revealing how these strategies contribute to the normalisation of gambling while exposing regulatory weaknesses. Key insights emerging from the content analysis include:

- How gambling is framed as fun, rewarding, and routine
- How influencers build trust and encourage engagement
- Lack of warnings and ethical concerns

How gambling is framed as fun, rewarding, and routine

Positive and aspirational messaging

The vast majority of analysed posts (81%) portrayed gambling in an overwhelmingly positive light. Rather than acknowledging risks, influencers emphasised excitement, luxury lifestyles, and instant rewards whilst using upbeat music and casual humour to engage audiences. Common phrases included:

- *"Big win!"*
- *"Life-changing rewards!"*
- *"\$350 if u follow my partners!"*

These messages suggest that gambling is not only entertaining but also a viable way to make money quickly. Additionally, many posts used vibrant visuals, such as flying cash animations, roulette wheels, and luxury lifestyle imagery, to reinforce this glamorous image.

Dramatic storytelling and live gambling

Some influencers heightened engagement by livestreaming their gambling sessions, turning betting into a spectator sport. Titles like *"Adin WON \$1,000,000 Gambling LIVE on Stream"* created a sense of spectacle, while real-time reactions from the influencer and their audience amplified the excitement. These streams often featured:

- **Celebratory commentary** (e.g., screaming, high-fiving after wins).
- **Interactive elements** (e.g., viewers cheering in comments, influencers giving away small portions of winnings).

By framing gambling as a communal, high-energy activity, these streams made betting seem like a normal part of online entertainment rather than a high-risk behaviour.

Everyday normalisation of gambling

Influencers integrated gambling into mundane daily activities, increasing its normalisation as a day-to-day, socially acceptable activity and part of routine financial decision-making rather than a high-risk activity. Some filmed themselves placing bets while:

- Grocery shopping
- Sitting at work
- Relaxing at home

One influencer even claimed that a recent win allowed her to buy a new wig, framing gambling as a practical way to supplement income. This casual presentation made betting appear harmless, disguising its potential for addiction and financial harm.

Exciting imagery

Many posts used flashy visuals and sounds, like celebratory emojis, flying cash animations, and luxury lifestyle images, to make gambling seem exciting. For example, one post used bright bonus animations and upbeat music to create a party-like vibe. Another featured James Bond-style imagery, roulette tables, fast cars, and tuxedos, linking gambling with wealth, sophistication, and masculinity.

Framing gambling as risk-free

Fewer than 10% of posts mentioned the risks of gambling. Even when safer gambling messages such as 'gamble responsibly' appeared, they were hidden in video descriptions or overshadowed by positive framing. Age restriction symbols were rarely used, and when they were, they were easy to miss – tucked at the bottom of the screen or in small captions.

By ignoring risks and focusing on fun, these posts made gambling seem harmless, just like any other entertainment. Comments from followers reinforced this view, with people cheering wins, tagging friends, and sharing their own gambling stories. Critical opinions were rare, and when they did appear, they were often drowned out by praise for the influencer's success.

How influencers build trust and encourage engagement

Establishing authority and expertise

Many influencers positioned themselves as gambling experts to gain followers' trust. They used insider terms like "*parlay*" and "*odds boost*" and offered betting tutorials, creating the illusion that gambling was skill-based rather than chance-driven. Some posts included:

- Step-by-step betting guides (e.g., "*How to turn £10 into £200 in one day*").
- "Tipster" content, where influencers shared predictions and strategies to win money through sports betting.

This approach made gambling seem controllable, downplaying the reality of losses and addiction.

Social proof and community validation

Nearly half of the posts (48%) showcased comments or testimonials from followers who had won money, reinforcing the idea that gambling was a socially validated activity. Examples included:

- *"You made me £300 last week – legend!"*
- *"Keep 'em coming, boss!"*

Some posts also highlighted large user numbers (e.g., *"Over 1 million users have already joined"*), exploiting the psychological principle that people are more likely to engage in behaviours they believe are popular.

Urgency and fear of missing out (FOMO)

A common tactic was pressuring viewers to act quickly, using phrases like:

- *"Only available today!"*
- *"Last chance to sign up!"*
- *"24 hours to get this bonus or it's gone!"*

These time-sensitive prompts discouraged careful consideration, increasing impulsive betting – a known risk factor for problem gambling.

Parasocial relationships: blurring the line between friend and salesperson

Influencers often spoke directly to the camera, using informal language, presenting themselves as relatable and using selfie-style filming to create a false sense of intimacy and foster a relationship with viewers. This "parasocial" connection can make followers more receptive to promotions⁷⁴, as they perceive the influencer as a relatable peer rather than a paid advertiser.

A striking example was a livestream where celebrity Drake gambled high stakes while occasionally gifting small amounts to random fans. This not only made gambling seem glamorous but also fostered emotional investment and the opportunity to engage with a public figure viewers were fans of, encouraging engagement with the advertisement.

Lack of warnings and ethical concerns

Weak or hidden disclosures

Only 33% of posts clearly disclosed sponsorship, and even then, the wording was often vague, e.g. *'partnered with'*, *'sponsored by'*, or *'shoutout to my friends at...'*, rather than conspicuous *'Ad'* or *'#Sponsored'* labels that would meet most regulatory standards. Some disclosures were:

- Buried in video descriptions.
- Mentioned briefly at the start of a livestream, making them easy to miss.

In contrast, promotional messages (e.g., *"Free spins!"*, *"Instant win!"*) were prominently displayed with flashy graphics, ensuring maximum visibility.

⁷⁴ Balaban, D. C., Szabolics, J., & Chirică, M. (2022). Parasocial Relations and Social Media influencers' Persuasive power. Exploring the Moderating Role of Product Involvement. *Acta Psychologica*, 230(103731), 103731. <https://doi.org/10.1016/j.actpsy.2022.103731>

Algorithmic amplification of harmful content

Influencers also took advantage of algorithmic amplification. Over 70% of the posts leveraged trending audio, hashtags, or filters to align their gambling content with viral entertainment formats. This exposes even non-gamblers to betting promotions, further normalising the activity.

Summary

The findings reveal a complex ecosystem of influencer-driven gambling content on social media, where persuasive techniques, strategic framing, and selective ethical compliance normalise gambling within digital culture. This analysis echoes some of the findings from the literature review and highlights how influencer marketing reshapes gambling norms, particularly among vulnerable audiences like young people.

1. Persuasive techniques

Influencers employ emotional storytelling, curated authenticity, and social proof to present gambling as exciting and trustworthy. Personal narratives foster parasocial relationships, reducing resistance to persuasion. Authoritative claims and urgency cues further amplify influence, while algorithmic curation ensures high engagement, embedding gambling promotions within everyday digital experiences.

2. Framing of gambling content

Gambling is predominantly framed through positive, aspirational narratives, masking risks and reinforcing cultural normalisation. Humour, insider language, and glamourisation further trivialise risks, cultivating a perception of gambling as a socially validated, low-risk activity. Repeated exposure to such content, amplified by algorithms, accelerates normative acceptance, particularly among adolescents with developing media literacy.

3. Ethical concerns and regulatory gaps

Ethical compliance is lacking, with few posts including clear disclosures or 'safe gambling' messages. Disclaimers are often obscured, undermining informed consent. Platform algorithms prioritise engagement over ethical adherence, promoting high-risk content. Compared to strictly regulated sectors like tobacco, gambling operates in a grey area, with inconsistent enforcement. The vulnerability of young audiences exacerbates these concerns, as glamourised content increases receptivity and potential harm.

5. Young people's engagement with gambling-related influencer content

This section outlines the combined findings and analysis of our quantitative survey and the qualitative research with children and young people. Both the survey and the exploratory research with young people focused on building a deeper understanding of young people's engagement with gambling-related influencer content, specifically their level of exposure to the content and the impact of this on their attitudes towards gambling and actual gambling behaviours. While this section highlights some of the key findings from the survey, a separately published survey report *"Understanding trends between online gambling content, and gambling attitudes and behaviours among children and young people"* provides a more in-depth summary and analysis of the survey data.

Of the four research aims, this part of the research aimed to gather insights mainly relating to the first three:

1. Understanding the level of exposure young people have to gambling-related influencer content
2. Understanding the extent to which they are persuaded by this type of marketing
3. Understand whether CYP are able to critically evaluate gambling-related influencer content, in order to recognise and reject it
4. Understand the most effective solutions by co-designing potential interventions alongside young people

Exposure to gambling-related influencer content

The intersection of survey data and qualitative research reveals a troubling landscape in which CYP are routinely exposed to gambling-related influencer content, not necessarily with deliberate engagement. The survey findings demonstrate that 59% of CYP surveyed feel they have little to no control over the volume of gambling content they encounter online, a sentiment echoed in focus groups where young people described the relentless "snowball effect" of algorithmic recommendations. Many reported that even without actively following gambling influencers or seeking out such material, they are routinely shown gambling-related advertisements, sponsored posts, and suggested content simply by virtue of their broader digital habits.

"She might have not searched for anything in particular. It can just come up in your feed in general. This has happened to me a few times." – 14-15 year old, Southampton, when asked how a young girl might have come across a gambling advertisement from an influencer online

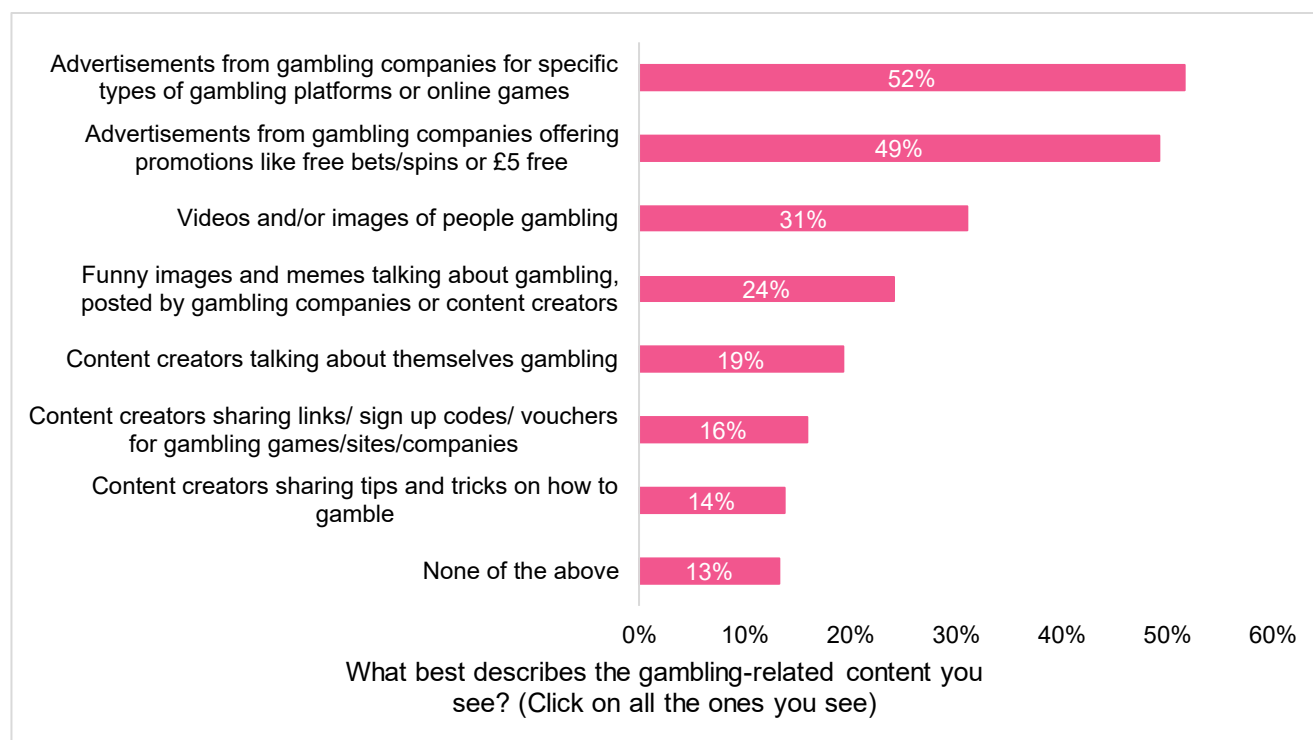
"I usually see stuff like this daily. I'm on TikTok every day and see something like that" – 17-18 year old, Harlow, referring to an example of a gambling advertisement by an influencer

This finding was reinforced by the survey, where we looked to understand the types of gambling content respondents were being exposed to (figure 1). The least reported category was 'none of the

above' at 13%, meaning 87% of the sample had been exposed to at least one form of gambling content listed. This has important policy implications as it shows current attempts by advertisers to direct online paid gambling media to over 18s ([per CAP guidance](#)) are not working. It also relates to wider issues around content on social media not being adequately addressed by the Advertising Standards Authority's (ASA) current restrictions.

"I have had so many YouTube ads that it's not even funny... from PaddyPower... I am not a gambler." – 14-15 year old, Southampton

Figure 1. Types of gambling content respondents are exposed to (N=415)



Purpose of content

The qualitative research showed that young people are aware of the commercial motivations behind gambling-related influencer content. In focus groups, CYP consistently identified the primary purpose of such material as encouraging audience participation in gambling, often through the allure of financial gain or aspirational lifestyles. Common reasons cited for why young people might engage with this content included:

- The perception that gambling offers a shortcut to financial stability (*"They want an easier life"*).
- The appeal of "easy money" in the face of economic pressures (*"They are struggling financially"*).

- The desire to emulate the perceived success of influencers (*"Because they want the same lifestyle as the influencer"*).
- The entertainment value of high-stakes, high-reward scenarios (*"It looks easy so they're intrigued"*).

Despite this awareness, many CYP distanced themselves from the perceived target demographic, framing the content as intended for either younger, more impressionable audiences or older individuals facing financial hardship. This was particularly evident in discussions around gamified gambling promotions, which participants felt were deliberately designed to resonate with teenagers, especially those already engaged in gaming communities. Comments such as:

"They don't have enough experience to know what's good for them"

"Young people don't have a stable income in the way adults do and this is an opportunity to make money"

"The game looks like a regular game, so looks to be aimed at kids"

"Especially those who are into games and it's in a format that those teenagers like"

reflect a recognition of how gambling content is tailored to exploit the interests and vulnerabilities of younger users. CYP's perception of who content is aimed at aligns with survey findings that suggest gamers are an at-risk group to gambling content online and gambling activities. Young people who game were more likely to follow gambling-focused content creators (figure 2) and take part in gambling activities, including unregulated gambling-like activities (figure 3).

Looking specifically at the difference between regulated activities and unregulated gambling-like activities (figure 3), the data shows that of CYP who spend time gaming, a higher proportion have taken part in at least one unregulated gambling-like activity. This demonstrates that CYP in our sample are engaging just as much, if not more, with unregulated gambling-like activities that have the potential to cause harm similar to that experienced by 'problem gamblers' (PGSI 8+) but without the same regulatory measures to protect them. Further research and evidence gathering is required given the policy implications with regard to what activities should be regulated. Additionally, it highlights a potential relationship between gaming communities/culture and unregulated gambling activities; another avenue for further research.

Figure 2. Proportion of time spent gaming and following creators with a gambling focus

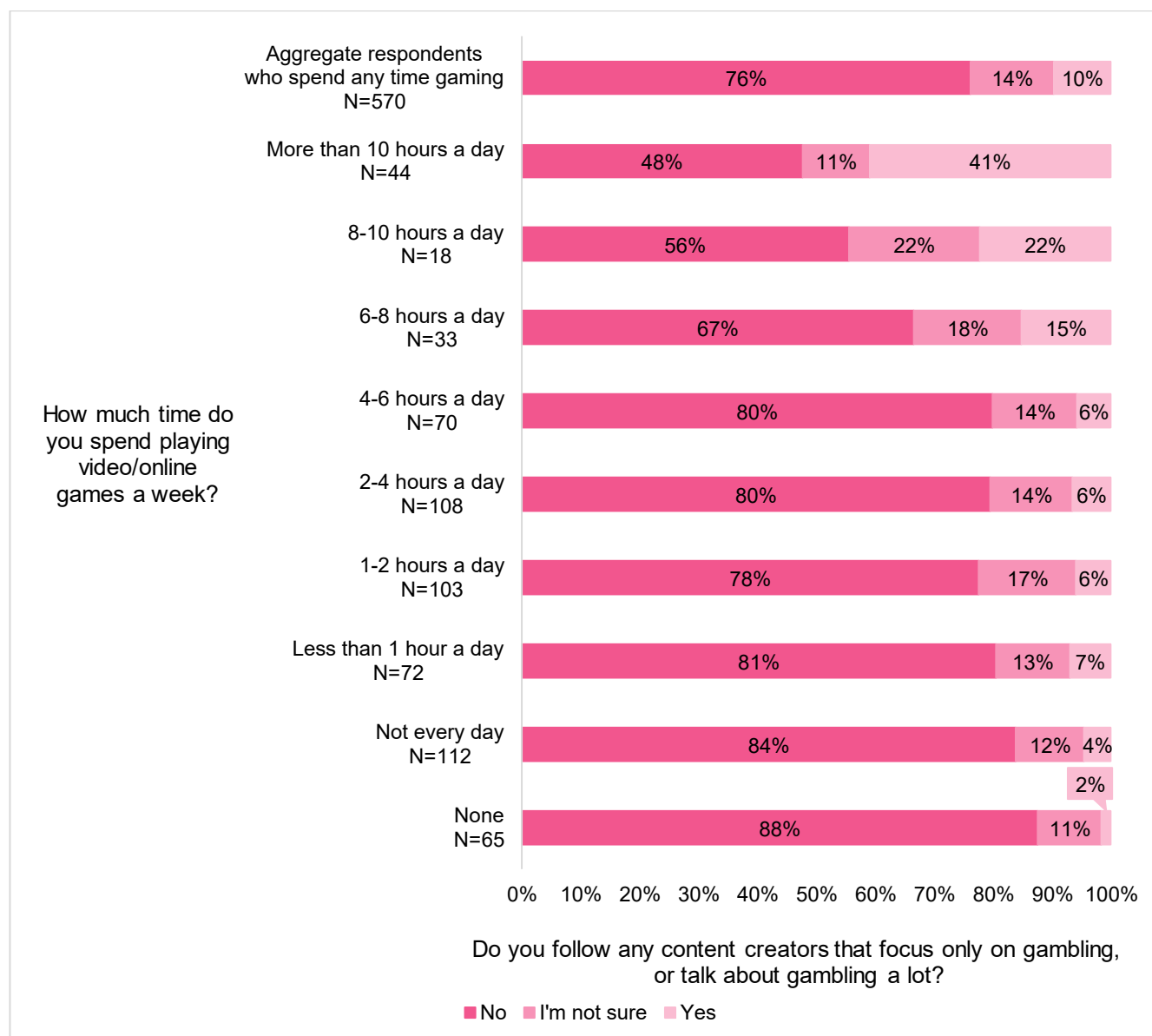
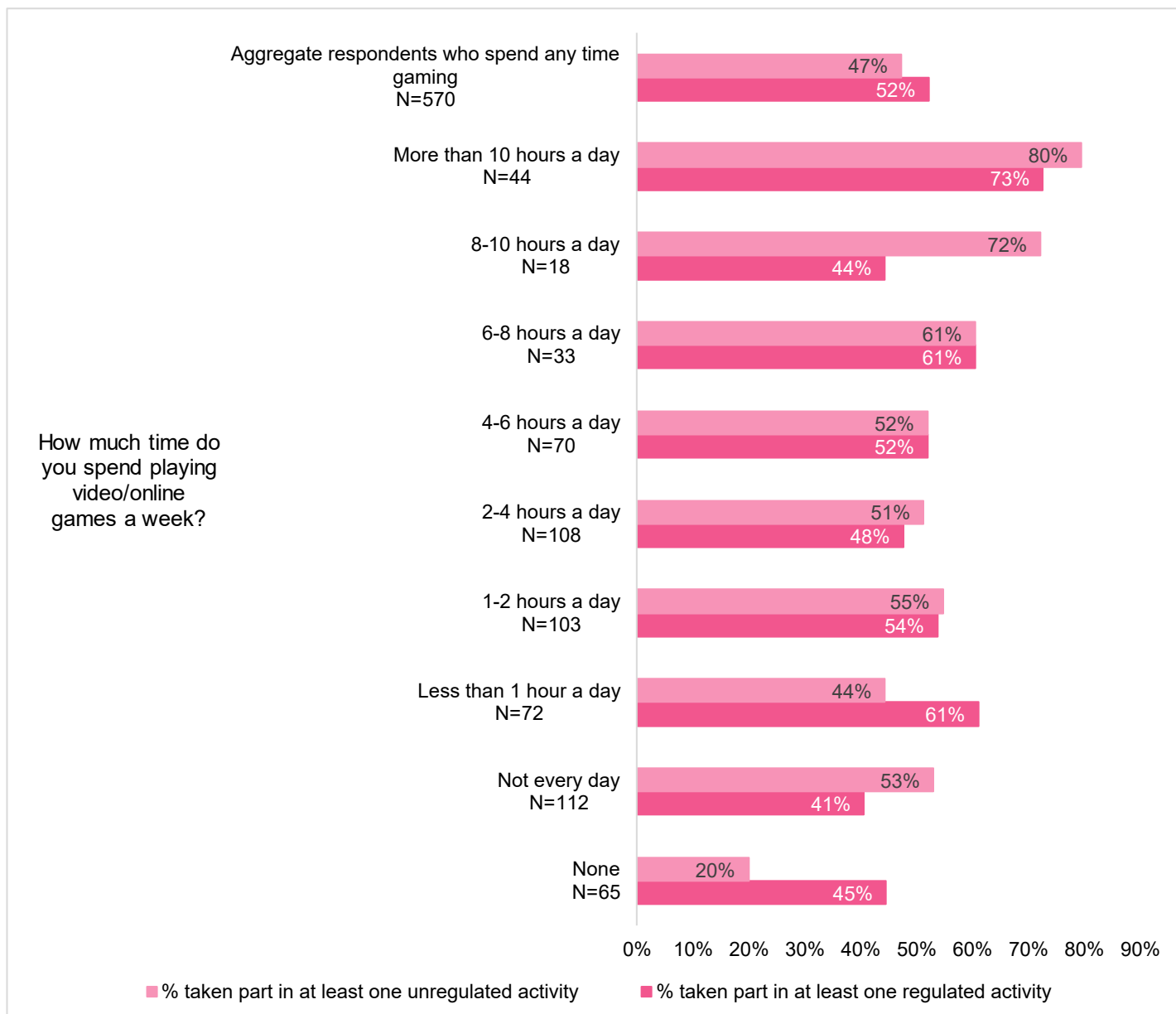


Figure 3. Time spent gaming by proportion of group who have taken part in at least one regulated gambling activity or unregulated gambling-like activity⁷⁵

⁷⁵ Regulated activities include: placing bets in an in-person betting shop, bingo, games on an online casino, the lottery/ scratchcards, sweepstakes, games in an in-person casino, online sports betting, esports betting. Unregulated activities include: placing bets with a friend, games on a crypto casino, crypto trading, loot boxes, fantasy sports, day trading, blind bags. Additionally, gambling websites which trade or advertise to customers in Great Britain must have a Gambling Commission licence.



Appeal of content

The appeal of gambling-related influencer content is not uniform across CYP but varies based on individual preferences. Participants used a wide range of descriptors to characterise the material, from "fun", "risk-taking" and "funny" to "boring" and "manipulative", highlighting the subjective nature of its impact, and explaining the wide variety of gambling content online: it caters to a range of different tastes and preferences. However, several consistent themes emerged regarding what makes this content compelling for some young people.

A central factor is the perceived authenticity and relatability of influencers. Young people in focus groups described how influencer endorsements, particularly those by celebrities or high-profile gamers, lent credibility to gambling promotions. Statements like:

“Drake will always win, because it’s Drake”

“If Drake does it, it might not be that bad”

“People would watch it for Drake if they liked him. It’s quite high energy, entertaining”

“Influencers talking about their experience makes it appealing”

illustrate how trust in influencers can override scepticism, framing gambling as a socially validated activity. The interactive nature of influencer content further enhances its appeal, with live streams, comment sections, and direct engagement opportunities creating a sense of participation that traditional advertisements lack.

Additionally, young people linked the appeal of gambling-related influencer content to the appeal of winning “easy money” and experimenting with their financial freedom. Gambling can be portrayed as a quick and low risk activity and this can be tempting to young people. Others commented on young people getting drawn into this type of content because they’re bored and because online platforms make it easier to gamble without any support or guidance.

The survey data amplifies these findings, showing that CYP who follow gambling influencers are more likely to develop positive attitudes towards gambling (figure 4), including viewing it as “harmless fun” (figure 5).

Figure 4. Whether content creators drive positive attitudes towards gambling and engagement with gambling-focused content creators

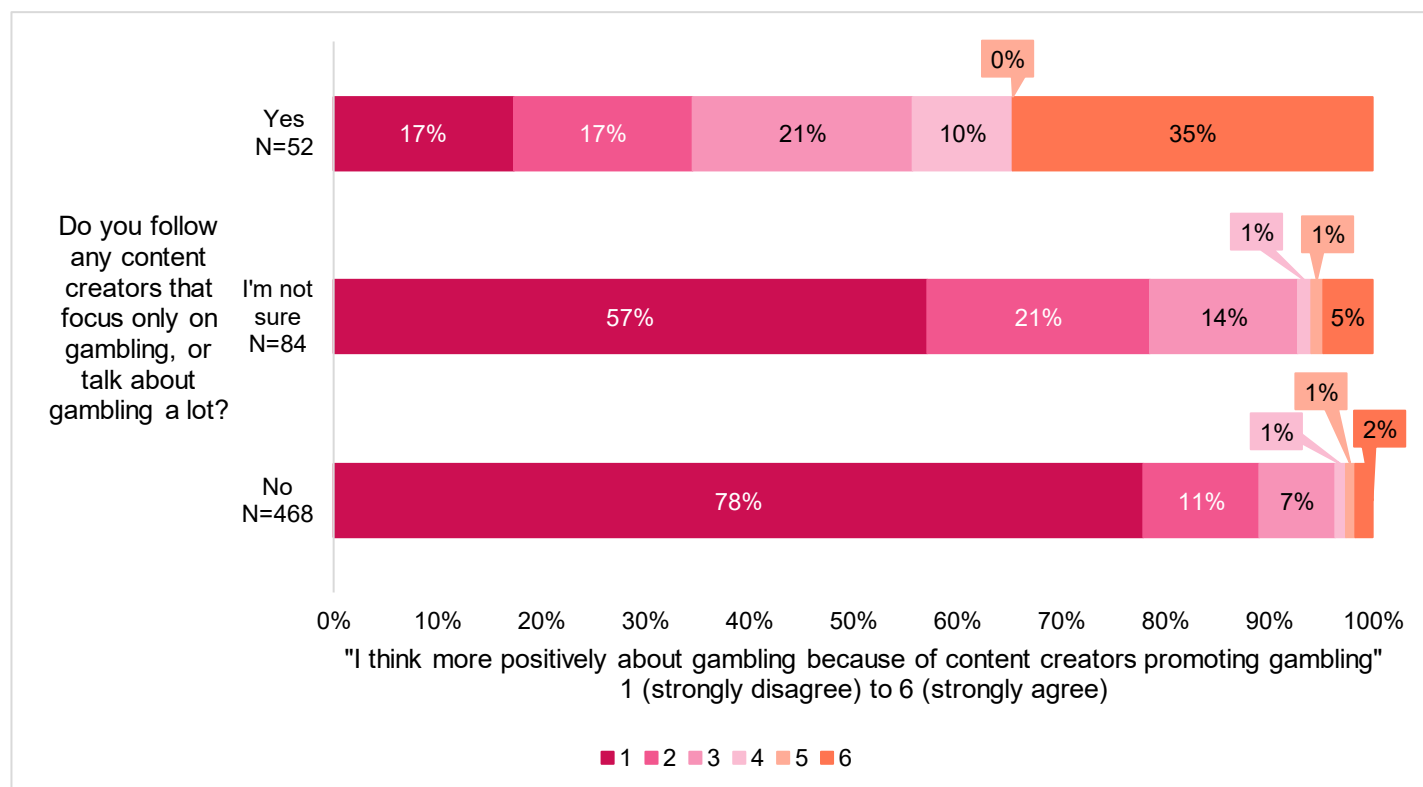
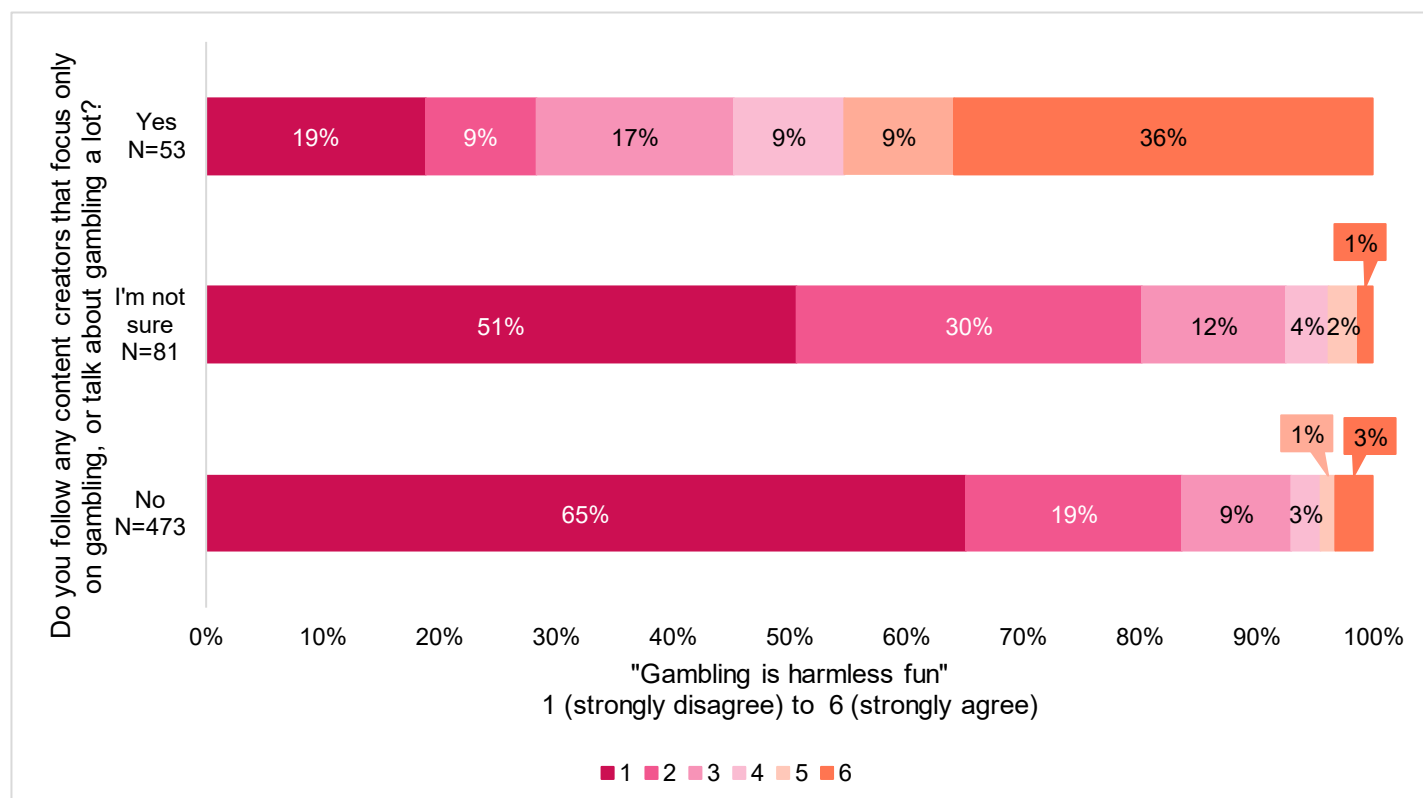


Figure 5. Attitudes towards gambling being harmless fun and engagement with gambling-focused content creators



The data also reveals that these attitudes trend with behavioural outcomes: those who follow gambling content creators were more likely to report that they had used a promo code from an influencer to gamble (figure 6), that watching gambling content online has led them to gamble (figure 7) and participate in gambling activities (figure 8). For types of activities respondents had taken part in, the difference between those that do and don't follow gambling-focused content creators is especially marked for higher risk activities such as crypto trading and online casinos with 40% and 36% respectively of those who follow content creators stating they have taken part in such activities, compared to 2% and 5% of those who do not follow gambling-focused content creators. This raises the question of a relationship between engaging with gambling content online and participation in riskier forms of gambling – though further research is required to ascertain the existence and nature of this relationship.

Figure 6: Following gambling-focused creators and using gambling promo codes from creators

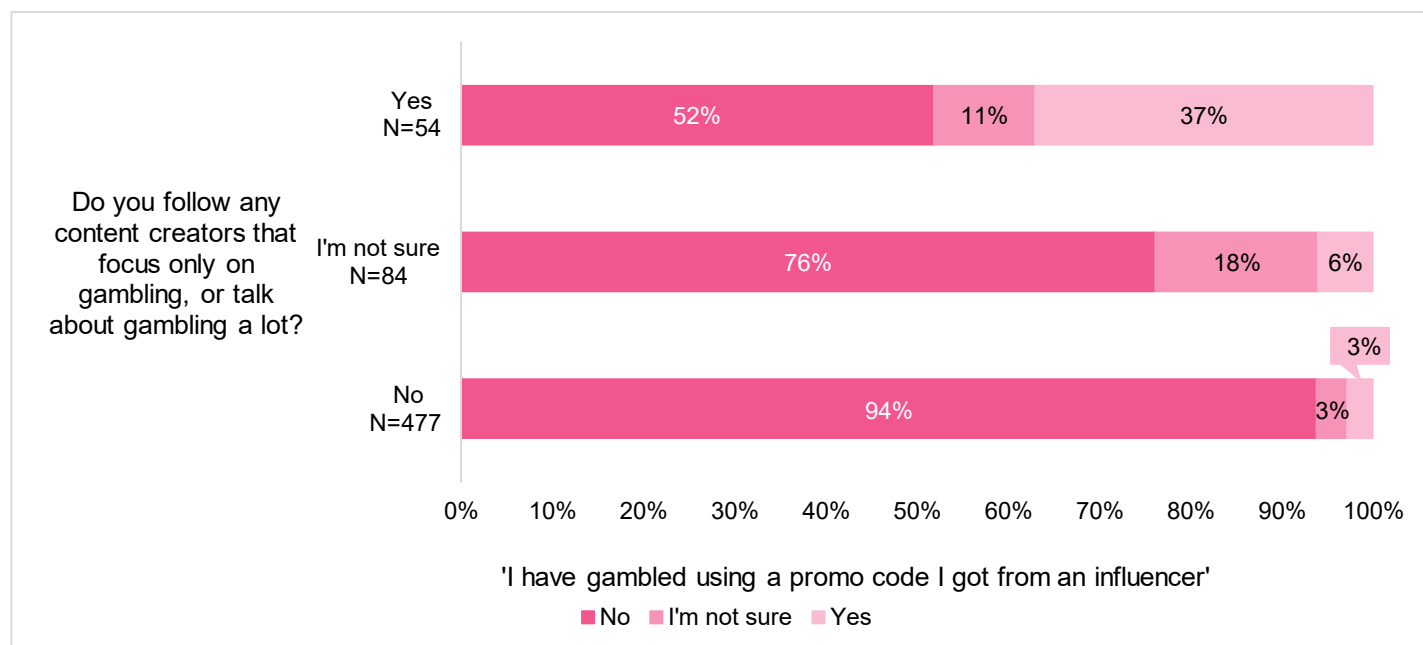


Figure 7: Following gambling-focused creators and being influenced to gamble by creators

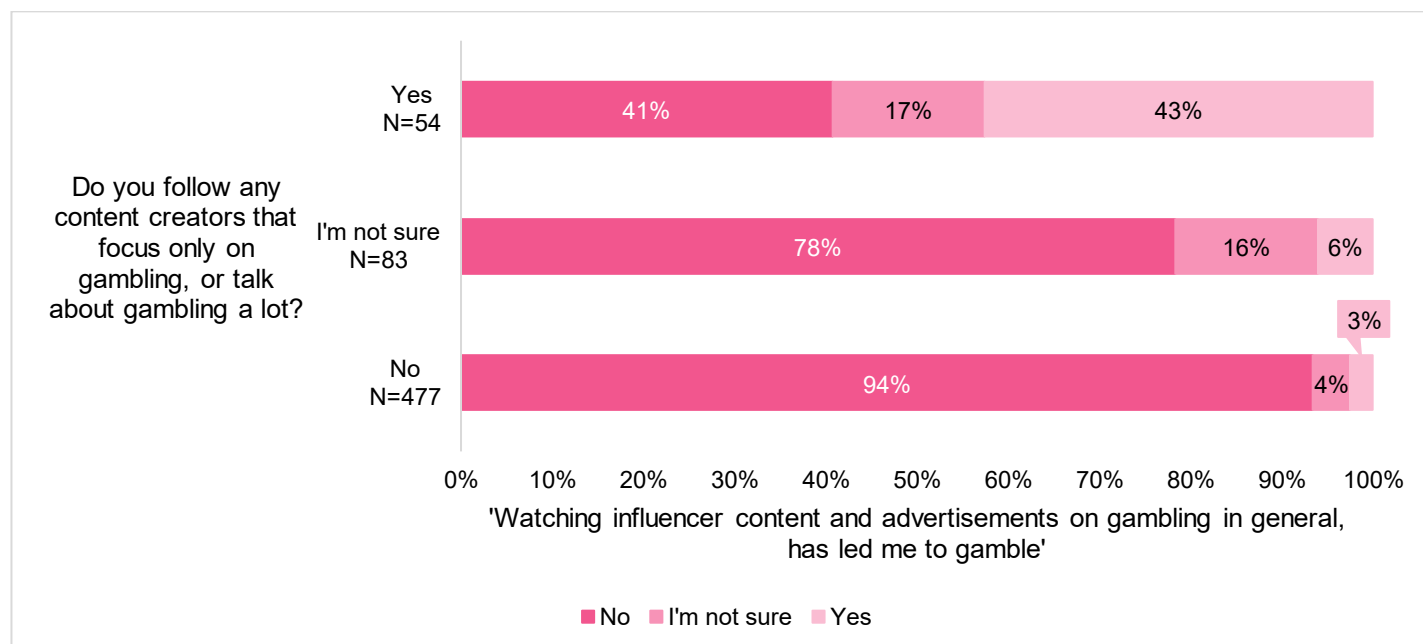
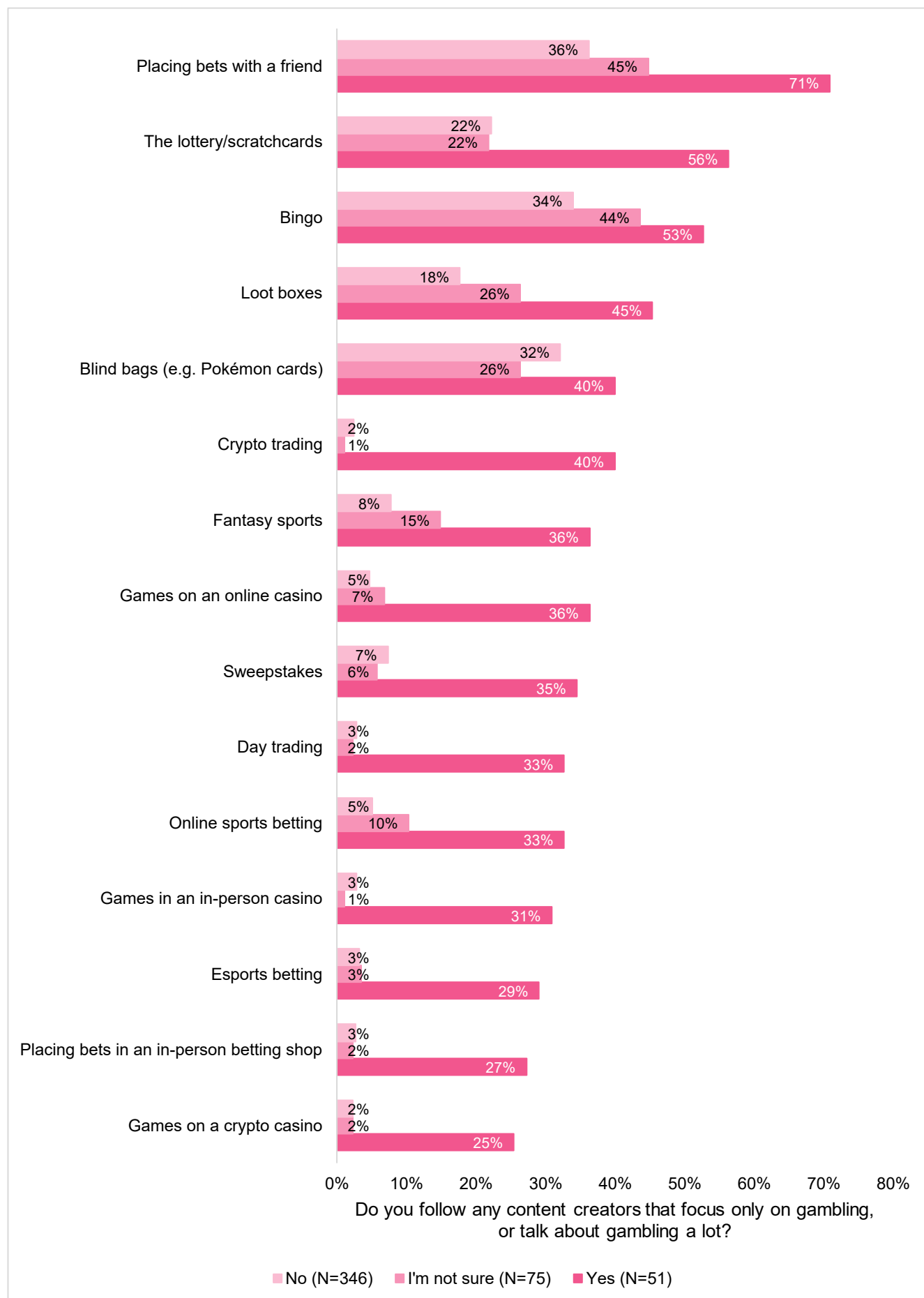


Figure 8. Following gambling-focused creators and gambling activities taken part in



Attitudes towards content

While some young people expressed scepticism about the motivations behind gambling-related influencer content, others exhibited a more resigned or even accepting stance. Qualitative discussions revealed a recurring theme of personal responsibility, with many CYP arguing that individuals, rather than influencers or platforms, were ultimately accountable for their gambling behaviours. Comments such as:

“The guy says remember to gamble responsibly, so it’s not the guy in the ad’s fault - so if someone gambles their mortgage away it’s their fault”

“The people who play this game know there’s a chance of winning or of losing so it’s not [the influencer’s] responsibility”

“It’s common sense. There’s no way the app is giving out that much money.”

“They choose to trust the influencer”

reflect a belief in self-determination, even in the face of aggressive marketing tactics.

However, this perspective often coexisted with a recognition of the structural forces at play. Young people noted that the sheer volume of gambling content made it difficult to avoid exposure entirely. The survey found that only 19% of CYP felt *“completely in control”* of the gambling material they encountered and 63% wanted to see less gambling content online, underscoring the limited agency many feel in curating their online experiences.

Understanding of harms

When directly questioned about the potential harms of gambling-related influencer marketing, young people displayed varying levels of awareness and concern. While few blamed influencers outright for promoting gambling, many acknowledged that influencers rarely took steps to mitigate risks for their audiences. Focus group participants observed that disclaimers like *“remember to gamble responsibly”* were often perfunctory, doing little to counterbalance the glamorised portrayal of gambling in the main content.

A recurring theme in these discussions was the lack of accessible support for CYP who might develop problematic gambling habits. Young people expressed scepticism about the ability of parents, teachers, or even peers to provide meaningful guidance, with some citing fears of stigma or judgment as barriers to seeking help. Remarks such as *“no one would be able to help them if they lost some money”* and *“young people might feel ashamed or not know the right charities”* highlight the isolation that can accompany gambling-related harms.

The survey data reinforces these concerns, showing that CYP who follow creators that focus on gambling are not only more likely to gamble but also to engage in riskier behaviours, such as experimenting with unregulated platforms like crypto casinos (figure 8).

Summary

The combination of qualitative and quantitative data provides unique insights into young people's engagement with gambling-related influencer content and the impact this type of content has on them. It builds on the insights gathered from the literature review and content analysis with some clear themes emerging. The insights have important relevance for the articulation of policy recommendations but also signal to potential future areas for further research. Key findings include:

1. High and uncontrollable exposure:

CYP are frequently exposed to gambling-related influencer content across digital platforms. 59% of surveyed CYP felt they had little or no control over this exposure and only 13% reported never having seen the types of gambling advertisements listed; this exposure being further intensified for gamers.

2. Understanding of content purpose:

CYP in qualitative workshops generally understood that gambling influencer content is commercially motivated and designed to encourage participation in gambling, often by appealing to financial aspirations, boredom, or admiration for influencers. Nonetheless, CYP involved in workshops distanced themselves from being the intended audience, instead framing others - particularly younger or more vulnerable peers - as the primary targets.

3. Appeal and influence of influencers:

Influencer authenticity, relatability, and celebrity status (e.g. Drake) enhance the appeal of gambling content. Interactive elements like live streams and comment sections increase engagement, and the portrayal of gambling as "easy money" or "harmless fun" fosters positive attitudes, especially among followers of gambling influencers.

4. Behavioural impacts and risky engagement:

Survey data shows a trend between following gambling-focused content creators and taking part in gambling activities. CYP who follow gambling creators were 12x more likely to report using promotional codes from influencers to gamble, 14x more likely to report that influencer content led them to gamble, and participate in high-risk activities such as crypto trading (20x more likely) and online casinos (7x more likely).

5. Tension between personal responsibility and systemic influence:

While many CYP express belief in personal accountability for gambling behaviours, they also acknowledge systemic forces - such as algorithms and platform design - that reduce their agency and make gambling content hard to avoid.

6. Limited support and stigma:

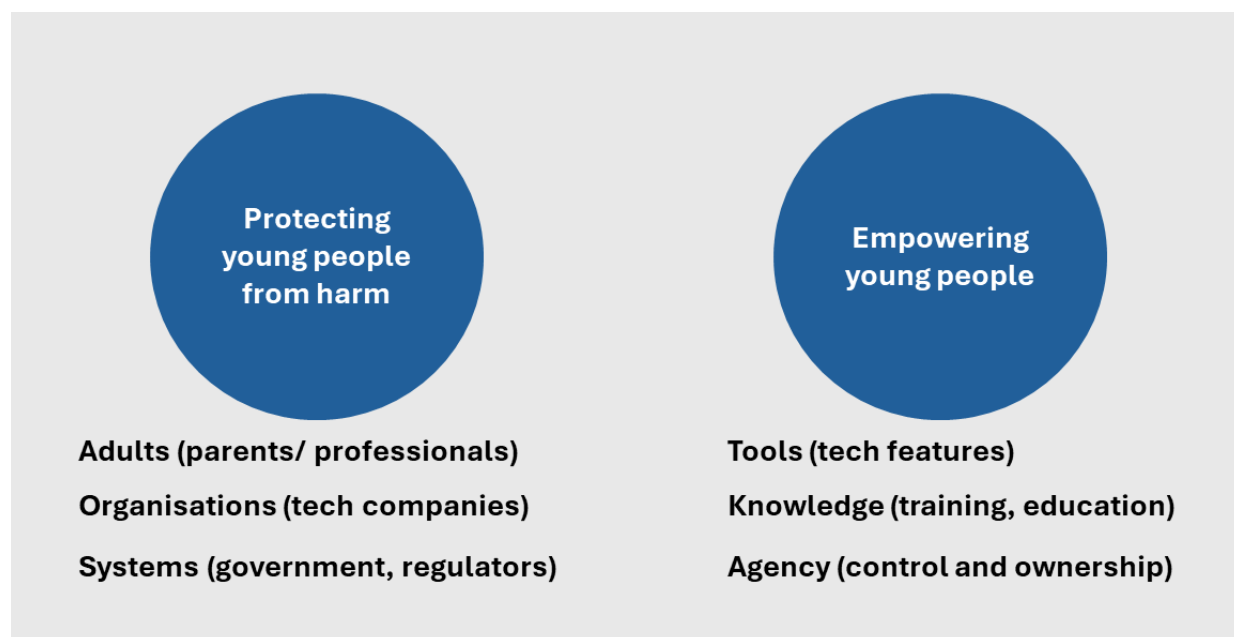
CYP report limited awareness of or access to appropriate support if harmed by gambling content. Barriers include fear of stigma, disbelief that adults could help, and a lack of knowledge about available resources.

6. Co-produced ideas for tackling potential harms of gambling-related influencer content

The ideas developed by young people as part of the coproduction sessions offer a powerful insight into how they perceive and want to respond to the risks of gambling-related influencer content. What emerges clearly from their suggestions is a meaningful distinction between two types of interventions: those that **protect** and those that **empower**.

Protective strategies focus on external regulations and institutional safeguards - actions taken by governments, platforms, and schools to reduce young people's exposure to harmful content and environments. These measures assume responsibility lies primarily with adults and systems. In contrast, empowerment strategies aim to give young people the tools, knowledge, and agency to navigate digital spaces on their own terms. These approaches help them understand risks, make informed decisions, and assert control over the content they engage with.

Both perspectives are essential: protection addresses the scale and influence of harmful content, while empowerment ensures young people aren't left passive in the face of it. The coproduction sessions highlighted that young people are asking for a balance between the two. They want to be safeguarded where necessary, but also trusted and supported to take control of their own digital environments.



In line with the structure of the coproduction sessions around four main opportunity areas, we have summarised the key ideas below and highlighted the difference between protective measures and empowering strategies.

1. Giving young people control over gambling-related influencer content

Young people proposed a range of *protective* measures to limit how much gambling content they are exposed to. These included putting a cap on how much gambling companies can pay influencers, setting limits on the number of gambling ads shown on social media, and banning gambling ads altogether on platforms like YouTube - similar to bans on tobacco and alcohol advertising. They also suggested banning influencers with large underage followings from promoting gambling, and developing ad blockers specifically targeting gambling-related content.

To *empower* themselves, young people wanted the ability to filter out this kind of content proactively. They proposed the creation of tools on social media platforms that would allow them to unfollow, dislike, or block gambling-related posts - giving them greater autonomy over what appears in their feeds.

2. Ensuring young people understand the negative consequences of gambling content

Young people emphasised that influencers themselves may not understand the full impact of their content. As a *protective* measure, they recommended educating influencers about the harm their posts can cause, and suggested requiring them to include clearer, more visible warnings about the risks of gambling - going beyond vague messages like “gamble responsibly.” They also called for school safeguarding teams to better understand the digital environments students are navigating.

In terms of *empowerment*, they wanted more exposure to alternative voices. They suggested creating and distributing anti-gambling ads and campaigns led by influencers, showing the harms more honestly and vividly. They also wanted this issue discussed more openly in schools, through newsletters and curriculum content, and advocated for educating parents so they better understood the digital experiences of their children.

3. Helping young people identify misleading or manipulative content

To *protect* young people from being misled, suggestions included banning gambling operators from filming inside casinos, ensuring influencers disclose how much they’re being paid for gambling promotions, and stopping them from using fake or rigged odds. They also proposed that AI systems could help flag misleading content, or that feeds could “grey out” gambling posts until the user chose to view them.

To *empower* themselves, they imagined an accreditation system for responsible influencers—a way to spotlight those who are transparent and ethical, so young people could choose to follow creators they trust.

4. Encouraging alternative ways to make and manage money

In this final theme, all suggestions were focused on *empowerment*. Young people wanted to learn about personal finance, entrepreneurship, and real-world alternatives to gambling as a way of making money. They suggested school-based classes on business and finance, safe opportunities to earn money through jobs like tutoring or babysitting, and access to youth-friendly bank accounts that would help them learn how to manage money responsibly.

A summary of all ideas can be found in the table below.



Bring in tighter general restrictions around advertisements and promotions

- Setting an upper limit for amount of gambling ads on social media sites
- Banning gambling ads on YouTube, similar to smoking or alcohol
- Introducing penalties for advertising to under 18s
- Banning gambling operators from filming inside casinos or using bright colours/ gamified content in gambling ads
- Creating an AI system which flags dangerous content/ misleading content
- Introducing very clear and easy language for young people to understand rather than ambiguous messages like “gamble responsibly”

Establish stronger content creator specific regulations

- Introducing a cap on how much money gambling companies can pay content creators and requiring influencers to disclose payments for ads/ contents
- Mandating influencers to mention the potential harms of gambling with their content rather than having a “disclosure” sticker somewhere in a corner
- Requiring influencers to have the same odds as normal players when playing the games online, i.e. influencer content not allowed to be rigged/ no fake odds
- Creating ad blockers for influencer gambling, either in the app or as a separate add-in

Improve education and awareness

- Educating influencers about the harms they are causing
- Educating adults about influencers and the gambling environment so they understand children’s experiences better
- Having a safeguarding team in schools which understand online spaces

Empowering strategies for young people to engage with gambling-related influencer content



Social media controls

- Creating filters on social media to unfollow/ dislike what you don’t want to see
- Greying out content initially when scrolling through social media feeds with the option of actively disabling filter to see content
- Creating an influencer accreditation scheme for “good”/ responsible influencers which young people can look out for

Counter messaging and awareness campaigns

- Creating anti-gambling campaigns, showing people the bad/ ugly side of gambling
- Paying influencers to produce anti-gambling content
- Creating school newsletters to raise awareness and talking about gambling harms more in school

Empowering CYP with financial skills and knowledge

- Introducing business/ personal finance classes and teaching about entrepreneurship
- Allowing children to have youth-friendly bank accounts or to take on jobs like tutoring, babysitting, washing cars

7. Conclusion and recommendations

The aims of this project were to:

- Understand the level of exposure young people have to gambling-related influencer content
- Understand the extent to which they are persuaded by this type of marketing
- Understand whether CYP are able to critically evaluate gambling-related influencer content, in order to recognise and reject it
- Understand the most effective solutions by co-designing potential interventions alongside young people

Together, the literature review, content analysis, survey and qualitative research have worked to address these aims and ultimately painted a concerning picture of how gambling-related influencer content is embedded in the digital lives of CYP. Across platforms like YouTube, TikTok, and Twitch, gambling promotions are seamlessly integrated into influencer-led content - often masked as entertainment or lifestyle content - making them difficult to identify as advertising. This covert exposure, coupled with the relatability and trustworthiness of influencers, contributes to the normalisation of gambling in online environments frequented by CYP.

The content analysis further reveals how influencers present gambling as exciting, rewarding, and socially endorsed, often employing persuasive strategies such as social proof, urgency, and informal tone to build rapport with viewers. These promotions are frequently delivered with inadequate disclosure and limited ethical safeguards, creating a high-risk landscape for young audiences. Regulatory oversight remains inconsistent, allowing harmful content to proliferate unchecked.

Qualitative and quantitative insights underscore the impact of this environment on young people's perceptions and behaviour. Many young people report encountering gambling content passively and unintentionally, and while some exhibit critical thinking, many find such content aspirational or entertaining - especially when promoted by celebrities or influencers they admire. Despite recognising potential harms, young people often minimise them, place responsibility on individuals rather than systems, and express a lack of confidence in available support structures.

This convergence of pervasive exposure, manipulative marketing, normalised portrayals, and weak protective mechanisms leaves CYP vulnerable to gambling-related harm, particularly in online spaces that are optimised for engagement rather than safety.

Based on the findings, we identified a set of recommendations which recognise the complexity of the issue at hand while at the same time identifying key stakeholder groups and their responsibilities.

Recommendation 1: Regulatory bodies should strengthen guidelines around the clear labelling, placement, and promotion of gambling-related influencer content - particularly on platforms popular with young people. This includes addressing algorithmic amplification of such content and ensuring that gambling promotions are not disguised as entertainment.

Recommendation 2: There is a pressing need for targeted educational interventions that build critical digital literacy and help young people recognise, question, and respond to manipulative marketing practices. These efforts should be developed in partnership with young people and embedded across schools, youth services, and digital platforms.

Recommendation 3: Support systems - both formal and informal - must be better equipped to respond to the needs of young people who experience gambling-related harm, with a focus on reducing stigma and increasing the visibility and accessibility of youth-appropriate help.

Recommendation 4: The design of future interventions and solutions needs to find the right balance between *protecting* and *empowering* young people. Young people want to be safeguarded where necessary, but also trusted and supported to take control of their own digital environments.

Recommendation 5: Support further research using longitudinal and mixed-method approaches to understand the complex landscape of gambling-related influencer content and its impact on CYP, including for example more detailed research on CYP who identify as binary and/ or research on algorithmic reinforcement of high-risk content.

Additionally, to address limitations in this research, future research that relates to this project should:

- Recruit primary research participants with varying levels of gambling awareness training to assess whether prior education influences responses
- Adopt stratified or random sampling to ensure representation across cultural, socioeconomic, and geographic backgrounds.
- Expand recruitment beyond gambling harm reduction networks (e.g., through schools, social media, or general youth panels) to reduce anti-gambling bias.
- Implement longitudinal research to track changes in gambling attitudes and behaviours over time, allowing for causal inferences.

Appendix

1. Methodology

Given the multi-methods approach of the research project, we are outlining the methodology of each key research strand separately in this section:

- 1. Literature review
- 2. Content analysis
- 3. Survey
- 4. Exploratory research and co-production


Literature review

Between May and June 2024, we conducted a rapid review of academic literature to gather the existing knowledge in this area of research, using the following research questions to guide the review:

- 1. What is the level of exposure that CYP have to gambling-related influencer marketing?
- 2. How does this exposure impact their perceptions and attitudes towards gambling?
- 3. What specific elements of influencer-driven content are most influential in shaping gambling behaviour among CYP?

We reviewed literature published in English from January 2015 to May 2024 across databases including CINAHL(Cumulative Index to Nursing and Allied Health Literature), PsycInfo, Web of Science, Scopus, PubMed, and Google Scholar. The search terms focused on keywords related to influencers, gambling, and children or adolescents with clear inclusion and exclusion criteria (see Table 1). The strategy was refined through feedback from young people aged 13–17, ensuring it captured relevant online and gambling-related experiences.

Table 1. Inclusion and exclusion criteria

Inclusion Criteria	
	• Studies involving participants up to 25 years
	• Studies linking gambling and gambling-like activities to influencer marketing
	• All peer-reviewed primary research study designs, as well as relevant literature reviews
	• Studies in the English language
	• Studies published between 2015 and 19th May 2024



Exclusion Criteria

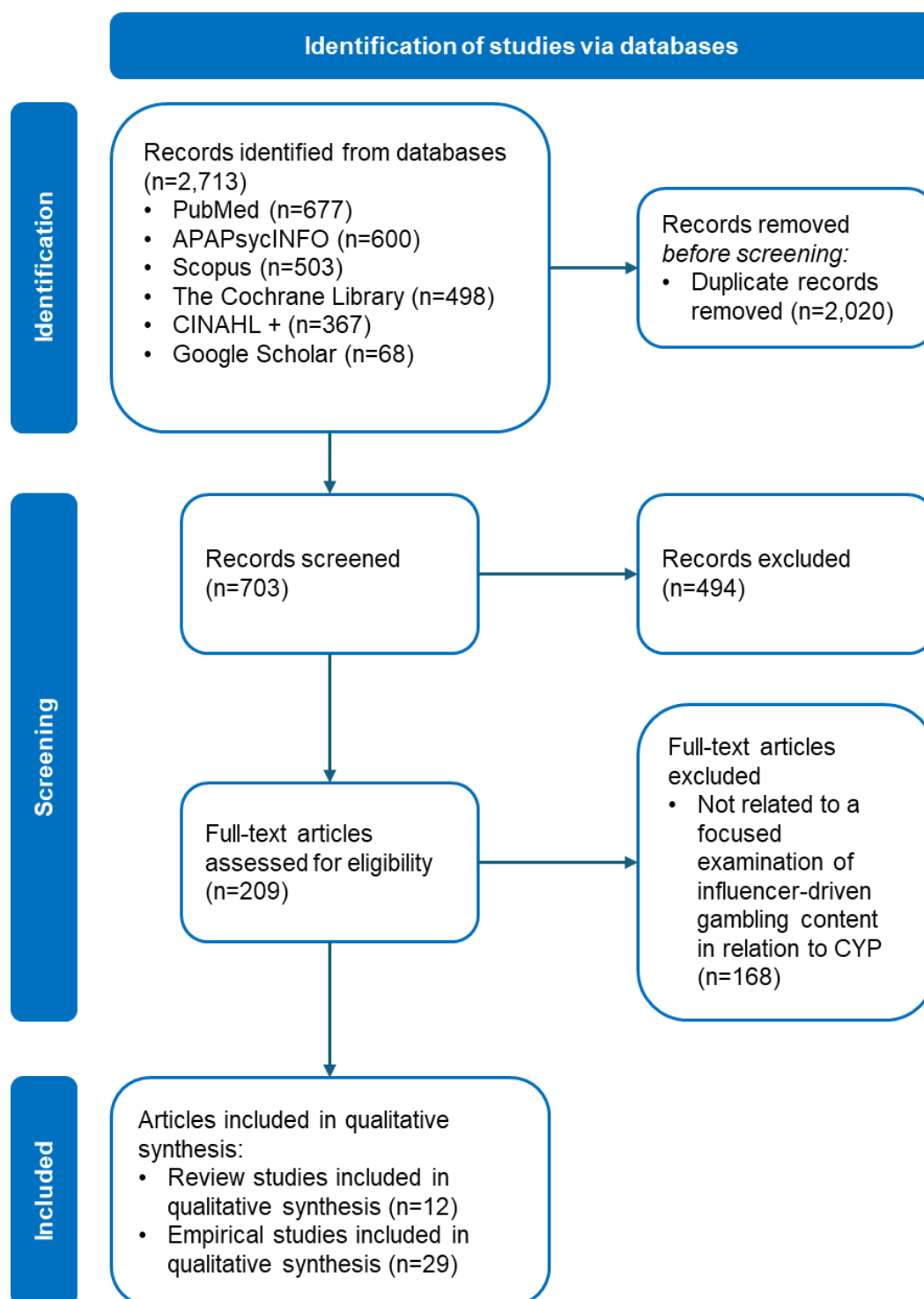
- Studies involving participants aged over 25 years (including if both adults and children were involved in the research)
 - Studies unrelated to influencer marketing in the field of gambling and gambling-like activities
 - Studies published before 2015
 - Non-academic studies
 - Countries not comparable to the UK (e.g., countries where gambling is illegal for all ages, not just children under 18)
-

Data analysis

Two team members extracted data from the selected studies, with any discrepancies resolved by a third reviewer. Information was organised using an Excel spreadsheet, including details such as author, publication year, study location, methodology, and findings.

Each step of the literature review is outlined in the diagram below.

Table 2. Flow diagram for literature review



Content analysis

Research design

This phase of the research used two methods to look at how gambling on social media is presented and received by content creators: content analysis supplemented with netnographic observation (see definitions in green box below).

- **Content analysis:** the researchers used content analysis to explore how influencers visually, verbally, and structurally present gambling. This involved analysing elements of content pieces such as graphics, tone, storyline and inclusion of ethical practices (disclaimers on whether content is sponsored, safe gambling messages, etc.) to uncover trends in how gambling content is presented.
- **Netnographic observation:** to supplement content analysis, netnographic elements (social interactions and behaviours of individuals and communities online) of the content were additionally analysed, including the likes, comments and shares that the posts received; providing a contextual understanding of how audiences interact with and potentially legitimise gambling-related content.

This design was selected to investigate both the intentional messaging constructed by content creators and the audience responses these messages provoke, allowing us to gain a fuller understanding of how content creator marketing related to gambling works and its impact on viewers.

Sampling and search strategy

We collected 21 posts from five major platforms: YouTube, Twitch, Instagram, TikTok, and X (formerly Twitter). A detailed overview of the selected posts can be found in Appendix 1.1. Content analysis table. The dataset was drawn from content posted between March 2020 and July 2024. This broad window was chosen to ensure relevance to current industry practices, while also covering the period after major regulatory updates on influencer disclosures. For instance, the UK's [Advertising Standards Authority \(ASA\)](#)/[Committee of Advertising Practice \(CAP\)](#) and [Competition and Markets Authority \(CMA\)](#), (and the US's [Federal Trade Commission \(FTC\)](#)) implemented or clarified standards for influencer transparency during this period, making it a critical timeframe for assessing regulatory adherence.

To find relevant posts, we started with basic search terms like 'gambling' and 'betting', then expanded to include brand names (e.g., William Hill), big events (e.g., the Eurocup), and slang terms (e.g., 'parlay'). As we searched, we noticed that the more we engaged with gambling content, the more the platforms showed us similar posts. This suggests that algorithms might push harmful gambling content to people who show interest in it; we didn't study this in detail during the content analysis but this phenomenon signals a need for future work on algorithmic reinforcement of high-risk content.

Inclusion criteria and dataset overview

We made sure our sample included different types of influencers: men and women, varied ages and different 'types' of influencers, e.g. tipsters (a type of influencer in the sports betting industry who provide betting advice and predictions on social media), comedians and celebrities. Some well-known personalities in our sample were Drake, Adin Ross, and SteveWillDoIt. We also included different formats, including videos, live streams, and text posts. Additionally, we included content with varied degrees of coyness in their advertisement style; posts ranged from obvious betting

ads to more subtle mentions, like wearing branded clothing or joking about bets. All the content was in English. We ultimately analysed 21 posts with varied content across the different categories listed to achieve saturation. The full table of content can be found in the Appendix 1.1. Content analysis table.

Analytical approach

To analyse the posts, we developed an initial coding framework in excel with categories like 'inclusion of age restriction warning' and 'imagery and persuasive design features'. The features in the pieces of content relating to each category were described within the coding excel. Two researchers pilot tested the framework by individually coding a subset of the posts (10 posts) to refine the approach before applying it to the full dataset. Additional categories that became relevant to code the content by were added throughout the process. Overall, we focused on analysis points including language and tone, whether gambling was positioned positively, negatively, or neutrally, persuasive communication strategies, and indicators of regulatory compliance, such as the presence or absence of sponsorship disclosures or age warnings. The full dataset was then analysed, with discrepancies in the two researchers' coding resolved through discussion. This process was completed once both researchers reached 100% agreement across all categories.

Survey

Survey design

As a first step when designing the survey, we defined our hypotheses as well as the independent and dependent variables.

Our hypotheses were informed by our previously conducted literature review and content analysis, as well as first insights from the exploratory research with young people:

- **Hypothesis 1:** Young people interested in gaming have more exposure/ to gambling content than those not interested in gaming
- **Hypothesis 2:** Algorithms⁷⁶ create echo chambers of gambling content on social media sites which increases exposure to gambling content
- **Hypothesis 3:** The more time young people spend on social media the higher their exposure to gambling content
- **Hypothesis 4:** Seeing content about gambling online increases interest in gambling
- **Hypothesis 5:** Gambling is normalised, in general, among CYP and this is further exacerbated by online gambling content

Based on our hypotheses, we identified our independent and dependent variables:

- **Influencer-generated content (IGC)** refers to the images, videos, and other creative outputs that are produced by social media influencers (in partnership with gambling industry). As a by-product of influencer marketing, IGC is authentic, high-performing and can be a game-changer for gambling operators looking to raise awareness of their products, and increase sales and engagement.
- **Perceived impact** of gambling refers to the individual or collective beliefs and perceptions regarding the consequences and effects that gambling has on oneself, others, or society as a whole. These perceptions can be both positive and negative and can significantly influence attitudes and behaviours towards gambling. Key aspects of perceived impact include: impact of advertising, descriptive norms for gambling, peer-based gambling⁷⁷, family/peer approval of gambling.
- **Behavioural changes** in children and young people (CYP) after influencers promote gambling refer to the shifts in attitudes, habits, and actions among CYP that occur due to the influence of social media personalities and other influential figures promoting gambling activities.

⁷⁶ Algorithms are a set of rules or calculations used by social media platforms to decide what content to show users by analysing factors like user preferences, behaviour, and engagement to prioritise posts, videos, or ads that they deem most relevant or interesting to each person

⁷⁷ Peer-based gambling, also known as social gambling or player-to-player (P2P) gambling, refers to gambling activities where individuals bet directly against each other, rather than against a casino or house. The platform (often online) typically acts as an intermediary, facilitating bets and taking a small commission or fee, but does not participate as a player.

Survey questions were designed to capture enough data on each of the variables with examples in the table below to show how each of the variables was operationalised in the survey:

Variable	Example Survey Question
Influencer-generated content	<ul style="list-style-type: none"> • What top three apps/websites do you see the most content relating to gambling on? • What best describes the gambling-related content you see? • Do you find that engaging with some gambling content, e.g. watching, liking or commenting on a post, leads to seeing more on your feed?
Perceived impact	<ul style="list-style-type: none"> • Content creators promoting gambling have increased my knowledge of gambling companies (<i>1 strongly disagree – 6 strongly agree</i>) • I think gambling is becoming more normal given lots of content creators talk about and promote it (<i>1 strongly disagree – 6 strongly agree</i>) • Gambling is common among people my age (<i>1 strongly disagree – 6 strongly agree</i>)
Behaviour	<ul style="list-style-type: none"> • I have gambled using a promo code I got from an influencer • After watching content on gambling by a content creator I have gone to the website the content creator was talking about/playing on • I have an online betting account

The survey included a total of 26 questions with a mix of closed questions, 6-point Likert scale questions and one open ended question. We chose a 6-point instead of a 5-point Likert scale as children and young people are known to have a tendency to choose a neutral point when this is offered⁷⁸. The full survey can be found in the Appendix 1.2. Survey questions.

To preserve the anonymity of CYP, we limited the use of open-ended questions due to potential disclosures in an open text field. If a young person had disclosed a potential concern in response to an open-ended question there would have been no ability for us to follow up with the individual to ensure their wellbeing. To address this, we used disclaimers at the beginning of the survey, and a question to ask how young people were feeling at the beginning and the end of the survey.

Survey analysis

Before conducting any data analysis, Bournemouth University first followed a robust data cleaning and quality assurance process. This included assessing the dataset for indicators of low-quality responses, including the potential for flatlining behaviour. As part of this process, we reviewed the response patterns across grid and matrix questions to identify whether any participants had selected the same option throughout in a way that appeared disengaged or unnatural. We also analysed completion times to identify responses that were submitted too quickly to be considered thoughtful or reliable.

⁷⁸ Borgers, N., Hox, J., & Sikkels, D. (2004). Response Effects in Surveys on Children and Adolescents: The Effect of Number of Response Options, Negative Wording, and Neutral Mid-Point. *Quality & Quantity*, 38(1), 17–33. <https://doi.org/10.1023/b:ququ.0000013236.29205.a6>

Based on these checks, Bournemouth University did not identify any cases of consistent or concerning flatlining. Overall, the dataset showed appropriate variation in responses and no signs of systematic disengagement.

Social Finance conducted our quantitative data analysis using excel to produce descriptive graphs and examine trends across responses related to each other. We started by organising the data according to our initial research hypotheses and linking data points back to our research questions. We then reviewed data tables for patterns and produced graphs to visualise the relationship between different data points. By linking the analyses back to our initial research hypotheses, we were able to ground our interpretations in the key research questions.

Survey distribution

A total of 634 young people completed the survey between 24/10/2024 and 19/12/2024. The survey was conducted via Microsoft Forms and distributed via school networks. This included both schools that we were engaging with as part of the qualitative research, as well as additional youth networks and schools that Ygam and GamCare are linked into. Schools used different channels for distributing the survey with the majority relying on their school newsletters for distribution. The survey was shared with students who took part in the qualitative research sessions but also more broadly.

Average completion time for the survey was 14mins 14secs.

The age distribution was reasonably balanced, with no single group dominating the sample. In terms of ethnicity, while the majority identified as White British (60.8%), the sample included substantial representation from a variety of ethnic backgrounds, including Asian (Indian, Bangladeshi, Pakistani, Chinese, and other), Black (African, Caribbean, British, and other), and Mixed ethnic groups. This demographic spread ensures that the insights reflect the experiences of a diverse adolescent population. The gender distribution was less but still reasonably well balanced, with 52% of respondents identifying as male and 42% identifying as female. 2% of respondents identified as non-binary, 2% as 'none of these (other)' and 2% preferred not to say. The full demographic breakdown of respondents can be found in the Appendix 1.3. Survey demographics and a more detailed analysis of the survey data can be found in the separately published survey report from the same research project *"Understanding trends between online gambling content, and gambling attitudes and behaviours among children and young people"*.

Qualitative and explorative research and co-production

Research design

The aim of the qualitative in-person research sessions in schools was to collect comprehensive qualitative data on young people's engagement with gambling-related influencer content using interactive and creative research techniques. Given the complexity and sensitivity of the research topic, we wanted to complement the existing secondary and quantitative research methods with the in-depth richness of more qualitative data. We worked closely with GamCare and Ygam in designing the research given their expertise and experience in engaging with young people on gambling-related topics.

The qualitative research was split into two parts:

- 1) **Explorative research and scenario testing:** highly interactive sessions, inviting young people to share their reflections about what they see and how someone like them might respond when presented with a series of scenarios or content. We presented a selection of gambling-related influencer content and guided the discussion with prompts and worksheets in small groups. Examples of materials used can be seen below.
- 2) **Ideation and co-production:** ideation sessions to come up with potential solutions and interventions to tackle the harms associated with gambling-related influencer content. Sessions were structured along the themes identified as part of the explorative research and scenario testing, using creative ideation and brainstorming techniques. We asked different groups to work on different "opportunity areas" and present their best ideas back to the group. Examples of materials can be seen below.

The research was run in three schools across six different sessions, with a total of 51 young people participating across sessions between the ages of 13 and 17. For continued engagement and consistency, the same young people participated in the first session and the second session. Schools were recruited out of GamCare's and Ygam's existing networks and included:

- School types: private selective secondary school, multi-academy trust and a further education college
- Geographical areas: South West, South East, West Midlands

Research sessions were run by Social Finance researchers alongside GamCare and Ygam colleagues with a school representative present at all times for safeguarding purposes. More information about our safeguarding approach can be found in section 2.3 'research ethics and conducting research with young people' below.

Fostering engagement of CYP

CYP were engaged in this research through three distinct stages: exploratory, scenario testing, and co-design workshops. To acknowledge the valuable contributions of CYP to the study, age-appropriate remuneration was provided in the form of a £20 shopping voucher.

The literature identifies that young people have the capacity to reflect upon and propose strategies to address issues associated with online gambling marketing⁷⁹ and the normalisation of gambling, even without direct gambling experience⁸⁰. Young people can consider broader socio-cultural, environmental and political factors when discussing harm reduction strategies^{81,82} emphasising the value of understanding youth's perspectives and ensuring their voices are heard. The qualitative research strands of this research programme) focused on obtaining in-depth insights via small discussion groups of scenarios and group co-design activities, rather than achieving representative sampling. This means the findings may not reflect the experiences of all adolescents but they provide valuable insights into young people's perspectives and attitudes.

Following best practices for participatory workshops to ensure they are engaging, meaningful, and productive^{83,84}, the scenario testing allowed CYP to reflect on their own understanding and experiences, as well as consider the perspectives of others through specific scenarios. The co-design elements employed idea-generation techniques, maintaining a solution-focused approach to address challenges identified in earlier stages of the research. Both workshops were conducted in familiar, comfortable school environments, utilising naturally occurring groups. Session lengths were aligned with internal school schedules and tailored to the engagement levels of the participants, with opportunities for breaks and pauses incorporated.

Research materials

Below we have included examples of some of the research materials used during the research. Research materials were designed to consider the nature of the research topic and the different age groups and abilities of young people engaged in the research. We offered a variety of research materials to ensure the research was accessible and worked in small groups with one facilitator for each group in order to answer any clarification questions.

⁷⁹ Pitt, H., McCarthy, S., Randle, M. et al. "It's changing our lives, not for the better. It's important that we have a say". The role of young people in informing public health and policy decisions about gambling marketing. *BMC Public Health* 24, 2004 (2024). <https://doi.org/10.1186/s12889-024-19331-x>

⁸⁰ Pitt, H., Thomas, S. L., Randle, M., Cowlishaw, S., Arnot, G., Kairouz, S., & Daube, M. (2022). Young people in Australia discuss strategies for preventing the normalisation of gambling and reducing gambling harm. *BMC Public Health*, 22(1). <https://doi.org/10.1186/s12889-022-13201-0>

⁸¹ Lole, L., Hing, N., Thorne, H., Sproston, K., Hodge, N., & Rockloff, M. (2024). Let's Be Honest: Adolescents Speak Up on How to Better Protect Young People from Gambling Harm. *Journal of Applied Youth Studies*. <https://doi.org/10.1007/s43151-024-00149-8>

⁸² Nyemcsok, C., Pitt, H., Kremer, P., & Thomas, S. L. (2022). "Drugs and alcohol get talked about, why not betting?" Young men's qualitative insights about strategies to prevent gambling harm. *Health Promotion Journal of Australia*. <https://doi.org/10.1002/hpja.637>

⁸³ Pedersen, J., & J. Buur. (2000). Games and Movies: Towards Innovative Co-design with Users. *Springer EBooks*, 93–100. https://doi.org/10.1007/978-1-4471-0779-8_9

⁸⁴ Thabrew, H., Fleming, T., Hetrick, S., & Merry, S. (2018). Co-design of eHealth Interventions With Children and Young People. *Frontiers in Psychiatry*, 9. <https://doi.org/10.3389/fpsy.2018.00481>

Scenario testing

Scenario 1 overview:

In the first journey Jake/Asha sees content and is tempted to take part in gambling but he/she doesn't have a relationship with an influencer – we ask the participant to tell us whether they think Jake/ Asha is going to gamble or not.

Scenario on printed paper:

"Jake/Asha sees the content below and has never heard of the content creator before"

Option 1



Scenario 2 overview:

In this scenario, Jake/Asha see content similar to what they have seen before. They already have known the influencer who is sharing the content and they like them.

Scenario on printed paper: *Jake sees the content below. He knows and likes the content creator.*

Option 1



Ideation materials

Opportunity area	
How might we...	

Step 1: what would happen first?	Step 2: Then what?	Step 3: Explain how it would work	Step 4: Tell us more
Step 5: continue your story	Step 6: What next?	Step 7: What does it look like?	Step 8: A

Opportunity area	
How might we...	

What else?

How might we....

What else?

What else?

What else?

Ideas to lift this problem away

Opportunity area	
In an ideal world	

I think we could lift this problem by...

I think we could lift this problem by...

I think we could lift this problem by...

I think we could lift this problem by...

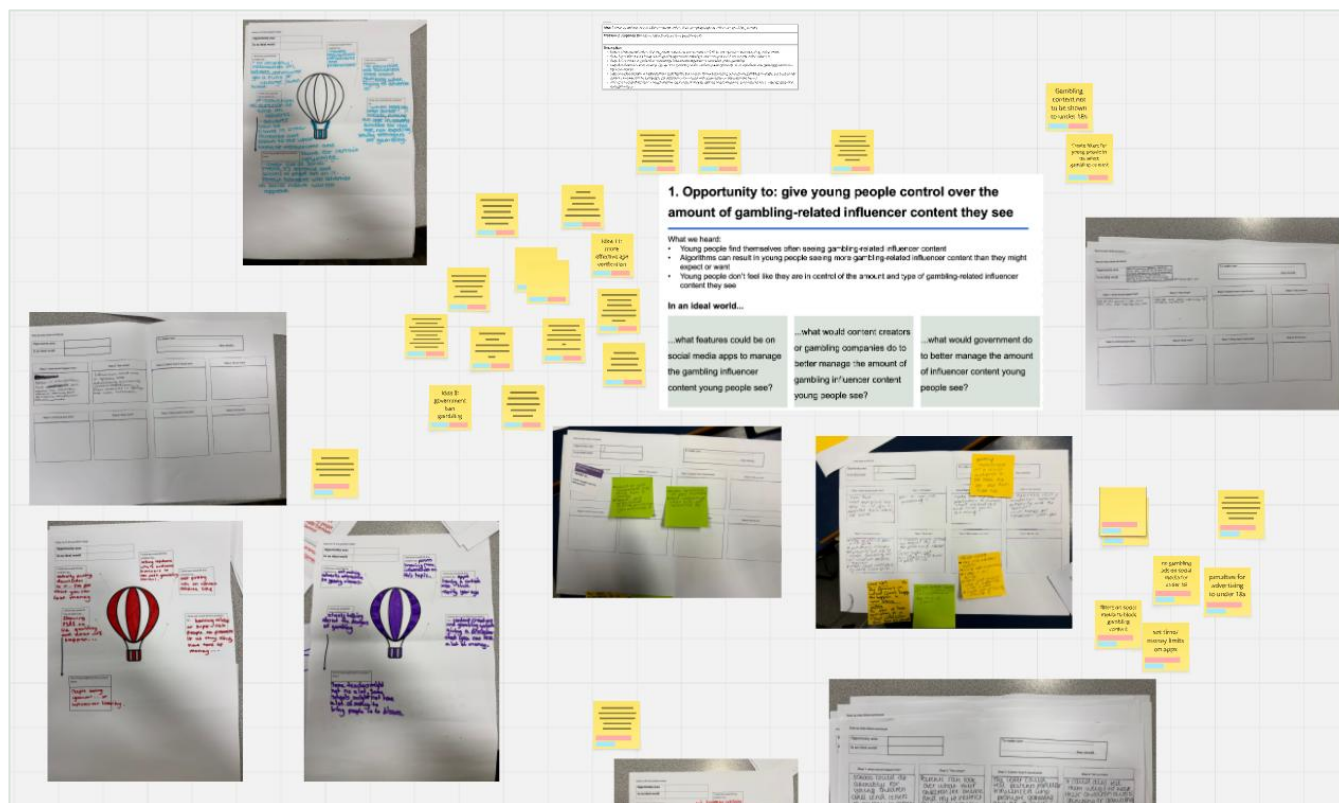
I think we could lift this problem by...

I think we could lift this problem by...

One thing weighting the problem down

Synthesis approach

We used Miro, an online collaboration tool, to synthesise the data collected as part of the qualitative research sessions. Each researcher wrote up their individual notes after the session and added it to the online whiteboard. We then ran a synthesis and sensemaking session to identify key themes. Research sessions were recorded for note taking purposes with all recordings deleted once synthesis was completed.



2. Research ethics and conducting research with young people

The entire research programme is rooted in the experience and language of CYP, with our approach underpinned by four ethical principles:

- Mutually beneficial
- Continued engagement with CYP
- Non-extractive
- Safeguarding and consent

Across research strands, Social Finance ensured that all staff complied with the SRA Ethics Guidance and were fully aware of the GSR professional guidance. During the inception of the project, all staff reviewed the SRA Ethics Guidance and GSR professional guidance and how these were applied to the project plan and methodology of the research, ensuring a robust research and quality assurance process.

Ensuring informed consent

Given the involvement of CYP within educational settings in this research project, for the in-person research a comprehensive, layered approach to consent was implemented to ensure informed consent was obtained from all participants and those responsible for the CYP. The process began by reaching out to educational institutions already connected to Ygam and GamCare to explore their potential participation in the project. This was supported by a briefing document shared with the interested schools ensuring schools were fully aware of the conditions of their involvement.

Next, an information sheet was distributed to parents, carers, and/or guardians of the CYP. This document outlined the overall purpose of the research, provided a clear depiction of its practical implementation, and detailed the nature of the data to be collected. It included information on data management and data handling procedures, such as storage duration, levels of anonymity within the data, and the intended usage and accessibility of the data. Additionally, it explained how participants could withdraw their data, alongside the steps to allow CYP to opt-out during sessions. Informed consent was subsequently obtained from parents, carers, or guardians, permitting the participation of the CYP, as well as authorising the type of recording to be conducted (notes/audio).

Thirdly, consent was sought from the young people themselves. The same information from the parents' information sheet was adapted to a CYP format. Just like their parents/carers/guardians, this helped the CYP to provide informed consent themselves to participate and ensure they were aware of the opportunities and process to remove their permission and stop participating. This is in line with other studies which have captured youth voice perspectives when considering gambling harm prevention⁸⁵. Beyond the information sheet to ensure informed consent. There was a general briefing at the start of the participatory workshops and co-design.

Safeguarding

Safeguarding measures were carefully integrated throughout the onboarding and data collection stages of the exploratory in-person workshops with CYP. This research targeted CYP aged 13 years or older, aligning with the legal age for accessing social media platforms.

⁸⁵ Lole, L., Hing, N., Thorne, H., Sproston, K., Hodge, N., & Rockloff, M. (2024). Let's Be Honest: Adolescents Speak Up on How to Better Protect Young People from Gambling Harm. *Journal of Applied Youth Studies*. <https://doi.org/10.1007/s43151-024-00149-8>

A formal Joint Safeguarding Process was established between Social Finance and each host school involved in the research. This process enabled the sharing of information on safeguarding leads and policies, identified both specific and general safeguarding concerns, and documented procedures for addressing these concerns, including the complaints process.

Robust safeguarding protocols and infrastructure were implemented during the scenario testing and co-design workshops. These included ensuring informed consent, providing the right to withdraw, minimising exposure to harmful material, and facilitating access to support services.

Due to the sensitive topics explored in the workshops, it was essential to provide CYP with appropriate information and signposting during the sessions, as well as take-home resources. These measures were incorporated into session briefings and reviews, including take-home 'wellbeing packs' for participating CYP, and made available to supporting teachers within the schools.

Representatives from Ygam and GamCare were present at the workshops, ensuring access to the expertise of trained professionals on-site. All workshop content designed for students was reviewed by the host teacher at each school and underwent internal review by the project partners. Additionally, safeguarding considerations were reinforced by the involvement of one of Ygam's designated safeguarding leads in the 'Check and Challenge' sub-group, offering a safeguarding perspective and critical evaluation of the materials.

Considerations during research sessions

Some of the specific considerations in how qualitative sessions were conducted with young people included:

- We didn't ask young people about their personal experiences but instead designed scenario testing exercises to ask about young people like them. This way young people don't feel interviewed and exposed but the reflections they share about imaginary friends often still reflect their own views and experiences.
- We grounded the ideation and co-production exercises in the themes that emerged from the initial exploratory research to ensure young people recognised their own themes, and could link it back to the previous research session.
- At the outset of each session, we informed young people about the content of the session and potentially triggering material and gave them the option of leaving the room/ stepping out of the research at any point.

Check and challenge

A 'Check and challenge' sub-group consisting of experts by experience from across the partnership, met 4 times online via Teams to review content that was to be shared within the CYP in primary research workshops and the approaches to be used. The example comments below reflect the impact of this group on the direction and content of the project ensuring its suitability for the CYP audience:

"I don't think this is the question to ask. What if they don't want to reject it? Should the focus be more on how to do it safely if you are going to do it. Just saying it should be rejected could be alienating."

“Would be good if they came up with the opportunities themselves rather than giving them the opportunities- if they feel they have ownership over the opportunities (that) makes it better.”

“There are a range of different instructions here. They aren’t particularly clear for someone with low reading comprehension. Better to chunk information and number each instruction (as a list) keeping language as simple as possible.”

3. Limitations of research

While we looked to mitigate key limitations, some of the remaining research limitations relate to the primary research, i.e. the exploratory research and the survey with young people.

- All participants had previously received gambling awareness training, which may have influenced their responses by increasing sensitivity to expected or “correct” answers.
- The school-based setting and involvement of adult professionals could have encouraged participants to respond in ways they believed teachers or facilitators wanted to hear.
- Group-based discussions introduced social dynamics that may have affected individual contributions, with some participants potentially conforming to dominant views or hesitating to express dissenting opinions.
- All primary data collected was self-reported, which introduces the risk of bias, recall inaccuracies, and social desirability effects.
- The use of a voluntary sampling method for the survey introduces potential self-selection bias, limiting the generalisability of findings to the wider CYP population.
- The survey was distributed through gambling harm reduction charities (Ygam and GamCare), which may have influenced participants to adopt more critical views of gambling, introducing an anti-gambling bias.
- Although the survey sample was large and diverse in terms of age and gender, it may not capture key cultural, socioeconomic, or geographic differences relevant to gambling exposure and attitudes.
- The study’s cross-sectional design captures only a snapshot in time and does not allow for causal conclusions; longitudinal research is needed to examine changes and long-term effects.
- The focus on influencer content did not account for the cumulative impact of other digital gambling promotions (e.g., livestreams, memes, embedded ads), which may interact to shape young people’s attitudes and behaviours across platforms.

4. Content analysis table

Content ID	Platform	Link	Format	Date Content Posted	Name of Influencer	Age of Influencer	Gender of Influencer	Type of Influencer	Number of Followers Influencer Has (if applicable)	Number of Likes for the Content	Name of Video (if applicable)	Number of Views (if applicable)	Number of Comments	Gambling Operator Advertised
1	Youtube	https://www.youtube.com/watch?v=fGdso-tlDBA	YouTube video	07/02/2022	Gambling Guy	Unknown	Male	Gambling content creator	8880	12	William Hill Bonus Explained & How To Get The Best Bonus 🍀	2241	0	William Hill
2	Twitch	https://www.youtube.com/watch?v=nAHEh2zHjSk	Twitch stream fragment	07/02/2022	Adin Ross	23	Male	Kick streamer	IG: 7.3M, YouTube: 4.4M	16000	Adin WON \$1,000,000 Gambling LIVE on Stream!	984569	820	Stake
3	Twitch	https://www.youtube.com/watch?v=VwDn-ErsDEE	YouTube video of a stream	5/27/2022	Drake	37	Male	Rapper	Not applicable	6900	Drake & Lil Baby Win \$20,000,000 Playing Roulette LIVE on Stream *CRAZY*	967167	812	Stake
4	Instagram	https://www.instagram.com/p/C8IQ8kZpfEU/?hl=en	Instagram promo video	06/12/2024	SteveWill Dolt	25	Male	Comedic personality, prankster	X: 808K, IG: 3.6M	35263 likes	None but caption includes link to downloadable audio	Not available	0	Roobet
5	X	https://x.com/AndyRobsonTips/status/1807785101553520835	Tweet with image	01/07/2024	Andy's Euro 2024 Football Tips	Unknown	Male	Tipster	715,200	75	It's a really good Boost, I'm straight on	191100	32	SkyBet

6	X	https://x.com/AndyRobsonTips/status/1807774024287621369	Tweet thread	01/07/2024	Andy's Euro 2024 Football Tips	Unknown	Male	Tipster	715,200	146	 Gem Bet: Ayhan 1+ foul won	452800	34	SkyBet
7	X	https://x.com/ZLaner/status/1805364901835423822	Tweet with image	24/06/2024	Zlaner Zack Lane	26	Male	ProGamer and streamer	232,100	250	I BELIEVE IN THE REVERSE SWEEP  @PrizePicks	325900	59	Prize Picks
8	TikTok	https://www.tiktok.com/@roobetshhighlightz/video/7220300266745220358	TikTok stream	10/04/2023	Jake Paul	27	Male	Youtuber/lifestyle influencer		8125	WAS IT WORTH IT?	273900	68	Roobet
9	TikTok	https://www.tiktok.com/@clipperzcentral/video/7370702499084438830	TikTok stream	19/05/2024	SteveWill Dolt	25	Male	Kick streamer		41800	Steve cannot beat the chicken game 🐔	3500000	310	Roobet
10	Youtube	https://www.youtube.com/watch?v=FY4pIqUnSVM	You Tube video (1:06:04)	08/01/2024	Joe Santagato, Frank Alvarez	32, 31	Males	Podcast creators	YouTube: 759,000	11000	Proper Restaurant Etiquette	488958	482	Prize Picks
11	Instagram	https://www.instagram.com/reel/IC8AdfyOv2tI/	Instagram reel	09/06/2024	Thebellobros	23	Males	Comedy creators	283,000	515403	PORK MISERY 	14100100	5104	None
12	Instagram	https://www.instagram.com/tv/B9-AqV2piZ3/	Instagram reel	20/03/2020	Conor Moore	33	Male	Comedy influencer	610,000	59,221 views	Only way to sort the Premier League right now!	59221	125	Paddy Power

13	Instagram	https://www.instagram.com/p/C8fDdd6OIL-/	Instagram picture post	21/06/2024	Avery Leroy	19	Female	Lifestyle	111,000	4049	Running a booth for @prizepicks	N/A	20	Prize Picks
14	Instagram	https://www.instagram.com/p/C74iq0ISLW/	Instagram multimedia post	06/06/2024	Suga Sean O'Malley	29	Male	UFC fighter	4.3M	74842	Swipe right. Going big for game 1.		585	Prize Picks
15	Instagram	https://www.instagram.com/p/C6M2TZiglzS/	Instagram picture post	25/04/2024	Eric Lee	Unknown	Male	Entrepreneur, content creator	943,000	1879	I do be acting different when that @prizepicks parlay hit!!	N/A	31	Prize Picks
16	Instagram	https://www.instagram.com/tv/Cb-cC8EDeQt/	Instagram promo video	05/04/2022	Robby Berger	32	Male	YouTuber, sports creator	1.1M	2843	It's time to rally the brilliantly dumb faithful for the masters	85957 views	31	Prize Picks
17	TikTok	https://www.tiktok.com/@jessicajuscuz/video/7325496961325370666	TikTok video	18/01/2024	Jessica Juscuz	Unknown	Female	Pro gamer, sports lover	15.7K	163.1K	Replying to @THE BIGGEST 🦋 Go LIGHT today		363	Prize Picks
18	TikTok	https://www.tiktok.com/@jazzminw13/video/7317129239713598763	TikTok video	27/12/2023	Jazzmin Simone	Unknown	Female	Nurse, content creator	2,510	409.1K views	Beginner's luck I guess...		3801	Prize Picks
19	TikTok	https://www.tiktok.com/@kyraxainor/video/7317133775324908846	TikTok video	27/12/2023	kyraxainor	Unknown	Female	Tipster specialising in parlay	7,416	386.1K	Day 1 LOST MY FIRST BET 🤡		1757	Prize Picks

20	X	https://x.com/stevewilldoit/status/1813536643384537149	Tweet thread	17/07/2024	SteveWill Dolt	25	Male	Comedic personality	X: 808K, IG: 3.6M	5051	\$350 if u follow my partners	892.4K views	5100+	Prize Picks & Roobet
21	Instagram	https://www.instagram.com/p/CvaSeNVM4Y1/	Instagram multi-picture post	01/08/2023	Michael Rice	31	Male	Comedian	52.8K	483	Thanks to @bren_berry for having me at the Paddy Power festival	N/A	5	Paddy Power

5. Survey design

The survey aimed to address the first two research aims of the broader research project:

1. **Measure exposure:** understanding the level of exposure young people have to gambling-related influencer content by quantifying the level and frequency of children and young people's (CYP's) exposure to gambling-related influencer content across various digital platforms.
2. **Assess persuasive impact:** understanding the extent to which CYP are persuaded by this type of marketing by investigating how such content influences young people's attitudes towards gambling and their likelihood of engaging in gambling-related behaviours.

Our hypotheses were informed by our previously conducted literature review and content analysis, as well as first insights from the exploratory research with young people:

- **Hypothesis 1:** Young people interested in gaming have more exposure/ to gambling content than those not interested in gaming
- **Hypothesis 2:** Algorithms⁸⁶ create echo chambers of gambling content on social media sites which increases exposure to gambling content
- **Hypothesis 3:** The more time young people spend on social media the higher their exposure to gambling content
- **Hypothesis 4:** Seeing content about gambling online increases interest in gambling
- **Hypothesis 5:** Gambling is normalised, in general, among CYP and this is further exacerbated by online gambling content

Based on our hypotheses, we identified our independent and dependent variables:

- **Influencer-generated content (IGC)** refers to the images, videos, and other creative outputs that are produced by social media influencers (in partnership with gambling industry). As a by-product of influencer marketing, IGC is authentic, high-performing and can be a game-changer for gambling operators looking to raise awareness of their products, and increase sales and engagement.
- **Perceived impact** of gambling refers to the individual or collective beliefs and perceptions regarding the consequences and effects that gambling has on oneself, others, or society as a whole. These perceptions can be both positive and negative and can significantly influence attitudes and behaviours towards gambling. Key aspects of perceived impact include: impact of advertising, descriptive norms for gambling, peer-based gambling⁸⁷, family/peer approval of gambling.
- **Behavioural changes** in CYP after influencers promote gambling refer to the shifts in attitudes, habits, and actions among CYP that occur due to the influence of social media personalities and other influential figures promoting gambling activities.

Survey questions were designed to capture enough data on each of the variables. The survey included a total of 26 questions (which can be found below) with a mix of closed questions, 6-point Likert scale questions and one open ended question. We decided to choose a 6-point instead of a 5-

⁸⁶ Algorithms are a set of rules or calculations used by social media platforms to decide what content to show users by analysing factors like user preferences, behaviour, and engagement to prioritise posts, videos, or ads that they deem most relevant or interesting to each person

⁸⁷ Peer-based gambling, also known as social gambling or player-to-player (P2P) gambling, refers to gambling activities where individuals bet directly against each other, rather than against a casino or house. The platform (often online) typically acts as an intermediary, facilitating bets and taking a small commission or fee, but does not participate as a player.

point Likert scale as CYP are known to have a tendency to choose a neutral point when this is offered⁸⁸.

We limited the use of open-ended questions due to the anonymity of the survey and potential disclosures in an open text field. If a young person had disclosed a potential concern in response to an open-ended question there would have been no possibility for us to follow up with the individual to ensure their wellbeing. Instead we opted for disclaimers at the beginning of the survey and a question to ask how young people were feeling at the beginning and the end of the survey.

Schools involved in the distribution of the survey were offered to review/comment on the survey. No schools flagged any safeguarding concerns about their students partaking in the survey or asked for refinements to be made to the survey.

6. Securing informed consent from survey participants

Schools acted in loco parentis, i.e. in place of a parent, to gain informed consent to complete the survey. Additionally, the survey was entirely voluntary so respondents participated of their own volition. The two schools with pupils under the age of 16 either aimed the survey at students who had signed consent forms as part of the in-person workshops, or sent a letter offering students/parents the opportunity to learn more about the research and opt out, with no individuals choosing to opt out. The third school that took part in the research was a 16+ institution so all those the survey was sent out to were of legal age to consent to the survey without additional parental consent.

In this instance, it was deemed additional informed consent from parents was not necessary. Whilst gambling as a broad subject matter can be a high-risk topic, the material included in the survey was not deemed to be high-risk. No materials displaying gambling were included or linked, or names of gambling operators children and young people (CYP) could then seek out information on, or names of influencers related to gambling CYP could then seek out, etc. We also did not collect any identifiable personal data as part of the survey.

This approach was informed by Social Finance's ethical research procedures and extensive experience in safeguarding through conducting work related to and with CYP and at-risk groups, including those with lived experience, across issue areas such as domestic abuse, dementia patients, care leavers, LGBTQ+ youth in care, school exclusions, online safety, mental health and relationships and sex education (RSE).

7. Survey analysis approach

Before conducting any data analysis, Bournemouth University first followed a robust data cleaning and quality assurance process. This included assessing the dataset for indicators of low-quality responses, including the potential for flatlining behaviour. As part of this process, we reviewed the response patterns across grid and matrix questions to identify whether any participants had selected the same option throughout in a way that appeared disengaged or unnatural. We also analysed completion times to identify responses that were submitted too quickly to be considered thoughtful or reliable.

⁸⁸ Borgers, N., Hox, J., & Sikkel, D. (2004). Response Effects in Surveys on Children and Adolescents: The Effect of Number of Response Options, Negative Wording, and Neutral Mid-Point. *Quality & Quantity*, 38(1), 17–33. <https://doi.org/10.1023/b:ququ.0000013236.29205.a6>

Based on these checks, Bournemouth University did not identify any cases of consistent or concerning flatlining. Overall, the dataset showed appropriate variation in responses and no signs of systematic disengagement.

We conducted the quantitative data analysis using excel to produce descriptive graphs and examine trends across responses related to each other. We started by organising the data according to the initial research hypotheses and linking data points back to the research questions. We then reviewed data tables for patterns and produced graphs to visualise the relationship between different data points. By linking the analyses back to our initial research hypotheses, we were able to ground our interpretations in the key research questions.

8. Survey questions

What We Want to Learn: How do videos and posts from popular people online (influencers/content creators) about gambling change how young people think and act about gambling?

What We Will Do: We will ask you some questions to see how much you notice this kind of content and how it makes you feel or act. Your answers will help us understand more about it. All of your answers will remain anonymous.

Definitions

Gambling: involves betting money or other things of value (for example, skins betting in games, objects you own, whether you do a task you don't necessarily want to do) on the outcome of something where there is a chance you might lose, or, possibly, win something back of more value than you bet. There are lots of ways to gamble, for example on the results of sports, playing card games, lotteries, scratch cards raffles, bingo and sweepstakes, as well as placing bets with friends and using online and offline casinos.

Gambling-like activities: refer to activities that share characteristics with traditional gambling but may not always involve betting real money or be classified as gambling under legal definitions. Some examples of this are items you pay for in video games where you don't know what you will receive when you buy it, apps and games that simulate gambling experiences like slot machines or poker but without money winnings, crypto-trading, fantasy sports leagues, stock market trading, mystery boxes, Gacha games

Influencer content: is media created by content creators on social media platforms. This may involve TikToks, Instagram reels/posts/stories, Snapchat stories, tweets, live streams, YouTube videos, etc.

Content creator: Content creators produce videos, images, audio, visuals for social media. This includes for example YouTubers, Streamers, influencers.

GDPR

By taking part in this survey you are consenting for your data to be stored and analysed by Social Finance. Your responses to this survey will be anonymised and stored in a single secure location, with access restricted to the individuals analysing the data (research team at Social Finance, research team at Bournemouth University). Data will be stored until the end of this research project and then destroyed.

Demographics

1. How are you feeling today?

- a. 😄
- b. 😊
- c. 😐
- d. 😐
- e. 😐
- f. 😞

2. Do you identify as...

- a. Female
- b. Male

- c. Non-binary
 - d. Prefer not to say
 - e. None of these (other)
3. How old are you?
- a. 13
 - b. 14
 - c. 15
 - d. 16
 - e. 17
 - f. Under 13
 - g. Over 17
4. What is your ethnicity?
- a. White British
 - b. White – any other White background
 - c. Black British
 - d. Black African
 - e. Black Caribbean
 - f. Black – any other Black background
 - g. Asian – Pakistani
 - h. Asian – Indian
 - i. Asian – Chinese
 - j. Asian – Bangladeshi
 - k. Asian – any other Asian background
 - l. Mixed – Asian and White
 - m. Mixed – Black and White
 - n. Mixed – Any other Mixed background
 - o. Other ethnic group
 - p. Prefer not to say
 - q. I don't know
5. What religion are you?
- a. Christian
 - b. Muslim
 - c. Hindu
 - d. Sikh
 - e. Jewish
 - f. Buddhist
 - g. Other
 - h. I don't have a religion
 - i. Prefer not to say
6. Do you get free meals at school, or do your parents/carers pay for your meals?
- a. I get free meals
 - b. My parents/carers pay for my school meals or I have a packed lunch
 - c. I don't know
 - d. Prefer not to say

Online Activity

7. How much personal time do you spend on social media, including video and livestreaming platforms such as YouTube, Twitch or Kick?
- More than 10 hours a day
 - 8-10 hours a day
 - 6-8 hours a day
 - 4-6 hours a day
 - 2-4 hours a day
 - 1-2 hours a day
 - Less than 1hr a day
 - Not every day
 - None
8. How much time do you spend playing video/online games a week?
- More than 10 hours a day
 - 8-10 hours a day
 - 6-8 hours a day
 - 4-6 hours a day
 - 2-4 hours a day
 - 1-2 hours a day
 - Less than 1hr a day
 - Not every day
 - None
9. What apps and sites do you regularly use? (Click on all the ones you use)
- Instagram
 - TikTok
 - Snapchat
 - Discord
 - Reddit
 - Twitch
 - YouTube
 - Kick
 - Facebook
 - Rumble
 - X (formerly Twitter)
 - Spotify
 - Roblox
 - I don't go on any of these websites or apps
 - Prefer not to say
10. Are there any other social media or streaming apps/sites you use?
- Yes
 - No
11. [If tick yes to above] What are the name/names of other apps/sites you use?
- [open text]

Exposure to gambling-related influencer content

Gambling: involves betting money or other things of value (for example, skins betting in games, objects you own, whether you do a task you don't necessarily want to do) on the outcome of something where there is a chance you might lose, or, possibly, win something back of more value than you bet. There are lots of ways to gamble, for example on the results of sports, playing card games, lotteries, scratch cards raffles, bingo and sweepstakes, as well as placing bets with friends and using online and offline casinos.

Gambling-like activities: refer to activities that share characteristics with traditional gambling but may not always involve betting real money or be classified as gambling under legal definitions. Some examples of this are items you pay for in video games where you don't know what you will receive when you buy it, apps and games that simulate gambling experiences like slot machines or poker but without money winnings, crypto-trading, fantasy sports leagues, stock market trading, mystery boxes, Gacha games

12. On these apps and websites, do you see any content that references gambling (including adverts)? [if click never, skips to Q15]
- 1 (never) – 6 (very frequently)

13. What are the top three apps/sites you see the most content relating to gambling on? Please select at most three options.

- Instagram
- TikTok
- Snapchat
- Discord
- Reddit
- Twitch
- YouTube
- Kick
- Facebook
- Rumble
- X (formerly Twitter)
- Spotify
- Roblox
- Prefer not to say
- Other

14. What best describes the gambling-related content you see? (Click on all the ones you see)

- Advertisements from gambling companies for specific types of gambling platforms or online games
- Advertisements from gambling companies offering promotions like free bets/spins or £5 free
- Videos and/or images of people gambling
- Content creators talking about themselves gambling
- Content creators sharing tips and tricks on how to gamble
- Content creators sharing links/ sign up codes/ vouchers for gambling games/sites/companies
- Funny images and memes talking about gambling, posted by gambling companies or content creators
- None of the above

15. When you see content from creators that relates to gambling, how often do you...
- Find the message interesting?
 - 1 (never) – 6 (very frequently)
 - Search for more information on the gambling the creator or people in the comments are discussing?
 - 1 (never) – 6 (very frequently)
 - Look for similar content?
 - 1 (never) – 6 (very frequently)
 - Send the content or links/websites in the content to others?
 - 1 (never) – 6 (very frequently)
 - Feel like the content creator is doing something wrong by sharing the content?
 - 1 (never) – 6 (very frequently)
 - Stop following the content creator?
 - 1 (never) – 6 (very frequently)
 - Report content because you believe it has broken a platforms rules?
 - 1 (never) – 6 (very frequently)
 - Find it difficult to work out whether the content is about gambling?
 - 1 (never) – 6 (very frequently)
16. Do you follow any content creators that focus only on gambling, or talk about gambling a lot?
- Yes
 - No
 - I'm not sure
17. Do you find that engaging with some gambling content, e.g. watching, liking or commenting on a post, leads to seeing more on your feed?
- Yes
 - No
 - I'm not sure
18. How much do you feel like the amount of gambling content you see from content creators is within your control?
- 1 = completely out of my control, 6 = completely in my control
19. In general, would you like to see more, the same, or less content about gambling online?
- A lot less
 - A little less
 - The same amount
 - A little more
 - Much more

Perceived impact of gambling-related influencer content

Impact of influencer content

20. Content creators promoting gambling increases my interest in gambling
- 1 (strongly disagree) – 6 (strongly agree)
21. Content creators promoting gambling make me think about gambling in the future
- 1 (strongly disagree) – 6 (strongly agree)

22. I don't pay attention to content creators promoting gambling
 - a. 1 (strongly disagree) – 6 (strongly agree)
23. Content creators promoting gambling has increased my knowledge of different types of gambling and/or different gambling companies
 - a. 1 (strongly disagree) – 6 (strongly agree)
24. I think more positively about gambling because of content creators promoting gambling
 - a. 1 (strongly disagree) – 6 (strongly agree)
25. I think gambling is becoming more normal because lots of content creators talk about and promote it
 - a. 1 (strongly disagree) – 6 (strongly agree)
26. I want to have the same lifestyle as the content creators promoting gambling
 - a. 1 (strongly disagree) – 6 (strongly agree)
27. If I gamble or do gambling-like activities (leave blank if you don't), I play with higher risk (use more money/cryptocurrency, etc.) because of content I have seen from creators promoting gambling
 - a. 1 (strongly disagree) – 6 (strongly agree)

Gambling activities and attitudes

28. Most of my friends and family think gambling is okay
 - a. 1 = strongly disagree, 6 = strongly agree
29. Most of my friends gamble
 - a. 1 = strongly disagree, 6 = strongly agree
30. Most of my family gamble
 - a. 1 = strongly disagree, 6 = strongly agree
31. Gambling is common among people my age
 - a. 1 = strongly disagree, 6 = strongly agree
32. Gambling is harmless fun
 - a. 1 = strongly disagree, 6 = strongly agree
33. Some young people lose control over their gambling
 - a. 1 = strongly disagree, 6 = strongly agree
34. Please select any of the following activities you have taken part in:
 - a. Placing bets with a friend
 - b. Placing bets in an in-person betting shop
 - c. Bingo
 - d. Games on an online casino
 - e. Games on a crypto casino
 - f. Crypto trading
 - g. Loot boxes

- h. The lottery/scratch cards
- i. Sweepstakes
- j. Games in an in-person casino
- k. Online sports betting
- l. Fantasy sports
- m. Day trading
- n. Esports betting
- o. Blind bags (e.g. Pokémon cards)

35. Watching influencer content and advertisements on gambling in general has led me to gamble

- a. Yes
- b. No
- c. I'm not sure

36. I have gambled using a promo code I got from an influencer

- a. Yes
- b. No
- c. I'm not sure

37. After watching content on gambling by a content creator I have gone to the website the content creator was talking about/playing on

- a. Yes
- b. No
- c. I'm not sure

38. How do you feel after completing this survey?

- a. 😊
- b. 😊
- c. 😊
- d. 😊
- e. 😞
- f. 😞

9. Survey demographics

Age								
	13 n = 86	14 n = 86	15 n = 63	16 n = 146	17 n = 133	18+ n = 79	Under 13 n = 41	
Do you identify as...								
Female	30 (35%)	29 (34%)	24 (38%)	80 (55%)	50 (38%)	32 (41%)	18 (44%)	
Male	48 (56%)	54 (63%)	37 (59%)	55 (38%)	75 (56%)	43 (54%)	19 (46%)	
Non-binary	4 (4.7%)	2 (2.3%)	0 (0%)	4 (2.8%)	3 (2.3%)	2 (2.5%)	0 (0%)	
None of these (other)	2 (2.3%)	1 (1.2%)	1 (1.6%)	3 (2.1%)	1 (0.8%)	0 (0%)	2 (4.9%)	
Prefer not to say	2 (2.3%)	0 (0%)	1 (1.6%)	3 (2.1%)	4 (3.0%)	2 (2.5%)	2 (4.9%)	
Age								
	13 N = 86	14 N = 86	15 N = 63	16 N = 146	17 N = 134	Over 17 N = 79	18+ N = 41	Total (N=634)
What is your ethnicity?								
Asian – Bangladeshi	0 (0.0%)	2 (2.3%)	0 (0.0%)	1 (0.7%)	1 (0.8%)	2 (2.5%)	0 (0.0%)	6 (0.9%)
Asian – Chinese	2 (2.3%)	2 (2.3%)	2 (3.2%)	0 (0.0%)	1 (0.8%)	1 (1.3%)	1 (2.4%)	9 (1.4%)
Asian – Indian	16 (18.6%)	9 (10.5%)	12 (19.0%)	13 (8.9%)	11 (8.3%)	1 (1.3%)	1 (2.4%)	63 (10.0%)
Asian – Pakistani	2 (2.3%)	1 (1.2%)	3 (4.8%)	5 (3.4%)	0 (0.0%)	2 (2.5%)	0 (0.0%)	13 (2.1%)
Asian – any other Asian background	0 (0.0%)	2 (2.3%)	1 (1.6%)	4 (2.7%)	2 (1.5%)	1 (1.3%)	0 (0.0%)	10 (1.6%)
Black African	1 (1.2%)	3 (3.5%)	2 (3.2%)	3 (2.1%)	2 (1.5%)	5 (6.3%)	0 (0.0%)	16 (2.5%)
Black British	1 (1.2%)	1 (1.2%)	3 (4.8%)	1 (0.7%)	4 (3.0%)	1 (1.3%)	1 (2.4%)	12 (1.9%)
Black Caribbean	0 (0.0%)	0 (0.0%)	2 (3.2%)	4 (2.7%)	1 (0.8%)	1 (1.3%)	1 (2.4%)	9 (1.4%)
Black – any other Black background	1 (1.2%)	1 (1.2%)	0 (0.0%)	1 (0.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (0.5%)
I don't know	3 (3.5%)	1 (1.2%)	1 (1.6%)	0 (0.0%)	1 (0.8%)	0 (0.0%)	2 (4.9%)	8 (1.3%)
Mixed – Any other Mixed background	2 (2.3%)	1 (1.2%)	1 (1.6%)	1 (0.7%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	6 (0.9%)

Mixed – Asian and White	3 (3.5%)	1 (1.2%)	2 (3.2%)	2 (1.4%)	2 (1.5%)	0 (0.0%)	0 (0.0%)	10 (1.6%)
Mixed – Black and White	3 (3.5%)	0 (0.0%)	0 (0.0%)	4 (2.7%)	2 (1.5%)	1 (1.3%)	1 (2.4%)	11 (1.7%)
Other ethnic group	0 (0.0%)	1 (1.2%)	0 (0.0%)	4 (2.7%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	6 (0.9%)
Prefer not to say	1 (1.2%)	0 (0.0%)	0 (0.0%)	2 (1.4%)	2 (1.5%)	3 (3.8%)	2 (4.9%)	10 (1.6%)
White British	43 (50.0%)	54 (62.8%)	31 (49.2%)	90 (61.6%)	86 (65.2%)	55 (69.6%)	26 (63.4%)	385 (60.8%)
White – any other White background	8 (9.3%)	7 (8.1%)	3 (4.8%)	11 (7.5%)	15 (11.4%)	6 (7.6%)	6 (14.6%)	56 (8.8%)

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