

# Submission of Thesis and Dissertation

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Master of Science in Marketing (MSc)

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## Abstract

### ***Gambling advertising within professional football in the United Kingdom and the emotional impacts it has on adult male football fans***

In recent years, it has become apparent that gambling, and gambling advertising has become synonymous with sport, particularly within professional football in the United Kingdom (UK). Moreover, with the high frequency of sponsorships professional football teams have with gambling companies (Djohari, et al., 2019), and the sports gambling industry rapidly increasing their yearly advertising spend since the Gambling Act of 2005 (ibid), gambling within sport has become almost unavoidable for football fans through the multi layered mix of mass media advertising and marketing in which it is promoted (Newall, et al., 2019). With this point in mind, the harms associated with gambling has become apparent in the UK (Gov.uk, 2021). Before the spread of Covid-19, there was an estimated 430,000 adults (roughly 0.7% of the population) in the U.K deemed as '*problem gamblers*' and a further 2 million people (3% of the population) at risk of gambling related problems (Critchlow, et al., 2020). In 2019 the UK's Gambling Commission announced a new National Strategy to Reduce Gambling Harms that consists of safer gambling messages, gambling prevention and education (Newall, et al., 2021). However, there is a lack of evidence to prove the effectiveness of these safer gambling messages (ibid), and a lack of academic research into the specific emotions caused by gambling advertising and a lack of government action towards promoting safer gambling advertising within professional football in the U.K

This dissertation aims to examine in more depth, the immediate and ongoing emotions that football fans have or may not have towards gambling advertising within professional football in the UK. The researcher conducted empirical research, using a small sample size to of semi structured interviews to try to understand, first-hand the immediate and ongoing emotions football fans have towards gambling advertising within or centred around professional football in the UK.

This study addresses the gaps in the literature of gambling advertising as a whole and the emotional effects it has on viewers such as football fans. Additionally, this study discusses what guidance can be given to viewers and what responsibility, if any, can be given to organisations and government in order to protect the public.

The author has taken a mono method approach of semi structured interviews with a small sample size, the author has also used a qualitative collection analysis and taken a thematic approach. Additionally, given the research topic and the nature of the approach, an abductive method supported this research process.

## Contents

Acknowledgments.....	2
Abstract.....	3
Chapter 1: Introduction to the subject area and thesis.....	8
1.1 Background to the study.....	8
1.1.1 Background to gambling .....	8
1.1.2 The link between gambling and football in the UK.....	8
1.2 Gaps in the literature .....	9
1.2.1 Immediate and ongoing emotions in response to gambling advertising .....	9
1.3 Academic justification.....	10
1.4 Research aims .....	11
1.5 Research questions .....	11
1.5.1 Overarching research question.....	11
1.6 Scope of methodology .....	12
1.6.1 Primary research sample .....	12
1.7 Overview and Dissertation Structure.....	13
2. Literature Review .....	15
2.1 Chapter Introduction .....	15
2.2 Gambling history and industry breakdown .....	15
2.2.1 The gambling industry and the financial crash of 2008.....	16
2.3 Gambling consumption during the Covid 19 pandemic .....	18
2.3.1 Online/Remote Gambling During Covid-19 .....	19
2.4 Gambling disorder and At Risk (Problem) Gambling in the UK .....	20
2.4.1 Gambling related harms and public health.....	21
2.4.1.1 Financial Harms.....	22
2.4.1.2 Mental and Physical health Harms .....	23
2.5 Gambling advertising .....	23
2.5.1 Harm reduction and responsible gambling messages in gambling advertising.....	24
2.5.2 Gambling advertising within professional football in the UK .....	25
2.6 The Hypodermic needle.....	26
2.6.1 Stealth Marketing .....	28
2.6.2 Neoliberalism and gambling .....	29
2.7 Chapter Summary .....	29
3.0 Research Methodology .....	30
3.1 Chapter Introduction .....	30
3.2 Research Aims and Objectives .....	31

3.3 Proposed Research Methodology.....	32
3.4 Research Philosophy .....	33
3.4.1 Axiological, Ontological, and Epistemological assumptions .....	33
3.4.2 Positivism, Critical Realism, Interpretivism, Postmodernism and Pragmatism .....	34
3.5 Research Approach .....	37
3.6 Research Strategy .....	38
3.7 Qualitative Data Primary Collection.....	39
3.7.1 Secondary Data Collection .....	39
3.8 Sampling.....	40
3.8 Ethical Considerations.....	40
3.9 Limitations to the study .....	41
4.0 Research Findings and Discussion.....	41
4.1 Introduction .....	41
4.2 Research question 1.....	43
4.2.1 High frequency of television adverts for gambling.....	43
4.2.2 Subtlety of pitch side hoardings .....	44
4.2.3 Shirt sponsorship .....	45
4.3 Research Question 2 .....	46
4.3.1 Excitement .....	47
4.3.2 Enticement .....	48
4.3.3 Deception.....	49
4.4 Research Question 3 .....	49
4.4.1 Increased gambling behaviour and intention .....	50
4.4.2 Increased alcohol and tobacco usage.....	51
4.4.3 Increased anti-social attitudes and behaviours .....	52
4.5 Research question 4.....	53
4.5.1 Government action .....	53
4.5.2 More responsibility from gambling companies .....	54
4.5.3 Loss of respect for professional football teams.....	56
Chapter 5 Conclusions and Recommendations .....	57
5.1 Conclusion.....	57
5.2 Recommendations .....	59
5.2.1 Tighter gambling advertising regulations within professional football .....	59
5.2.2 Taxation of gambling companies annual Gross Gambling Yield for charitable organisations.....	59
5.2.3 Improved healthcare options for those affected by gambling .....	60
5.2.4 Voluntary ban of gambling sponsorship in professional football in the UK .....	61

Bibliography ..... 62  
Appendices..... 76

## Chapter 1: Introduction to the subject area and thesis

### 1.1 Background to the study

#### 1.1.1 Background to gambling

Although gambling is defined differently across different cultures due to collective attitudes and cultural customs (Dickins and Thomas, 2016 as cited Hayer, et al., 2018), Gambling can generally be defined as an activity engaged in between individuals for the purposes of recreation and or/winning money (Schwartz, 2006 as cited Williams, et al., 2017). Additionally, gambling has become a commercial enterprise where gambling companies provide gambling opportunities in a manner that ensures a consistent advantage in favour of the provider (ibid). With this mind, Orford (2020) discusses the gambling industry and describes it as *“an anti-democratic process that transfers wealth from the poor to the rich. By virtue of its ability to endanger behavioural addiction, modern day gambling has become the moral equivalent of the tobacco industry.”*

In the United Kingdom (UK), popular gambling activities include the National lottery to casino games, slot machines and online betting, with 58% of adults in the UK gambling on at least one of these activities in 2019 (Wardle, et al., 2019). Additionally, there was 33 million online active gambling accounts in the UK in 2019, with sports betting being one of the largest growing areas in online gambling (ibid).

#### 1.1.2 The link between gambling and football in the UK

In recent years across the globe, gambling in general has undoubtedly become a big part of sport, with a specific dominance in the game of football in the UK (Purves, et al., 2020). In the Premier League alone, there were 9 teams who had gambling operators as their main sponsor on the front of their kits in the 2021/22 season (Turner, 2022). Notwithstanding that this may be a subtle tactic by gambling operators and their premier league counter parts, it is not just shirt sponsorship that gambling operators have capitalised on (Purves, et al., 2020). Other tactics include, the use of pitch side hoardings, live odds-on screen before, during and after matches for online betting companies, domestic cups named after a gambling operators and the use of retired footballer's and



manager's expertise or so called 'knowledge of the game' in gambling advertisements to sway the viewer toward their offering (ibid).

It is also important to note that gambling operators advertising spend is increasing year on year, with a reported 46% increase from 2012 to 2015 with a total of £118.5 million on television advertising alone in 2015 (Djohari, et al., 2019). Moreover, in 2018 the gambling industry spent in excess of £1.5 billion in advertising with around 80% of that figure being spent online (UK Parliament, 2020). In chapter 2, the author further analyses the relationship gambling and gambling advertising has with professional football in the UK and the effects it has on viewers.

## 1.2 Gaps in the literature

### 1.2.1 Immediate and ongoing emotions in response to gambling advertising

The Gambling Act 2005 resulted in an extraordinary growth of gambling in the UK, which led to an era of unrestrained gambling liberalisation (Orford, 2020). Although the research extensively shows the high number of people that are affected by the potential harms associated with, and directly linked with gambling, it raises the question as to why gambling advertising has not been more heavily regulated and why gambling in general in the UK has not yet been deemed as a public health issue (Wardle, et al., 2019). As the research is primarily focused on the potential harms that gambling may cause, an apparent gap in the literature is the importance of understanding the emotions if any, that are caused by gambling advertising, specifically gambling advertising within, or centred around professional football in the UK. By understanding the emotions of viewers, it provides insight into their behaviour and general perception of gambling advertising. It also provides the apparent themes and codes that are triggering these particular emotions. This can then provide more knowledge to governments on how to regulate gambling advertising and what themes or messages gambling operators can and cannot include in their advertising.

Research from Bowden-Jones, et al., (2022), Wood and Williams, (2011), Gainsbury, (2015), Muggleton, et al., (2021) and Potenza, et al., (2019) discuss some of the physical, mental, and psychological harms associated with the activity of gambling. However, there is arguably limited research into the immediate and ongoing emotions that gambling advertising causes viewers, and the perceptions and behaviours that

follow. Therefore, the author aims to fill the gaps in this research, placing the study within the current gambling literature conversation.

### 1.3 Academic justification

The gaps visible in the academic literature such as the lack of a strategy, support and responsibility from governments on the topic of gambling, the continued freedom gambling operators have when it comes to advertising to the public by connecting their products to happy and memorable moments and other unrealistic yet believable themes, and the lack of structure around gambling advertising within or centred around professional football in the UK and the negative emotions it may cause amongst fans. As mentioned, the author aims to fill the gaps in this research. to achieve this, the author will bring to light important and urgent factors concerning the gambling industry in the UK.

In the UK in 2021, there was a reported 1.5 million people at risk of problem gambling (The gambling Commission, 2022). Problem gambling is excessive gambling activities that lead to significant problems to one's life and the people around them (Zendle, Meyer, and Over, 2019). Although these numbers may not be alarming to policy makers, it is important to note that these numbers were recorded at a time of a global pandemic, with very little sporting events to place bets on. Moreover, there is a growing concern amongst some political parties in the UK that gambling is a source of unevenly distributed harm (Blank, et al., 2021). With this point in mind, even though the number of people at risk from problem gambling is arguably high, it is important to remember those who are not considered "*at risk*" but are still affected by the actions of those closest to them who are considered a "*problem gambler*" or "*at risk.*" Despite political concerns and an arguably high number of people in the UK affected by gambling, Governments have taken a somewhat neo liberal approach, by placing the responsibility on the consumer instead of regulating the gambling industry (Wardle, et al., 2019).

Additionally, the current literature discusses the apparent themes in gambling advertising when related to sport, and in particular football in the UK. Newall, et al., (2019), Critchlow, et al., (2020) Lopez-Gonzalez, Guerrero-Solé and Griffiths, (2017) discuss the content of gambling adverts on television and social media in the UK. They note that generally speaking, gambling companies present unrealistic situations that portrays characters that have consumed a gambling product and are happy because of it. These

characters are often portrayed in winning and emotionally charged situations with regard to placing bets on their favourite football teams. These apparent themes create emotion amongst viewers and more specifically, forms a direct link to the feeling of happiness in the viewers mind, to the activity of gambling on football, regardless of the outcome or consequences.

Ultimately, there may be other emotions that are triggered amongst viewers of gambling advertising that have not yet been discovered, and more importantly has not yet been fully researched. Therefore, the author will focus this study on trying to better understand the specific emotions that gambling advertising within or centred around sport may cause, and as a result the behaviours that follow.

#### 1.4 Research aims

Given the previously discussed literature gaps regarding the gambling industry with specific interest into gambling advertising and the dangers of the activity of gambling itself, the author aims to fill these gaps by gaining a better understanding of football fans emotions, if any that are caused by gambling advertising within or centred around professional football in the UK. Furthermore, the author wants to achieve an understanding of the behaviours and perceptions of football fans towards gambling advertising and its place in professional football. By blending these aims together, it will provide for a wider discussion which consists of components of the gambling industry that have not yet been fully researched. This research also aims to provide knowledge to future academic researchers. The author will achieve these research aims by answering the following research questions.

#### 1.5 Research questions

##### 1.5.1 Overarching research question

“Does gambling advertising within or centred around professional football in the UK cause emotional impacts amongst male football fans?”

The research question stemmed from the observations the author made while watching UK football on a weekly basis and noticing the high volume of gambling advertising within the game and amongst top level clubs. The author is keen fan of football which led to the desire of understanding the way other football fans feel about this under researched topic. The primary purpose of this study is to find out if this type of advertising makes football fans feel

a certain way, and if so, what is their behaviour as a result. To further explore this purpose, the following questions are presented to the interviewees:

1. "What type of football related gambling advertisements are you aware of?"
2. "What are the immediate and/or ongoing emotions you feel when consuming gambling advertising within football, if any?"
3. "How do these emotions affect your immediate and/or future behaviour?"
4. "What perception do you have of gambling advertising's place in football in the UK?"

To answer these proposed questions the following research methods are used

### 1.6 Scope of methodology

According to Saunders (2009), there are two methods a researcher can choose from; these are mixed method or mono method approaches. A mixed method approach is a type of research design in which qualitative and quantitative approaches are used in types of questions, research methods, data collection and analysis procedures (Ivankova, 2015). Given the topic of this research study in addition to the secondary data available, the researcher rejected a mixed method approach and instead used a mono method approach. A mono method approach uses only one type of method, one quantitative or one qualitative. Both of these approaches consist of using data collection techniques such as interviews, observations, and focus groups (Azorín, and Cameron, 2010). The mono method for this study was supported by qualitative approach.

#### 1.6.1 Primary research sample

For the purpose of this research the author conducted a qualitative semi structured interview approach with six male individuals between the ages of 23 to 28, who are living in the UK. All six interviewees admitted that they watch their favourite English football team or other professional English football teams on a weekly or biweekly basis on television. All six interviewees had knowledge of gambling advertising as well as knowledge of and experiences with gambling in general. For this research it was critical that the interviewees had knowledge of and experiences with football in the UK, gambling advertising and gambling in general. Below is a table displaying interviewee information that the interviewees gave the author consent to present.

Table 1: Interviewee information

Interviewee	Gender	Age	Football/Gambling/Gambling advertising knowledge
One	Male	24	Yes
Two	Male	23	Yes
Three	Male	27	Yes
Four	Male	28	Yes
Five	Male	24	Yes
Six	Male	24	Yes

## 1.7 Overview and Dissertation Structure

### Chapter 1 – Introduction

This research project begins with a brief introduction into the chosen topic of gambling advertising and discusses the gaps in the current literature. The overarching aim and supporting questions are also introduced.

### Chapter 2 – Literature Review

The literature review comprises of in depth academic and industry research that is relevant to the topic of this study. As this study seeks to discover public opinion on gambling advertising, the author believed it was relevant to include relevant advertising theory as well as addressing gambling impacts on viewers and their behaviours.

### Chapter 3 – Methodology

The Methodology chapter discusses in detail the research aims and objectives for this topic. The chosen research methodology, research philosophy, research approach and research strategy are also discussed in this chapter. Details of the data collection, necessary tools, the sampling process, and ethical considerations are also provided.

#### **Chapter 4 – Research Findings and Discussion**

This Chapter presents the results from the primary research through a thematic analysis, identifying the most common themes relevant to the research topic. In order to develop a more compelling discussion, the author critically reflects these findings within the study.

#### **Chapter 5 Conclusions and Recommendations**

The final chapter reflects on the study by offering a conclusion on the primary research and assesses whether the research aims, and objectives have been achieved. Recommendations on where the gambling industry should go next and how it should be structured are also presented in this chapter.

## 2. Literature Review

### 2.1 Chapter Introduction

This chapter addresses the current literature on gambling and gambling advertising, and the effects it has on gamblers and the general public of the UK. It first dives into the literature regarding the origins of gambling and sports gambling, and a breakdown of the industry in the UK before and after the financial crash of 2008. The author next explores the effects Covid-19 had on gambling consumption both on and offline, and how Covid-19 impacted the industry and the general public of the UK. What the author further examines is the literature around gambling disorder, problem gambling and the harms associated with gambling. The author then discusses gambling advertising in the UK as a whole, how it is portrayed and perceived by the public, and the association gambling has with professional football in the UK. Lastly, the author examines literature on the 'hypodermic needle theory' and how it can be related to gambling advertising as well as the UK's government's role and responsibilities in regard to gambling and public health.

### 2.2 Gambling history and industry breakdown

Notwithstanding the fact that the origin of gambling is disputed (Fabiansson, 2010), archaeologists have dusted off early forms of dice first thrown by ancient civilisations that thrived as long ago as 6000 BC (Davies, 2022). Reports of the first activity of sports gambling took place in ancient Greece and later in Rome where people placed bets on chariot racing (Harris, 1972). Gambling, or games that hinged on chance entertained the subjects of civilisations such as Chinese, Greek, and Roman (Davies, 2022). This research gives us an indication that not only gambling existed during these times but occupied a significant place in culture and society (ibid). Fast forward a few thousand years to today, gambling is now a worldwide recreational activity with some form of gambling present in most cultures and civilisations (Fabiansson, 2010). With the concept of globalisation and increasing technological developments; gambling, and the gambling industry has kept its place in society, culture and in more recent times, has become an essential part of sport (Guillou-Landreat, et al., 2021).

As of 2021, the ten leading global gambling companies have a combined brand value of \$23.28 billion U.S dollars, with Bet365 being the leading gambling company with the

biggest brand value of 3.37 billion dollars (Statista.com, 2022). The Bet365 head of gambling, Denise Coates, is one of the highest paid corporate figures in the world, and is the highest paid executive in the UK, with a salary of €493.5 million in 2020 (Hancock, 2021). Although the Covid-19 pandemic may have affected the gambling industry due to the halt of sporting events and closure of gambling establishments (Sharman, et al., 2021), The U.K has one of the biggest and fastest growing gambling markets in the world (Gov.uk, 2021), generating a profit of £14.2 billion from April 2019 to March 2020 (The Gambling Commission, 2021). There are various forms of legal gambling in the UK, these can include casino games, lotteries, bingo, online gambling, and sports gambling. The industry is regulated by the Gambling commission which represents the governments Department for Digital, Culture, Media, and Sport (DCMS) (Statista.com, 2021). With gambling becoming readily accessible and marketing companies developing more diversified marketing strategies, gambling participation is increasing amongst different genders and ages in the UK with noticeably high gambling participation rates in women and teenage children. (Guillou-Landreat, et al., 2021), (Sharman, et al., 2021). Moreover, as the industry expands, gambling has become a common and normalised activity in the UK (Van Schalkwyk, et al., 2021).

### 2.2.1 The gambling industry and the financial crash of 2008

The financial crisis of 2008 saw one of the worst financial crisis in global history. As house prices fell, equity dwindled, the hardest hit were families who would do their utmost to slash spending and pay short term debt. The global economy was headed in reverse and the result was a crippling recession in consumer demand (Tooze, 2018). At the time, the UK was one of the developed world's strongest economies with 15 years of successive increases in GDP, substantial investment in public services and a booming financial sector (ibid). The UK's economy was growing faster than other developed G7 countries (The US, Canada, France, Japan, Germany, and Italy) with national unemployment rates steadily ranging from 4.8% to 5.7% from 2000 to 2008 (Burton, 2021). However, the UK recession lasted longer than the other G7 countries' economies and was the last to exit (Allen, 2010). Following six consecutive quarters of negative growth, The UK moved out of recession in the final quarter of 2009 (ibid).

The gambling industry in the UK before the recession was growing steadily after the turn of the millennium, this was mainly due to the introduction of the national lottery in



1994 (Torkildsen, 2011). In 2005 the Gambling Act was announced and would come into effect in 2007. It replaced 3 earlier acts, and its main objective was to ensure that regulation of the gambling industry is fair and open (The Gambling Commission, 2007). In 2005/06 the gambling industry in the UK had reported a turnover of £91.5 billion, with 2,357 operating licence applications, including personal licenses (ibid). In 2006/07 the gambling industry reported a turnover of £84.2 billion with 4,199 operating licence applications including personal licenses. Although turnover was marginally lower compared to the previous year, profits were up 1.9% (The Gambling Commission, 2008).

During the first year of the recession in 2008/09 the gambling industry's turnover, profit and licensing applications remained more or less the same compared to the two years prior (The Gambling Commission, 2009). It wasn't until 2009/10 that the industry began to feel the effects of the recession, with the Gambling Commission reporting an estimated industry profit of about £6 billion pounds that year. This figure would be just under £4 billion pounds lower than the two previous years (The Gambling Commission, 2010).

Gambling businesses and brands in the UK had survived for about one year after the recession began. It was after this period that certain brands such as Gala Coral and Genting Stanley decided to close down establishments in the UK or terminate their business existence (Mathiason, 2008). Bigger brands that survived, might have done so because of the fact they moved their operations offshore, or to countries with lower taxation regulations in order to increase the cashflow of the business (McGurran, 2013). Furthermore, in 2013, 18 of the 20 largest gambling companies with UK based customers were operating their online businesses from offshore, avoiding up to £300 million a year in tax (ibid). It can be noted that the actions of these gambling companies who moved their operations offshore during this time made it harder for the UK government to regulate their activities. However, it also important to note that despite the fact that UK economy was negatively impacted by the recession of 2008 for at least the following five years, the gambling industry took in yearly revenues ranging from £5.5 billion to £6.8 billion each year from 2008 to 2013 (The Gambling Commission, 2015). With this in mind, a recent study conducted by Olason, et al., (2017) found that when people are experiencing financial difficulty during economic recessions, the possibility to improve their financial situation through different forms of gambling becomes more enticing. Furthermore, statistics show

that economically disadvantages cities and towns in the UK are found to have the most betting shops in 2021, with a fifth of all gambling shops located in the poorest areas of the country (Russon, 2021). Further research from (Eakins, 2016), suggests that people gambling during the recession years was common amongst households with lower levels of education and unemployment.

### 2.3 Gambling consumption during the Covid 19 pandemic

In March 2020, the UK government announced its first lockdown in response to the Covid-19 pandemic. People could only their leave their homes for essential reasons and most retail stores including gambling establishments were closed across the country (Sharman, et al., 2021). Also, sporting events quickly came to a halt across the UK and the rest of the world, which had an influence on the gambling industry and created a change in people's gambling behaviour (ibid). However, it also important to note that supermarkets remained open during the lockdown, meaning lottery tickets and scratch cards could still be purchased (Fluharty, Paul, and Fancourt, 2022). The Gambling Commission (2021) released its annual report and accounts for the gambling industry in the UK during 2020/21. The report states that the Gross Gambling Yield (GGY) (the amount retained by gambling operators after the payment of winnings prior to operating cost deductions) for 2020/21 was £14.2 billion which was down 0.6% when compared to 2018/19 (Statista.com, 2021). This figure includes the total profit the gambling industry retained for online and land-based gambling in the UK. The total GGY for online/remote gambling was up 8.1% when compared to the online/remote gambling figures of 2018/19 (The Gambling Commission, 2021). Additionally, 22.1 million adults gambled in 2020, which was down 2.6 million compared to 2019 (ibid). This research shows us that although land-based gambling in brick-and-mortar establishments and gambling as a whole had slightly decreased due the lockdown restrictions, consumers were now increasing their online gambling usage with approximately 12.1 million adults in the UK gambling online at least once in 2021. This number was up 1.3 million since 2019 (ibid). With this point in mind, it is important to note that research from Wood and Williams, (2011) and Gainsbury, (2015) suggest that gambling disorder (GD) and gambling related harm are more likely in online gamblers compared to consumers who gamble only at land-based venues. This may be due to the unfettered

access consumers have and the lack of constraints online gambling has (Hodgins and Stevens, 2021).

Organisations in the UK such as GambleAware promote safer gambling guidelines to prevent problem gambling and/or gambling related harm amongst consumers (GambleAware, 2021). Their annual budget for the year ending 31<sup>st</sup> March 2021 was £19 million which was funded mostly by the top four gambling companies (Entain, William Hill, Flutter and Bet365) who provided £15.4 million worth of donations between them (ibid). Similarly, the Gambling Commission, who try to safeguard players by making betting fair and safe, received funding of £19.9 million for 2019/20 (The Gambling Commission, 2021) with this in mind, betting companies in the UK have increased their marketing spend by 56% since 2014, with the total marketing spend reaching £1.5 billion in 2018 (Davies, 2018).

By comparing the advertising budgets between GambleAware and The Gambling Commission to that of the entire gambling sector, it is worth noting that these organisations lack funding from both the public and the government. Additionally, it may be a difficult task for GambleAware and The Gambling Commission to promote safer gambling and compete against gambling companies when gambling companies are the corporations who provide them the most funding. Moreover, it is also important to note the conflict of interest between government and gambling companies who provided the government with £3.1 million in tax receipts in 2021/22 (Statista, 2022). This would suggest a failure in government oversight and action of funding towards promoting safer gambling.

### 2.3.1 Online/Remote Gambling During Covid-19

The covid-19 lockdown generated fears amongst academics and the DCMS that online gambling participation would increase and in turn worsen mental health and gambling related harms (Close, et al., 2022). These fears were generated due to the amount of free time UK citizens would have during the lockdown through job losses or working from home without the usual commute (ibid). Other factors included boredom and a lack of social interaction (Fluharty, Paul, and Fancourt, 2022). Additionally, with online gambling being accessible 24 hours a day to anyone with an internet connection, it is possible for people to gamble for as long as they like during lockdown at any time of the day and place bets on almost anything they want (Gainsbury, et al., 2013). With this point in mind, The Gambling Commission (2021) stressed '*the need for extra operator vigilance*' for consumers such as

highly engaged gamblers who play a range of products and are likely to spend more time and money gambling and consumers who may be gambling for the first time (ibid). However, a key issue for gambling regulators is the trade-off between making gambling products freely available and protecting consumers welfare, especially those who are vulnerable to gambling related harm or GD (Newall, et al., 2021). Moreover, it is also important to note that safer and somewhat overprotective measures of gambling and gambling advertising could provoke a “Nanny state” narrative amongst the UK public (Letters, 2022)

In response to the many concerns shared by the UK government, the DCMS, clinicians and academics about how covid-19 restrictions may lead to higher risk forms of gambling online, the Betting and Gaming Council (BGC) who represent 90% of non-lottery gambling industry within the UK pledged to voluntarily remove all gambling advertising from radio and television from 6<sup>th</sup> May 2020, for 6 weeks, until at least 5<sup>th</sup> June (Public Health England, 2021). Despite, BGC voluntary removal of gambling adverts on television and radio during this time, around 80% of gambling advertising budgets in 2019/20 was spent online (UK Parliament, 2020). Furthermore, during Covid-19 lockdowns in 2020, many adults in the UK resorted to social media usage with apps like Facebook, messenger and Twitter all seeing a steep jump in 2020 (Statista, 2022). Additionally, 82% of people in the UK had at least one social media profile amongst internet users in 2020 (Ofcom, 2021) and around one in six adults were following at least one gambling company on social media in 2020 (The Gambling Commission, 2021). A recent study found that paid gambling ads online between 5<sup>th</sup> April and 4<sup>th</sup> May 2020 had almost tripled in comparison to the same time frame last year (Oakes, 2020), with particular spending increases being seen in Google and Facebook (The Gambling Commission, 2021). It is important to note that this may have been a last effort by the BGC to try and grow their online audience before the ban came into effect.

## 2.4 Gambling disorder and At Risk (Problem) Gambling in the UK

While gambling can be a recreational pastime without any negative personal consequences for many people in the UK (Ioannidis, et al., 2019) and (Bowden-Jones, et al., 2022). There are a high number of individuals in the UK who gradually develop gambling disorder and/or problem gambling, which can lead to physical, behavioural, and emotional gambling related harms (ibid), and it can also have implications on families and communities

(Lorains, Cowlshaw and Thomas, 2011). Gambling disorder is a recognised mental health condition that is characterised by a persistent, recurrent pattern of gambling that has associations to substantial distress or impairment (Potenza, et al., 2019) (Bowden-Jones, et al., 2022). Furthermore, Potenza, et al., (2019) suggests that Gambling disorder frequently co-occurs with other psychiatric disorders such as depression and anxiety disorder. Similarly, problem gambling refers to disordered and excessive gambling activities that lead to significant problems in one's personal, family, or professional lives (Zendle, Meyer, and Over, 2019).

A recent study from The Gambling Commission (2022) found the rate of problem gamblers in the UK is around 0.2% of the population (around 115,000 people) with 0.9% at 'moderate risk' (ibid) (gamblers who experience a moderate level of problems leading to some negative consequences) (The gambling Commission, 2021). There is also 1.4% at 'low risk' (gamblers who experience a low level of problems with few or no identified negative consequences), (The Gambling Commission, 2022) and (The Gambling Commission, 2021), meaning around 1.5 million people in the UK are at risk of developing problem gambling (The Gambling Commission, 2022). On the contrary, these figures may not alarm government/policymakers because of the significant amount of tax revenues they make from gambling companies each year.

The most widely used measure of problem gambling in the UK is the Problem Gambling Severity Index (PGSI) which consists of 9 items and each item is assessed on a four-point scale: never (0), sometimes (1), most of the time (2), almost always (3) (The Gambling Commission, 2021). A PGSI score of 8 represents a problem gambler, scores between three and seven represent 'moderate risk' gamblers, and a score of one or two represent 'low risk' gamblers (ibid). Research from (Public Health England, 2021) and (Bowden- Jones, et al., 2022) suggests that gamblers at risk, or problem gamblers are more likely to be male and in younger age groups in the UK. According to a survey conducted by Statista, (2021) the largest percentage of problem gamblers in the UK were individuals aged 35 to 44 making up 1.1% of a total of 2.5%.

#### 2.4.1 Gambling related harms and public health

Although gambling is highly profitable for corporations and governments, concern is growing that gambling is a source of unevenly distributed harm (Blank, et al., 2021). These

concerns are reflected in the report by the UK All-Party Parliamentary Group (2019 as cited, Goyder, et al., 2020). This report calls for stronger action on online gambling and a need for developing and implementing strategies to reduce gambling related harms in the UK (ibid). Current approaches to preventing harm that are supported and promoted by the industry, include informative advertising and the 'National strategy to reduce gambling harms' which aims to prevent and educate consumers as well as provide treatment and support (The Gambling Commission, 2021). On the contrary, Wardle, et al., (2019) suggests the current strategies are '*neoliberal ideas*' that emphasize individual responsibility and only targets a minority of problem gamblers. A report published by GambleAware, (2021) found that 63% of problem gamblers had used some form of treatment, advice, or support in the last 12 months. According to Public Health England, (2021) the most common gambling related harms include financial stress, relationship disruption, mental and physical health, cultural harms, employment, and education (reduced performance at work or study), and criminal activity.

#### 2.4.1.1 Financial Harms

One of the many potential negative outcomes of problem gambling is financial harms (Muggleton, et al., 2021). Someone struggling to control their gambling habit may see their financial resources and personal savings quickly erode. This may lead to people acquiring more money either legally or illegally in order to gamble (Langham, et al., 2015). Problem gamblers looking to finance their gambling habit often apply for new credit cards, borrow money from family or friends, pawn household items, or prioritise the purchase of gambling products over essential items such as food and clothing (ibid). Intense gambling may lead to loss chasing and illusions of control over gambling outcomes, meaning the probability of 'winning big' appears more likely, and the individual may have a poor understanding of the concept of their personal finance as well becoming numb to both winning and losing money. (Koomson, et al, 2022).

it is also important to note that financial harms that gambling may cause can affect the individual as well as those around them such as family and the wider society (Faculty of Public Health, 2018), (Atherthon and Beynon, 2018). Financial gambling harms can lead to relationship breakdowns, divorce, and homelessness as well as having a 'ripple affect' effect on children, who can develop issues such as psychological distress and feelings of

anger and neglect (ibid). additionally, financial gambling harms also have a direct cost to the UK government with an estimation of about £62.8 million. This is based on over 20,000 statutory homeless applications associated with 'at risk' and problem gambling in the UK (Public Health England, 2021).

#### 2.4.1.2 Mental and Physical health Harms

Problem gambling can contribute to the development of mental and physical health harms (Latvala, Lintonen and Konu, 2019). The mental health impacts of gambling are related to increases in emotional and psychological levels of distress such as shame, guilt, anxiety, helplessness, and self-hatred (ibid). Problem gamblers are twice as likely to consult their GP for mental health concerns and are eight times as likely to access psychological counselling when compared to non-problem gamblers (Faculty of Public Health, 2018). continuously experiencing psychological levels of distress can impact an individual's physical health (Ranabir and Reetu, 2011). The noted physical health harms associated to problem gambling are heart conditions, high blood pressure, headaches, weight loss and liver diseases (Latvala, Lintonen and Konu, 2019). Additionally, studies from Black, et al., (2013) and Desai, Desai, and Potenza, (2007) suggest that problem gamblers are more likely to engage in unhealthy lifestyle behaviours such as avoiding regular exercise and excessively consuming alcohol, tobacco, and illegal drugs.

Mental and Physical harms caused by gambling also have a direct cost to the government. In 2020, the overall estimated cost of health harms is £961.3 million. This estimation is based on the direct costs to the government of treating depression, alcohol, dependence, drug use and the societal cost of suicide in the UK (Public Health England, 2021).

## 2.5 Gambling advertising

Since the Gambling Act 2005 came into force, gambling advertising has become increasingly well-funded and is continuously marketed on multiple channels in a sophisticated and pervasive way (Torrance, et al., 2021). The proliferation of gambling advertising in the UK is mainly facilitated by uninterrupted advertising via the digital sphere, industry expenditure and the lack of regulation and legislation (ibid). Gambling operators can advertise across all media in the UK. Operators are required to comply with the Advertising Codes, administered by the Advertising Standards Authority (ASA). Adverts that

breach these codes must be amended or withdrawn. (UK Parliament, 2022). Although these codes require operators to promote safe and fair gambling messages to protect consumers and vulnerable people, gambling advertising can often be misleading and can be portrayed in an unethical way that normalises gambling as an everyday activity (Torrance, et al., 2020). Additionally, in 2022, gambling companies in the UK such as Camelot have been fined £3.15 million (The Gambling Commission, 2022) and Flutter, who have been fined £1.7 million for targeting self-excluding gamblers who had opted out of receiving marketing emails (The Gambling Commission, 2022). On the contrary, Parke, et al., (2015) suggests that gambling advertising is portrayed as a normal, social activity. Therefore, the way gambling advertising is perceived is open to interpretation amongst viewers.

Research from Lopez-Gonzalez, Guerrero-Solé and Griffiths (2017), Newall, et al., (2019) and Critchlow, et al., (2020) discuss the content of gambling adverts on television and social media in the UK. They note that generally speaking, gambling companies present happy characters, often in group settings, in winning situations that portrays betting as a stylish and positively memorable activity that requires skill instead of luck. They also note associations to specific risky behaviours such as eating junk food and drinking alcohol while placing bets, or at least filming the advert in locations that sell alcohol, i.e., pubs and football stadiums. Other noticeable variables included successful betting situations on the characters part, depicting large financial returns from small stakes, which promotes a warped image of financial success to the viewer. Moreover, this research suggests that gambling advertising gives reference to, and is associated with emotionally charged situations, therefore making the bet seem more joyful and celebratory than the event that is being bet on (ibid).

#### 2.5.1 Harm reduction and responsible gambling messages in gambling advertising

Given the potential harms associated with gambling, gambling advertising, and the current overall gambling landscape in the UK, in December 2020 the UK government reviewed the Gambling Act 2005 (UK Parliament, 2022). Part of this review calls for action on developing and implementing gambling harm reduction and responsible gambling (RG) strategies in the UK (ibid). Although the ASA have provided a code that requires the gambling industry to be socially responsible in their advertising, there is no legal requirement (at the time of writing) to include harm reduction messages or promote RG in advertising in the UK and the



inclusion of these messages is at the discretion of the gambling operator (Critchlow, et al., 2020).

Harm reduction messages/phrases have been suggested by self-regulatory marketing codes such as *'when the fun stops, stop'* and *'know your limits and play within it'* (ibid). These slogans, and similar messages are often used by gambling operators in the UK, however research from Critchlow, et al., (2020) and Torrance, et al., (2021) suggest that the promotion of these messages are scarce, and that adverts that do contain these messages are often in small writing, of poor visibility and/or are unlikely to be displayed within the main frame of the advert. It is also important to note that both of these studies reported that the majority of analysed gambling adverts failed to mention gambling related harms. Notwithstanding that the purpose of these messages is to educate and inform viewers on the importance of RG in the hopes of reducing gambling related harm, research from Newall, et al., (2021) suggest that safer gambling messages lack safer gambling guidelines and there is a lack of evidence to show the effectiveness of these messages towards preventing gambling related harms, and in some cases, these messages ironically increased betting participation. This would suggest that even safer gambling adverts encourages gambling behaviour. We also see these similarities in smoking adverts, as explained by neuromarketer Martin Lindstrom, who performed brain scans on participants and showed them Anti-Smoking adverts. Similar to gambling adverts, a high percentage of participants felt encouraged to smoke instead of the intended opposite (Lindstrom, 2008).

#### 2.5.2 Gambling advertising within professional football in the UK

Since the Gambling act 2005 came into effect, gambling advertising within sport in the UK has intensified, particularly within professional football (Torrance, et al., 2021), (Bunn, et al., 2018). Gambling promotions can be seen not only during the commercial breaks, but they now extend into the area of play through pitch side hoardings, shirt, and event sponsorship (ibid). Gambling sponsorship of football teams and events provides high exposure of gambling to a wide audience, however the heavy involvement of gambling companies in football has been described as the *'Gamblification of football'* (Lopez-Gonzalez, Guerrero-Solé and Griffiths, 2017), with some men admitting that they cannot watch football without placing a bet as the advertisements are unavoidable (Purves, et al., 2020). Further research

from UK Parliament, (2020) note that some problem gamblers have admitted to watching football for the sole purpose of seeking what gambling company they can sign up to.

In 2019 the voluntary 'whistle to whistle ban' was introduced by the BGC. Under the ban betting adverts must not be shown on TV from five minutes before a live sporting event begins until five minutes after it ends before to the 9pm watershed, excluding horse racing (Purves and Critchlow, 2019). Additionally, The Football Association (The governing body of football in England) (FA) ended its sponsorship with gambling company Ladbrokes in 2017, and the English Premier League (EPL) has not sought sponsorship since the 2016/17 season (Djohari, et al., 2019). However, as of the 2019/20 season, over half of the premier the league teams displayed a gambling logo on the front of their shirt or on their shoulders (Killick and Griffiths, 2022). Other forms of advertising that avoid the 'whistle to whistle' ban that promotes, or has reference to gambling, include matchday programmes (Sharman, Ferreira, and Newall, 2019), footballing leagues or events such as the Betfred Cup (Purves and Critchlow, 2019) and highlight shows such as the British Broadcasting Channel's (BBC) 'Match of the Day' with recent reports stating that gambling logos were on screen for 70% of the time (UK Parliament, 2020).

A more prominent tactic used by the gambling industry in recent years is the usage of retired footballers in their adverts. Although current professional athletes are prohibited from appearing gambling adverts (Sharman, 2020), gambling companies such as Flutter and Bet365 have used celebrities, football managers and ex-sports professionals to promote their brand by linking their knowledge or expertise to the credibility of the suggested bet on screen (Thomas, 2020).

## 2.6 The Hypodermic needle

Mass communication theories come in different categories. One of such categories is media theories (Nwabueze and Okonkwo, 2018). Media theories are composed of interrelated ideas that, when put together, make predictions about the effects of media usage on the thoughts, feelings, and behaviour of the public and also explain why specific outcomes occur as a result of media exposure (Kirsh, 2010). Among the media theories is the 'Magic Bullet theory' also known as the 'Hypodermic Needle Theory.' This is one of the earliest theories in the field of mass communication (Nwabueze and Okonkwo, 2018), and it

was most prominent during the two World Wars (Windahl, Signitzer and Olson, 1992). According to this theory, media is like a hypodermic needle injecting its message into consumers and it has a direct, immediate, and powerful effect on its audiences, or a magic bullet that upon hitting its target (consumers), creates uniformity in thought and action (Kirsh, 2010). This theory suggests that the audience are passive and cannot think for themselves (Aligwe, Nwafor and Alegu, 2018). Additionally, the message is directly received and wholly accepted by the receiver, which triggers a desired response in which the message advocates (Nwabueze and Okonkwo, 2018), (Kirsh, 2010).

Scholars such as Kirsh (2010) and Carter and Steiner (2004) critique this theory by referring to it as *'drastically oversimplified'* in relation to the way media influences the consumer and that media does not influence everyone in the same way. Moreover, with the emergence and rapid growth of technology and media in recent years, it has enhanced communication patterns and influenced outcomes in diverse ways. Therefore, earlier theories such as the 'hypodermic needle theory' may require reassessment in the modern age to ascertain their relevance (Nwabueze and Okonkwo, 2018).

Stuart Hall proposes 'media effectivity' to refer to a broader conception of the media's role in long term social and cultural reproduction (Carter and Steiner, 2004). This can be seen in Hall's 1973 'Encoding and Decoding model' in which he offers an approach into ways media messages are encoded and spread by the encoder and how it is interpreted by the decoder (receiver of the media message). Additionally, audience members are able to give meanings to messages from the encoder that are not the same as what the encoder intended (Aligwe, Nwafor and Alegu, 2018). Both the hypodermic needle theory and Encoding and Decoding theory are important to remember when considering gambling advertising. Given the cultural backgrounds of the audience, viewers may be passive consumers and believe the messages encoded by the gambling companies to be true. Primary messages in gambling advertising include fun, entertainment, financial success, wealth, and happiness (Mackert, Guadagno and Champlin, 2015). These messages may be construed by the viewer as positive messages and influence an initiation to gambling, which may mislead the viewer to believe that these messages are not only true, but also easily achievable (Derevensky, et al., 2009). Additionally, gambling companies use celebrities, retired sport professionals and catchy music in their advertising that viewers may equate

with happy memorable times. We see this in William Hill's television advert for Euro 2020. AP McCoy former jockey, Rio Ferdinand former Manchester United player, Jermaine Jenas former Newcastle United player and Robbie Savage former Derby County player feature in William Hill's television advert. The ad consists of these ex-sports professionals randomly meeting happy football fans celebrating in pubs, cafes, stadiums, and on buses with fans singing Neil Diamond's "Sweet Caroline" (DailyMail.co.uk, 2021). Viewers may begin to expect these happy and positive emotions they see in the advert to occur to them when they gamble. As the advert normalises an association between happy memorable moments and gambling money, viewers may decode this messaging as the truth.

### 2.6.1 Stealth Marketing

Stealth marketing refers to communication aimed at the consumer when their guard is down. The intention of stealth marketing is to disguise the source of the message so that the marketing communications are not perceived by the consumers as being company sponsored, even though the company might be both the initiator and sender of the communication. The aspect of this approach aims to create simulated peer group interest and often uses non-associated personnel (not directly employed by the organisation) and recruits customers or members in the process of communicating. (Dahlen, Lange and Smith, 2010). The fact that stealth marketing tries to hide the fact that the company is the initiator of the message and attempts to catch people at their most vulnerable, it raises the question as to whether stealth marketing is deceptive marketing communications (Kaikati and Kaikati, 2004 as cited Dahlen, Lange and Smith, 2010).

When considering the many forms gambling advertising is presented in, stealth marketing is apparent to the gambling industry (Burton and Chadwick, 2017). In addition to the unavoidable pitch side hoardings and shirt sponsorships in football, gambling companies such as Paddy Power have used other methods to catch the audience off guard and create awareness or a buzz about the brand (ibid). During the 2012 European championship, Danish player Nicklas Bendtner celebrated scoring a goal against Portugal by lifting his shirt to reveal green underwear with the name 'Paddy Power' printed on the top where it was clearly visible to the fans and the cameras in the stadium. Afterwards, Bendtner claimed these were his lucky pants and denied that the stunt was staged by Paddy Power. As Paddy Power has no affiliation with the Union of European Football Association (UEFA), Bendtner

was fined \$125,000 (or €100,000) for his actions (ibid). It also important to note that vulnerable groups such as children and problem gamblers may have been watching this football tournament and be exposed to this stealth marketing tactic.

### 2.6.2 Neoliberalism and gambling

The Gambling act 2005 in the UK seen the liberalisation of gambling across the country. However, given the harms found to be directly associated with gambling, in recent years there has been calls from UK parliament for tighter regulation and legislation around gambling for the protection of vulnerable groups such as children and problem gamblers (UK All-Party Parliamentary Group 2019). Although there is a large consensus on the need for developing and implementing harm reduction strategies, it has not been widely or effectively translated into action in the UK (Goyder, et al., 2019). Currently, organisations such as The Gambling Commission and GambleAware have strategies that try to reduce gambling associated harms through education and awareness (The Gambling Commission, 2021), however, these are not government organisations as such and lack proper funding, and the responsibility of safer gambling lies entirely with the individual and not with the government (Wardle, et al., 2019).

Notwithstanding the general concern of gambling harms has been noted as a public health concern, gambling is still not legislated as public health problem in the UK (Wardle, et al., 2019). Through the development and implementation of a fully funded and sustainable strategy, government and policy makers can take full responsibility and prevent gambling harms amongst the population (ibid). with this in mind, Knai, et al., (2018 as cited Goyder, et al., 2019) suggests that a radical change in policy could lead to both the industry and the individual changing their behaviour in unpredictable ways, including in an increase in other forms of gambling. Therefore, this is a strong consideration for policy makers when evaluating gambling policies in the UK and if it can be eventually regulated (ibid).

## 2.7 Chapter Summary

Based on the analysis of existing research on the gambling industry, combined with literature the author considers relevant to the context, an introduction to gambling and gambling advertising has been presented, and a breakdown of the gambling industry as well the effects the financial crash of 2008, and Covid-19 had on the gambling industry and the general public of the UK have also been discussed. Harms associated with gambling and

problem gambling such as financial harms and physical and mental harms have also been addressed. Gambling advertising activities and the way they are portrayed and perceived by viewers have been explored with emphasis on the frequency and display of harm reduction messages and the associations gambling has with professional football in the UK. Lastly, the author has discussed literature around the 'hypodermic needle theory' and its associations to gambling advertising as well the governments roles and responsibilities with regard to gambling and the public health of the UK's general public and wider society.

## 3.0 Research Methodology

### 3.1 Chapter Introduction

Research in a general sense, is the search for knowledge on the unknown. Similarly, academic research is a scientific and systematic search for information on a specific topic (Kothari and Garg, 2004). Academic research consists of defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organising, and evaluating data; making deductions and reaching conclusions; and lastly testing these conclusions using scientific procedures to determine whether they fit the formulating hypothesis (ibid). These procedures can also be known as the scientific method, which is the process of observing a phenomenon and forming and later testing a hypothesis or theory (Anderson and Hepburn, 2015). Additionally, the methods and techniques used to justify the hypothesis/theory is known as the research methods whereas the study of the various steps a researcher adopts when studying their research problem is known as the research methodology (Kothari, 2004).

The purpose of this study is to find out the relevant immediate and ongoing emotions, if any, towards gambling advertising within or centred around UK professional football. The following chapter will outline research aims and objectives, the proposed methodology that will guide the researchers work, and the methods used such as sampling, research strategy and philosophy as well as qualitative analytical techniques. The researcher will also discuss ethical considerations and research limitations.

### 3.2 Research Aims and Objectives

Given the proposed research topic, the research methodology will help guide the researcher to use a particular research method that is suited to the research topic so that the results are capable of being evaluated either by the researcher or by others (Kothari, 2004). This research study seeks to provide insight into adult male football fans immediate and ongoing emotions that are stimulated from gambling advertising within or centred around UK professional football. The researcher will gather relevant and meaningful data in an area that has been mildly researched in a UK context to date.

Advertising in general is a powerful tool, it can arguably shape an individual's perception and behaviour towards a brand or product as well as spark certain emotions and attitudes towards the content being consumed (Fill and Turnbull, 2019). Building on the evidence that emotions are linked to advertising, this study investigates the impact gambling advertising has on male football fans, with specific interest to the emotions, if any, that arise from consuming gambling advertising. In order for increased specificity, the researcher has broken down the research question into research objectives. The research objectives are as follows – see Table 3.2

Table 2 - Research objectives

Research objective 1	To examine football fans knowledge and awareness of gambling advertising within professional football in the UK
Research objective 2	To examine the immediate and ongoing emotions, if any, that are caused by gambling advertising within or centred around UK professional football
Research objective 3	To explore the impact these emotions, have on football fans behaviour, if any.
Research objective 4	To investigate the perception football fans have towards gambling advertising within UK professional football.

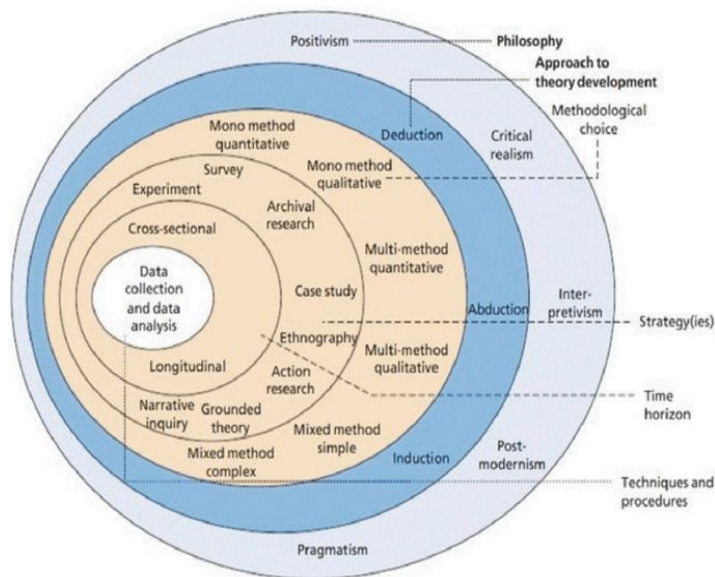
### 3.3 Proposed Research Methodology

Notwithstanding previous research from (Thomas, et al., 2017) and (Delfabbro and King, 2020), who both discuss the perceptions and behaviours of a population towards gambling advertising as a whole, this research aims to build on their research and have a particular focus on the immediate and ongoing emotions caused by gambling advertising within or centred around UK professional football. With this in mind, the chosen research methods have been selected by using the 'research onion' paradigm (Figure 1) (Saunders, Lewis, and Thornhill, 2009). The layers of the 'research onion' such as the philosophies, the research methods, and the research strategy "*need to be peeled away*" before reaching the centre of the 'onion,' which is the data collection and analysis which will help justify the research decisions. (ibid).

Ultimately, the research onion is a set of sequenced steps that helps the researcher depict the underlying issues with regard to choosing the most suitable methods of data collection in order to answer the question the researcher wishes to answer (Saunders, Lewis, and Thornhill, 2009). The outer layers of the onion are broad when compared to the inner layers of the onion, as they consist of data collection and analysis (ibid).



Fig 1 - The 'Research Onion' (Saunders, Lewis, and Thornhill, 2009).



### 3.4 Research Philosophy

In a general sense, Research philosophy relates to the development of knowledge when conducting research. The research philosophy that is adopted by the researcher contains important assumptions about the way they view the world. These assumptions will underpin the research strategy and the methods chosen as part of that strategy (Saunders, Lewis, and Thornhill, 2009). Johnson and Clarke (2006 as cited Saunders, Lewis, and Thornhill, 2009) argue that the important issue is how well researchers are able to reflect upon their philosophical choices and defend them in relation to other alternatives that could have been adopted. According to Saunders, Lewis, and Thornhill (2019) there are three different ways of thinking about research philosophy. They are Ontology, Epistemology and Axiology.

#### 3.4.1 Axiological, Ontological, and Epistemological assumptions

Axiology refers to the role of ethics and values in research Saunders, Lewis, and Thornhill (2019). The beliefs and values are made explicit by the researcher so that the respondents and purveyors of research know the context in which the research was conducted (ibid). the researchers value system informs the research methodology as values are a part of the 'basic beliefs' that undergird and affect the entire research process (ibid).

Ontology refers to assumptions about the nature of reality and they shape the way in which researchers see and study their research objectives. a researchers ontology

determines how they see the world and therefore can influence their choice of what to research for their research project (Saunders, Lewis, and Thornhill 2019). Beliefs about what is real or true determine what can be known about reality. Ontology deals with the existence of real objects and what is true about those objects in the real world (Killam, 2013).

Epistemology in its general form is a study of knowledge through which 'rules' can be established to identify what is to count as 'true' (Barnes and Gregory, 1997 as cited Goodson and Phillimore, 2004). Additionally, epistemology refers to assumptions about knowledge such as what constitutes as acceptable and valid knowledge, and how it can be communicated to others (Saunders, Lewis, and Thornhill 2019). Epistemology is intimately related to both ontology and methodology; ontology involves the philosophy of reality; epistemology addresses how we come to know that reality while methodology identifies the particular practices used to attain knowledge of it. Thus, ontological, and epistemological assumptions are translated into specific methodological strategies (Klenke, 2008). Given the explorative nature of this study, the researcher believes understanding the "how" and "why" was critical for this research topic. Therefore, an epistemological approach was taken which "is a study of knowledge" (Goodson and Phillimore, 2004). The author's argument for rejecting both ontological and axiological philosophies, and instead choosing epistemology is that it concerns itself with gaining knowledge on the relationship between a subject and an object (Saunders, Lewis, Thornhill, 2009). Therefore, the author has abided by this approach by trying to gain knowledge on the relationship between subjects' emotions and gambling advertising within professional football in the UK.

#### 3.4.2 Positivism, Critical Realism, Interpretivism, Postmodernism and Pragmatism

Within the most outer layer of the research onion, (Saunders, Lewis, Thornhill, 2009) introduce five major philosophies that are related to ontology, axiology, and epistemology. These include positivism, critical realism, interpretivism, postmodernism and pragmatism. Figure 3 shows the comparisons of these philosophies and their associations to ontology, epistemology, axiology, and the most suited research methods that can be applied to each (Saunders, Lewis, Thornhill, 2009).

Positivism relates to working with observable social reality to produce law like generalisations. It is designed to produce pure data and facts influenced by bias (Saunders, Lewis, Thornhill, 2019). A positivist researcher might use existing scientific theory to develop a hypothesis (ibid). Positivism promises accurate knowledge that is based on aspects of empiricism (Howell, 2013). The second philosophy, Critical realism; focuses on explaining observable experiences, in respect to the underlying structures of reality that shape observable events (Saunders, Lewis, Thornhill, 2019). Critical realism uses components of both positivism and constructivism to provide a detailed account of ontology and epistemology and it helps researchers not only explain observable events but to provide recommendations to social problems (Fletcher, 2016).

Interpretivism is in opposite to positivism and is sometimes known as 'anti-positivism' (Flick, 2014 as cited Ryan, 2018). Interpretivism argues that truth and knowledge is subjective and is based on individuals' experiences and understanding of them both, as well as their cultural background and timing in which different circumstances occurred (Ryan, 2018). Post modernism emphasises the role of language and power relations, seeking to question accepted ways of thinking by offering an alternative point of view (Saunders, Lewis, Thornhill, 2019). Overlapping postmodernism, pragmatism is another philosophical theory to be discussed (Patton, 2015). Pragmatism has often been used to imply an unobjectionable alternative when there is no clear typical example that has been previously mentioned to guide the process of Inquiry (Cassell, et al., 2018).

Given the five research philosophies mentioned above, the researcher has used an interpretivist approach as it focuses on meanings and perceptions of individuals on a certain topic, which can be gathered through the use of qualitative methods of analysis, or in the author's case, semi structured in dept interviews. (Saunders, Lewis, Thornhill, 2019).

In relation to the researcher's topic, interpretivism will allow the author to observe the emotions and mannerisms of the interviewees when discussing gambling advertising within professional football. The authors reason for rejecting a positivist approach, apart from the inflexibility, was the encouragement to disregard human emotion and behaviour when conducting research (Johnson, 2020) This can eradicate lateral thinking and therefore may disregard something that they believe is unexplainable (ibid).

Fig 2 - (Saunders, Lewis, Thornhill, 2019)

Ontology (nature of reality or being)	Epistemology (what constitutes acceptable knowledge)	Axiology (role of values)	Typical methods
<b>Positivism</b>			
Real, external, independent One true reality (universalism) Granular (things) Ordered	Scientific method Observable and measurable facts Law-like generalisations Numbers Causal explanation and prediction as contribution	Value-free research Researcher is detached, neutral and independent of what is researched Researcher maintains objective stance	Typically deductive, highly structured, large samples, measurement, typically quantitative methods of analysis, but a range of data can be analysed
<b>Critical realism</b>			
Stratified/layered (the empirical, the actual and the real) External, independent Intransient Objective structures Causal mechanisms	Epistemological relativism Knowledge historically situated and transient Facts are social constructions Historical causal explanation as contribution	Value-laden research Researcher acknowledges bias by world views, cultural experience and upbringing Researcher tries to minimise bias and errors Researcher is as objective as possible	Retroductive, in-depth historically situated analysis of pre-existing structures and emerging agency Range of methods and data types to fit subject matter
<b>Interpretivism</b>			
Complex, rich Socially constructed through culture and language Multiple meanings, interpretations, realities Flux of processes, experiences, practices	Theories and concepts too simplistic Focus on narratives, stories, perceptions and interpretations New understandings and worldviews as contribution	Value-bound research Researchers are part of what is researched, subjective Researcher interpretations key to contribution Researcher reflexive	Typically inductive. Small samples, in-depth investigations, qualitative methods of analysis, but a range of data can be interpreted
<b>Postmodernism</b>			
Nominal Complex, rich Socially constructed through power relations Some meanings, interpretations, realities are dominated and silenced by others Flux of processes, experiences, practices	What counts as 'truth' and 'knowledge' is decided by dominant ideologies Focus on absences, silences and oppressed/repressed meanings, interpretations and voices Exposure of power relations and challenge of dominant views as contribution	Value-constituted research Researcher and research embedded in power relations Some research narratives are repressed and silenced at the expense of others Researcher radically reflexive	Typically deconstructive – reading texts and realities against themselves In-depth investigations of anomalies, silences and absences Range of data types, typically qualitative methods of analysis
<b>Pragmatism</b>			
Complex, rich, external 'Reality' is the practical consequences of ideas Flux of processes, experiences and practices	Practical meaning of knowledge in specific contexts 'True' theories and knowledge are those that enable successful action Focus on problems, practices and relevance Problem solving and informed future practice as contribution	Value-driven research Research initiated and sustained by researcher's doubts and beliefs Researcher reflexive	Following research problem and research question Range of methods: mixed, multiple, qualitative, quantitative, action research Emphasis on practical solutions and outcomes

### 3.5 Research Approach

When approaching the theory development Saunders, Lewis, Thornhill, (2019) discuss the involvement of theory within the research project and how it may or may not be made specific in the design of the research. Notwithstanding that the theory will be made explicit in the findings of the research, the design of the research is important to highlight (ibid) the three approaches Saunders, Lewis, Thornhill, (2019) suggest are deductive, inductive, and abductive. These can be seen in figure 1.

Deductive research concerns itself with the development of theory that has derived from reading prior academic research and the analysis of data collection. A research strategy is then designed to test this theory (ibid). arguments based on laws, rules, or other widely accepted principles are best expressed deductively (Soiferman, 2010) this can be what is described as a '*top down*' approach as the researcher starts with a theory to a hypothesis to data to add to or contradict the theory (Creswell, Plano, and Clark 2007 as cited Soiferman, 2010). In contrast, an inductive researcher works in reverse order to that of a deductive researcher in what is described as a '*bottom-up*' approach (ibid). inductive research consists of starting with a question about a certain phenomenon, which is then followed by data collection. The data is then explored for regularities, patterns and themes that lead to generalisations and eventually theory (O'Leary, 2007). Qualitative research is most associated with the Inductive processes. However, it is possible for qualitative and quantitative researchers to use deductive and inductive processes in their research (Hyde, 2000).

Given the clear strengths of the use of deductive and inductive research approaches, for the purpose of this study, the author has applied an abductive theory to the research. This approach, although similar to inductive research in the sense that they both include the '*collection of data to explore a phenomenon*' (Saunders, Lewis, Thornhill, 2019), abduction also consists of applying themes and explaining patterns to generate a new or modify an existing theory which is tested through additional data collection (ibid). This approach will help the author to further understand the emotions caused, if any, of male football fans

towards gambling advertising within or centred around professional football in the UK. Through the use of interpretivism philosophy and a small sample of individuals, the author can obtain individual perceptions and experiences on the research topic (ibid).

### 3.6 Research Strategy

In research, there are a different research strategies that can be employed. Each strategy can be used for exploratory, descriptive, and explanatory research (Yin, 2003 as cited Saunders, Lewis, Thornhill, 2009). Generally, the research strategy helps the researcher to meet their objectives and ultimately answer their research question(s). Moreover, the research question will subsequently inform the researcher of their choice of research strategy and data collection techniques (Saunders, Lewis, Thornhill, 2009). Following the research onion framework, both qualitative and quantitative techniques are displayed in the inner layers of the onion.

Quantitative research encompasses a range of methods such as surveys, questionnaires, and structured observations (Zou and Sunindijo, 2015). This type of research is concerned with systematic investigation of social phenomena by using numerical or statistical data, and it sets out to analyse data for trends and relationships to verify the measurements made in the study (Watson, 2015). Additionally, this process involves the determination of concepts, variables, and hypothesis at the beginning of the research, which are tested after the data has been collected. This data is often collected from samples that represent the population, so the research findings are generalisable (Zou and Sunindijo, 2015). However, Bryman (2004 as cited Zou and Sunindijo, 2015) suggests that bias is common in quantitative research as *“the actual behaviour of respondents may differ from their answers”*.

Despite the many advantages of quantitative research, for the purpose of this particular research, the author conducted qualitative research methods. Qualitative research methods concerns itself with words and meanings in the collection and analysis of data. It does so by developing interpretive narratives from the collected data in order to understand the complexity of the said phenomena instead of trying to quantify it. (Zou and Sunindijo, 2015). Researchers must begin with an open mind and have to be willing to immerse themselves in the situation by interacting with the participants. Additionally, data

is collected from a small number of participants who might be best to shed light on the said phenomena in question (ibid). Given the research topic is about the emotion's football fans experience from the entirety of gambling advertising in professional football in the UK, a mono method of qualitative research was conducted in the form of semi structured interviews. The authors interpretivist approach and use of abductive methods that have been previously outlined to further support this qualitative study.

### 3.7 Qualitative Data Primary Collection

The qualitative approach allows for both the subjectivity of the researcher and that of the subjects at the same time. Therefore, the researcher should not be limited to a constructivist epistemology when collecting data (Thiétart, 2001). Collecting data for qualitative research requires field work such as interactions and observations with people who have experienced the phenomena (Wa-Mbaleka and Rosario, 2022). Moreover, the researcher should be knowledgeable on the environment of the research, it's elements or features, and the characteristics of the participants in which the researcher wishes to gather data from (ibid). for the purpose of this research, the author conducted semi structured interviews by phone. The interviewees gave their permission for the call to be recorded, which assisted the collection of data with regard to a post analysis of the data. Reoccurring themes were identified upon analysing the data which allowed the author to draw upon recommendations and conclusions. Additionally, themes and sub themes were organised into a table format in correspondence to the research objectives of this study, and they will be discussed in chapter 4 through a thematic approach.

#### 3.7.1 Secondary Data Collection

The secondary data collection process consisted of a critical review of the existing literature on the topic of gambling advertising and its involvement in sport, with specificity to professional football in the UK. In order to gain knowledge on the topic, the author conducted a critical analysis of books and peer reviewed articles which allowed for the author to present gaps in literature. From the use of online data bases and the NCI online library, the author was allowed to gather important information over a period of time.

### 3.8 Sampling

Given the topic of this research project, in addition to the feasibility and cost of examining an entire population, a subpopulation was sampled based on convenience using a non-probability strategy (Wa-Mbaleka and Rosario, 2022). From these subpopulations the researcher can gather data and generalisations which can be applied to a larger population (Bordens and Abbot, 2011, as cited Zou and Sunindijo, 2015). The researcher conducted six semi structured interviews with fans of UK professional football who could contribute to the research topic. The interviewees were sampled through the use of non-probability convenience sampling which is a sample that is not selected using a random selection method, implying that some units of the population are more likely to be selected than others (Bryman, 2012, as cited Zou and Sunindijo, 2015). This allowed the author to collect data in a short period of time. The interviewees were known fans of UK football, as well as having experiences with gambling and knowledge of some forms of gambling advertising. As all interviewees declined consent for the filming of the interviews, they were instead conducted by phone.

The author conducted the interviews and took responsibility of all data collection including recordings. Of the interviewees who participated, 100% were male, no females were required for the purpose of this research topic. For the protection of each interviewee, some of their personal information has been removed. The author analysed the context of each interview to identify similar themes to that of the literature discussed in chapter two as well as any new themes that may not have been previously discussed.

### 3.8 Ethical Considerations

When conducting any research study, the protection of human subjects through the application of appropriate ethical principles is important. Due to the in-depth nature of the study process and the potential ethical limitations that may occur during the research process, guidelines must be adhered to (Arifin, 2018). Accordingly, in order to ensure that all interviewees who participated in the study are treated in an ethical manner, an Ethical Review Form has been completed prior to this research investigation and submitted to the National College of Ireland by the author.



As this study deals with gambling, there is a chance that the interviewees may have issues related to the topic. To prevent any interviewee participating who may be harmed due to the content of the research questions, measures were taken in the research design to not offend or harm the interviewees. Additionally, an email was sent out to all potential interviewees before the interview that explained purpose of the study and asked for their written consent to participate in the interview and the permission to collect and safely store the data collected. The interviewees took part on a voluntary basis and had the option to withdraw at any time.

### 3.9 Limitations to the study

A limitation of a study design or instrument is the systematic bias that the researcher did not or could not control which could ultimately affect the results (Price and Murnan, 2004) Given the research for this study consisted of a small sample size of six interviews, limitations such as subjectivity, bias and it may not be entirely representative of a wider population. Additionally, based on the personal experiences and exposure the subjects have with gambling and football it can be assumed that each individual may have different opinions and perspectives meaning correlating themes may be difficult to find (Bell and Bryman, 2007). If the author had more time, additional interviews with a wider population could have been more feasible to get more conclusive results.

## 4.0 Research Findings and Discussion

### 4.1 Introduction

This section aims to present the findings from the six interviews conducted in June and July of 2022. As previously mentioned in chapter 3, the abductive method supported the research findings as it allowed the author to gain a better understanding of the genuine responses and opinions of the interviewees on the topic of gambling advertising within football in the UK. The research objectives allowed the interviewees to have an opinion towards the research question. *“Gambling advertising within professional football in the United Kingdom and the emotional impacts it has on adult male football fans.”* Additionally, the research questions provided further in dept data which resulted in various themes and sub themes related to each research objective, which can be seen in table 4.1 below. These themes and sub themes are discussed in more detail throughout this chapter with

references to relevant quotes from each interviewee. Furthermore, this chapter will compare and contrast the data from this study to that of the current literature around gambling advertising in football. The author has used a thematic approach.

**Table 3 Common themes based on research objectives**

<b>Research Questions</b>	<b>Main themes</b>	<b>Sub Themes</b>
1. "What type of football related gambling advertisements are you aware of?"	- High frequency of television adverts for gambling	- Subtlety of pitch side hoardings - Shirt sponsorship
2. "What are the immediate and/or ongoing emotions you feel when consuming gambling advertising within football, if any?"	- Excitement	- Enticement - Deception
3. "How do these emotions affect your immediate and/or future behaviour?"	- Increased gambling behaviour and intention	- Increased alcohol and tobacco consumption - Increased anti-social attitudes and behaviours
4. "What opinion do you have, if any, of gambling advertising's place in	- Government action	- More responsibility from gambling companies - Loss of respect for professional football teams

<p><i>professional football in the UK?"</i></p>		
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## 4.2 Research question 1.

*"What type of football related gambling advertisements are you aware of?"*

### Interview Themes:

- High frequency of television adverts for gambling
- Subtlety of pitch side hoardings
- Shirt sponsorship

These three themes were the most commonly mentioned or referenced to with regard to the first research question. Interviewees were encouraged to discuss their knowledge and awareness of gambling advertising with professional football in the UK

### 4.2.1 High frequency of television adverts for gambling

One of the most reoccurring themes regarding the first research question and throughout this entire chapter is the high frequency of gambling television adverts. One participant expresses his views towards how often gambling adverts come across his screen when watching Premier League football games.

*"I've been watching the premier league for as long as I can remember, and I've never seen this many gambling companies being advertised on the television. Every year it seems as though newer companies are forming and fighting for TV ad space. The ads are so obvious, and, in your face, I'm just bombarded with ads, any time the match is on, so it's hard to miss."* (Interviewee 3)

Another interviewee also discusses his experience with watching the premier league and makes a contrast to the amount of gambling television adverts around football in the UK to other sports that he watches regularly.

*"I watch two to three different sports every weekend. I'll watch the premier league on a Saturday religiously and I'll watch the formula one on a Sunday evening when it's on. I don't think I can recall one television ad that promoted the gambling in F1 (formula one), but*

*compared to the football, it feels like the only ads on the telly before a match and at half time are for gambling companies. I genuinely think I could name you at least ten different gambling companies off the top of my head, just from watching around two hours of television on a Saturday” (Interviewee 1)*

It is important to note that these two particular interviewees are not only aware of gambling companies marketing efforts but have become confident in their ability to recall the names of certain gambling operators. With this point in mind, research from Djohari, et al., (2019), Pitt, et al., (2017), Nyemcsok, (2018), and Thomas, (2018) suggest that due to the high frequency and exposure of gambling adverts in sport, viewers have a high recall of gambling brand names as well a reduced perception of risk towards gambling as it is portrayed as normal part of sport.

#### 4.2.2 Subtlety of pitch side hoardings

On the topic of gambling advertising and fan’s awareness of it in relation to football, one interviewee discusses his brief knowledge of gambling advertising during the 90 minutes of televised games.

*“When I’m watching the match, I’m not really focused on anything else apart from the actual game, but when the ball goes out of play for a throw in or a goal kick, my attention is drawn towards the ads around the side of the pitch on those little billboards, they sometimes advertise local businesses or something, but I only ever subconsciously remember the bookie’s (gambling operator’s) logos and more often than not ill open my paddy power account and see if there’s anything I fancy, even if it’s for a different sport entirely. It’s really subtle and a bit sneaky to be honest, but it works I suppose” (Interviewee 2)*

Additionally, the same interviewee shows his concern for younger football fans who might be watching their favourite team and take notice of the logo.

*“it’s not me that I’m worried about, because I understand that gambling companies only want your money and they don’t really care if there customers end up with no money, I’m more worried for my younger nephew, he sometimes watches games with me and as all young kids do, he asks questions. He’s often asked me “why do the sides always move and flash?” he’s clearly referring to the ads around the side of the pitch, and most of them are for*

*bookies, so it's a bit concerning because he's only young and is starting to notice it."*  
(Interviewee 2).

The use of pitch side hoardings for advertising space is important to note. Contrary to the BGC's voluntary ban of radio and televised gambling advertising that has been previously mentioned in chapter 2, the pitch side hoardings are clearly visible even when no adverts are shown. Football fans, including young children are still exposed to gambling companies marketing activities through these not so obvious, but noticeable channels, and they are consistently encouraged to gamble (Davies, 2019)

#### 4.2.3 Shirt sponsorship

A third reoccurring theme in relation to the first research question was the relationship gambling companies have with football teams in the UK and how gambling company logos appear on the shirts of players. Sponsorship is a tool used by organisations to enhance brand image, awareness, and sales. In recent years sponsorship has been favoured by organisations to promote potentially harmful products, one of the most recent and unregulated trends is the sponsorship of professional sport by gambling companies (Hing, et al., 2013). One interviewee discussed his awareness of shirt sponsorship in football in the UK.

*"Apart from the obvious television adverts that are always there, the most obvious one after that is the logos on players shirts and on the back of the jersey sometimes too. It's become such a normal thing for a football team to have a business relationship with a gambling company. I think every fan including myself just accepts it's part of the game now"*  
(Interviewee 6)

Another interviewee also has a similar opinion with regard to the normality of the sponsorships football teams have with gambling companies. The interviewee mentions how he has become somewhat emotionless towards the barrage of logos on players jerseys.

*"Other than ads on the telly (television) I notice that its (gambling advertising) constantly in your face. Before the match, at half time and even during the game know that I think of it. The player's jerseys are covered with gambling logos. I can guarantee that at least half of the premier league teams are sponsored by bookies (gambling operators), but I think I've*

*just become numb to it now because there's so many different logos being displayed. It's (gambling) just kind of managed to sneak its way into football and now (they) both go hand in hand"* (Interviewee 4)

With these opinions in mind, Bunn, et al., (2018) argues that the gambling act of 2005 has significantly liberalised gambling laws in the UK. Their research suggests that there has been a profound increase in the presence of sponsorship by gambling companies, with the most visible and common partnerships being with football clubs in the premier league through shirt sponsorship and hoardings. Additionally, research from Hing, et al., (2013) suggest that the heavy presence of gambling sponsorship in sport may encourage gambling intentions and viewers are more likely to view these sponsorships with a favourable attitude towards the use of the sponsor's products. Therefore, these sponsorships may trigger gambling amongst problem and recovering gamblers (ibid). Furthermore, a recent study from the Gambling Commission (2021) found that 78% of 6258 respondents from the UK had seen gambling related sponsorships in sports venues, on sports merchandise, and associations with sports competitions. This research suggests that gambling advertising within sport, and football in particular is somewhat unavoidable.

### 4.3 Research Question 2

*"What are the immediate and/or ongoing emotions you feel when consuming gambling advertising within football, if any?"*

#### **Interview Themes:**

- Excitement
- Enticement
- Deception

In this section the author outlines and discusses these three themes that were most commonly referred to during the data collection process. Contrary to the author's preconception that gambling advertising would be more associated with making football fans angry, a common theme was excitement as gambling adverts are *"usually funny"* (interviewee 1). However, other common themes that were reoccurring included how

gambling advertising is enticing and deceiving. One Interviewee discusses his emotions in regard to gambling advertising.

#### 4.3.1 Excitement

*“They (gambling companies) can be really clever with their ads, when I see a gambling ad on the TV, I’m either laughing or smiling by the end of it because they always throw in a bit of comedy, Paddy Power are always controversial in their ads, and I think that’s what makes it funny. I suppose my immediate emotion is that I’m amused because it’s generally funny. In terms of my ongoing emotions towards them (gambling advertising), I’d say it gets me excited, when I see live odds in an ad on TV, I know that kick-off to the game will be near. (Interviewee 5)*

Additionally, another interviewee discusses his emotions and explains that his immediate emotions are positive, but depending on the likelihood of a winning outcome, his ongoing emotions can become negative.

*“Immediately I’m excited, almost to a point where I’m ready with my phone to place a bet on the special (boosted odds for a particular market) they’re about to promote for the game. If I place a bet on the special, they promote, and it loses, which is a common occurrence, my emotion I suppose would be regret and guilt and I always think about what else I could have done with the money I gambled. It can make or break my entire day depending on the outcome” (Interviewee 6)*

Advertising can shape an individual’s emotions, or affect towards a brand or product (Lamont, Hing and Vitartas, 2016). With this in mind in addition to the interviewee’s opinions on their emotions, research from Lamont, Hing, and Vitartas (2016) suggest that similar positive and negative emotions such as arousal, joy, anger, and worry were prominent emotions when examining responses of eight focus groups toward gambling promotion in sport. Although this research was conducted with Australian participants and a different sporting context was observed, this research indicates that gambling advertising may be similar not only in different parts of the world, but also in different sports with regard to how it is presented.

### 4.3.2 Enticement

A second re occurring theme in relation to the second research question is enticement. Interviewees discuss imagery around gambling advertising as well the financial luck of the characters within the adverts. Some interviewees also discuss the social setting or geographical location characters in gambling adverts are in, and how it acts as a means of allurement to gamble.

*“Although I think it (gambling adverts) can be funny with its use of comedy, on a more serious note I feel almost enticed to gamble when I see a gambling advert. I think I gamble because it (gambling adverts) makes me laugh and I’m already in a good mood. Like, who wouldn’t be in a good mood after watching an ad where a group of mates go to a football match, meet Peter Crouch, win loads of money and their team wins in the last minute of the game? Everyone is a winner in gambling ads, the actors (characters) in the ads never lose their bets.” (Interviewee 1)*

Additionally, another interviewee discusses how he feels obliged to gamble when he thinks about how easy financial success can be by gambling, and how the activity of gambling is presented to him as a fun way of enjoying football and winning money.

*“When I see an advert for gambling, especially for football, I feel like I’ve missed out on winning money if I don’t gamble on what they (gambling companies) are promoting. I think another thing that doesn’t help is that they make it seem so fun in the ad. Like they’re (characters) always with their mates in a group, either in the pub, in the football stadium or at least on their way to both. After I watch an ad like that, I’m very tempted to gamble” (Interviewee 3)*

The two interviewees discuss the content of television gambling advertising around football and explain how the images are positive and they equate happy memories. The interviewees also discuss how winning money is presented as something that can be easily achieved through gambling when in a group. Parallel to the opinions of the interviewees, research from Killick, and Griffiths (2022) found that upon analysing the content of televised sports gambling advertising, the most common themes identified were friendship, humour, and risk-free fun, with characters in adverts being depicted as being socially surrounded by individuals prior to placing sports bets. Furthermore, Pitt, et al., (2018) suggest that humour



is often used by gambling operators to reduce the perception of risk that surrounds gambling.

#### 4.3.3 Deception

The final reoccurring theme in relation to the second research question is deception. One Interviewee discuss his experiences and how he felt mislead into gambling because of the positive yet “*unrealistic scenarios*” (interviewee 2) that are present in gambling advertising.

*“There’s an ad I seen on Twitter that mislead me into placing a football bet. I hadn’t placed a football bet in years, and this offer they were promoting seemed too good to be missed. They were offering €50 in free bets for new customers when you wager €10. So, I placed €10 and received my €50 in free bets. But they make it really difficult to be able to turn the free bets into cash because you can only use the free bets on certain markets with certain odds and above all else, it’s advertised as €50 but it’s actually five €10 bets. So, it kind of threw me a bit”* (Interviewee 6)

Another interviewee also discusses how the emotion of characters in certain gambling adverts can deceive him and how the message in certain adverts are fuelled with mis information.

*“Even though I gamble on football, I still feel a bit deceived by the advertising they (gambling companies) produce. It’s the emotion the actors show in the ad, and the unrealistic scenarios. it’s really extreme when they cheer. The thing that deceives me most is that we’re not really told what the actor is cheering for. Are they cheering because they won a bet? Or is it because they’re team won? It’s really misinformed”* (Interviewee, 2)

On the theme of deceptive and misleading advertising, research from Lopez-Gonzalez, et al., (2018) argue that references to betting as a fun and risk-free activity, lack references to negative consequences from losing a bet. Therefore, it can be argued that gambling advertisements that promote these messages may mislead or deceive consumers into thinking that sports gambling results only in happy and positive emotions.

### 4.4 Research Question 3

*“How do these emotions affect your immediate and/or future behaviour?”*

## Interview Themes:

- Increased gambling behaviour and intention
- Increased alcohol and tobacco consumption
- Increased anti-social attitudes and behaviour

### 4.4.1 Increased gambling behaviour and intention

In this section the author discusses the findings from research question 3 where interviewees discuss their emotions that are caused by gambling advertising within football in the UK and the affect it has on their behaviour. A common theme found amongst the interviewees answers was increased gambling behaviour. This was due to the initial excitement of the positively portrayed adverts. One interviewee discusses his opinion on the matter.

*“Well immediately because I’m excited about the thought of winning money, more than likely I will place a bet on my phone, I can have the odds in front of me before the ad even ends and I’ll probably place more than one bet on different matches”* (Interviewee 1)

Similarly, another interviewee discusses how his gambling behaviour increases the more gambling advertising he consumes. He also talks about how emotions is affecting his immediate behaviour.

*“When I see a gambling ad, usually my first reaction is to gamble. Because the ads are so enticing, and it’s (gambling) made out to be fun, it acts as a little reminder for me personally to gamble on the match. The ad could be for a different company, but I’ll still open my app on my phone, and I could scroll for a while until I see one or two things that I think might happen.”* (Interviewee 3)

In correspondence to the opinions of the interviewees increased gambling behaviour as a result of their emotions from gambling advertising, research from Bouguettaya, et al., (2020) suggest that the past two decades of the gambling industries investment in advertising is highly effective, and the more people are exposed to gambling advertising, the more likely they are to increase their gambling behaviour which may lead to problem gambling amongst viewers. Furthermore, research from Hing, et al., (2014) suggest that gambling behaviour and/or intention increases in response to free bet and deposit offers displayed in gambling advertising.

#### 4.4.2 Increased alcohol and tobacco usage.

A second reoccurring theme in relation to the third research question was the increased use of substances such as alcohol and tobacco. Interviewees discussed how alcohol has generally been consumed before or after gambling with tobacco consumption increasing usually after gambling. One interviewee discusses his experience with both alcohol and tobacco consumption in relation to gambling and gambling advertising.

*“Most of the time when I gamble, I’m in the pub watching the game with friends. I’d never really gamble alone, and alcohol is always involved when I gamble. I can’t remember the last time I placed a bet when I wasn’t in the pub or had a few (alcoholic) drinks on me. I think I definitely go through more cigarettes too when I’m gambling and not winning anything, after I lose a bet my first port of call is to have a smoke, it can help the negative emotions of losing money.” (Interviewee 2)*

Another interviewee discusses how the more alcohol he consumes, the likelihood of him gambling also increases. The interviewees comments suggest that alcohol may fuel an increased gambling intention amongst viewers, as well as how bigger group settings can also increase the chances of one’s gambling habits.

*“I notice that my intention to gamble will always increase when I’m watching football in the pub drinking (alcohol) with my mates, compared to when I watch football at home on my own. When we see an add that has live odds for the game, all of us get excited and will gamble on it. By that stage most of us have already drunk a few (alcoholic) pints and I think if we were all sober none of us would even mention anything about placing bets for the game.” (Interviewee 4)*

Additionally, another interviewee discusses how he started using tobacco products as a result of a bad experience with gambling.

*“I never smoked until a few years ago, I lost a good bit of money one day and I was really angry with myself, my friend suggested having a smoke to try “calm down” I think it helped. Ever since then I’ve been smoking on and off.” (Interviewee 5)*

Research from Grant, et al., (2002) and Brasfield, et al., (2011) suggest that it is possible that gambling and alcohol use are reciprocally related, such that alcohol usage increases gambling usage, and gambling in turn can further increase drinking. Furthermore, research from Martínez-Loredo et al., (2019) suggest that people who engaged in smoking tobacco products after gambling did so in an impulsive manner in order to seek certain sensations or emotions. This research further supports the statements made from the interviewees as their research findings are similar to the behaviours of the interviewees mentioned above.

#### 4.4.3 Increased anti-social attitudes and behaviours

The final re occurring theme in relation the third research question was anti-social behaviour. Although this theme seems quite extreme for behaviours after gambling, it was still common amongst some interviewee's answers. The reader should also be reminded that all interviewees gave permission for these answers to be shared for the purpose of research. one interviewee discusses his behaviour after gambling.

*"I was in the pub once, and I seen a special (boosted odds for a particular market) for a football match on social media. I placed the bet on my account, and it lost. Throughout the day id keep putting on bets and they'd all lose. It was really frustrating because it seemed like all my mates were winning their bets and having a good time, and I ended losing a bit of money that day. It annoyed me so much that I just left the pub without saying goodbye. I went home and isolated myself in my room until the next day."* (Interviewee 1)

Another interviewee also discusses how he became aggressive after losing money to gambling and points how disappointed he felt after the fact.

*"I had a bet on a game that I no real interest in watching, I didn't have a lot of money and I put this bet on to try earn some money to last me till pay day. Of course, the bet lost, and I was left with nothing. I became really agitated and aggressive to the point where I threw the remote control of the TV at the wall, not only did it smash but I left a whole in the wall and my parents were really annoyed at me. When I calmed down, I felt really disappointed and ashamed of myself for how I acted."* (Interviewee 4)

On the topic of anti - social behaviour and gambling, research from Mishra, et al., (2010) suggests that both gambling and anti-social behaviour are forms of risk taking, and

therefore may share common determinants. Additionally, research from Mishra, et al., (2010) suggest that although the personality traits of a human being can affect their overall behaviour, anti-social behaviour such as aggression is common among people with a high frequency of gambling.

## 4.5 Research question 4

*“What opinion do you have, if any, of gambling advertising’s place in professional football in the UK?”*

### **Interview themes:**

- Government action
- More responsibility from gambling companies
- Loss of respect for professional football teams

#### 4.5.1 Government action

In the section the author discusses the three most common themes in relation to the interviewee’s opinions on gambling advertising place in professional football in the UK. Notwithstanding there were some mixed opinions amongst the interviewees with one interviewee claiming that gambling advertising and football *“would both be lost without each other”* and how gambling makes football and sport in general *“more exciting”* (Interviewee 3), there were still common themes throughout the findings. One of which was how the Government need to take more action and present tighter restrictions and raise awareness about gambling addiction and harm. One interviewee discusses his opinion on the matter.

*“Well, not just here in the UK, but all around the world now it’s (gambling) completely normalised, and it’s taken over the game of football. It seems as though gambling advertising and gambling in general cemented its way into football overnight. Because of the lack of rules and regulations from the government, they (gambling companies) can advertise how they like, where they like and when they like.”* (Interviewee 5)

Unaware of the taxation governments receive from gambling companies in the UK, another interviewee discusses how he is surprised at how long gambling advertising has been going on in football in the UK. He also makes comparisons to how the advertisement

of tobacco products were banned in football and how the UK government might follow suit in regard to gambling.

*“People think gambling advertising in football is new, it’s actually been going on for some time now. The only difference is there’s more gambling companies nowadays and people can place bets at the click of a button on their phones. I’m surprised the government haven’t done much about it, but I’d say a change will come soon, surely gambling has harmed more people in the last few years in this country (The UK) physically, mentally, and financially than cigarettes have, and they’ve been banned from our TVs for years.”*

(Interviewee 6)

Parallel to the opinions of the interviewees above, Djohari, et al., (2019) suggest that gambling exposure in all sports in the UK is a public health issue. Their research suggest that in order to reduce the exposure of gambling advertising, the UK government and/or policymakers should consider approaches similar to those applied to the advertisement of tobacco products, which take into consideration all forms of advertising, including promotion and sponsorship. Furthermore, McGee, (2020) suggest that in order to protect young adults from gambling related harm, the UK policymakers should consider stronger regulations of gambling related advertising such as independent risk assessments of sports gambling products. This will allow separate agencies to assess the risk of certain gambling products before they are launched to the public.

#### 4.5.2 More responsibility from gambling companies

Notwithstanding that some interviewees expressed their opinion on how government and policymakers in the UK should take responsibility for gambling advertising’s role in football, there were some interviewees who believed gambling companies themselves should be held accountable. Interviewees also expressed how gambling companies should do more for people who are struggling with addiction problems and vulnerable people such as children who may watch football and be exposed to gambling advertisements. One interviewee said the following:

*“Everyone knows gambling has a place in football here in the UK, whether we like it or not. But the bottom line is, they (gambling companies) only want your money and they know how much damage they cause amongst people especially people who might be*

*struggling with addiction or even kids who might be watching football. They (gambling companies) need to take more responsibility for that, and it seems to be just ignored or forgotten about when they bring out a “when the fun stops, stop” type of ad. (Interviewee 2)*

It is important to note that “*when the fun stops, stop*” was a popular slogan in the UK that was used as a method for “*responsible gambling*” that has since been replaced (van Schalkwyk et al., 2021). However, research from Newall, et al., (2022) and Newall, et al., (2021) argues the effectiveness of this particular slogan and suggests that it offers no protective effect, and it may only work for people who are at low risk of experiencing gambling related harm. Additionally, Newall, et al., (2022) suggests an alternative approach of using warning messages that accurately convey the possible harm and risks that gambling can cause.

Additionally, another interviewee discusses how gambling advertising plays a big role within football in the UK and although his is hopeful for the future, he is quite disappointed about the lack of responsibility gambling companies have considering the harm their products can cause.

*“There’s so much gambling advertising in football now, so it definitely plays a big role in the game. Although the advertising is quite frequent today, and gambling companies can essentially do what they like, I do think gambling advertising in football will change slowly but surely in the near future. But until then, these companies will do what they do best and that’s get people hooked on gambling and take all their money. It’s a real shame when you think about how much they get away with, they can promote anything to anyone”*  
(Interviewee 4)

In terms of the lack of responsibility gambling companies have that some interviewees mentioned, gambling companies would argue that as of May 2022, the gambling industry has more than tripled its donations over two years to charities that combat gambling harm (Thomas, 2022). On the contrary, these donations come from only the top four gambling companies and campaigners argue that the funds are not distributed efficiently as gambling companies can withdraw their donations at any time (ibid). This would suggest that gambling companies are aware of the damage their products cause to people in the UK and may be concerned about the research these charities conduct and the

results they may find. Furthermore, campaigners are calling for a 1% levy on all gambling companies gross gambling yield, and for it to be distributed evenly amongst charities so more resources can become available to prevent and treat gambling addiction and gambling related harms (ibid).

#### 4.5.3 Loss of respect for professional football teams

Although some interviewees discussed how gambling companies and the UK government should take on more responsibility by stricter regulations and taxes, some interviewees discussed how the football teams they support, or local teams have previously promoted gambling to their fans. One interviewee discusses how he had lost respect for his favourite football team after seeing a gambling advert on social media.

*“I don’t think it (gambling advertising) belongs in football really, it takes away the passion of the game and so many teams promote gambling now. I support Liverpool and I seen an ad on twitter years ago, I can’t remember the specifics of it, but the tweet was from the Liverpool F.C. account. They used to be sponsored by BetVictor (an UK gambling operator) and they tweeted something like “Kick off only 5 minutes away – get Jordan Henderson to score first at 5 to 1”, They went down as a club in my regard after that, no club should be promoting live odds to their fans” (Interviewee 1)*

Amongst the numerous gambling advertising methods gambling companies have incorporated into professional football, the use of social media is heavily relied upon by gambling companies to engage new customers. Research from Killick and Griffiths (2019) analysed the top 10 online gambling operators in the UK during the opening weekend of the English Premier League season. The study analysed 3375 tweets in one weekend, with over 90% of the tweets containing no sign of responsible gambling information. With this in mind, following a tweet from Arsenal FC that promoted their gambling sponsor in 2021, the BGC drew up new regulations that bans football clubs from promoting gambling on social media (Ostlere, 2021). Moreover, over 20 lower league football teams in the UK are calling for a total ban on gambling advertising in football with specific interest towards the banning of shirt and competition sponsorship (Charlesworth, 2022).



## Chapter 5 Conclusions and Recommendations

### 5.1 Conclusion

In conclusion, the overall aim of this research project was to explore gambling advertising within or centred around professional football in the UK and the immediate and long-lasting emotions it causes amongst male adult football fans. Additionally, the author wanted to explore how these emotions affected their general behaviours. Both the research objectives outlined in section 3, and the results presented in section 4 and 5 allowed author to gain a more comprehensive understanding of the topic and the research aims were achieved. The author gained a more in dept understanding of the relationship between how gambling advertising is presented or coded, and the emotional impacts it has on male adult football fans. Through the qualitative and abductive approach, the author was able to thematically analyse the results delve deeper into the personal experiences and perceptions of the interviewees on gambling advertising within football in the UK.

The interview process allowed the author to discover that the demographic of adult male football fans in the UK are active gamblers yet aware of the dangers that gambling can cause. This was demonstrated and displayed in the research findings. Moreover, based on the analysis of the research findings, the interviewees have a somewhat love/hate relationship with gambling. Gambling advertising not only affected their immediate and long-lasting emotions, but also their natural behaviour.

Every interviewee portrayed a strong understanding and awareness of gambling advertising within football in the UK and a majority of interviewees revealed how gambling advertisements are often associated to initially making them feel positive emotions, which then influences their behaviour to gamble. However, there was a common consensus among the same interviewees that the outcome of their bet can determine their emotions and interviewees explained how negative emotions are more associated to gambling and gambling advertising after the outcome of a bet has been settled. Although the interviewees explained a range of emotions, the results show that generally, gambling adverting leads to increased gambling behaviour that starts out as a fun and positive activity, which can than lead to negative emotions and negative behaviour.

A majority of interviewees explained that there is a need for newer and tighter restrictions around gambling advertising in football as it can cause physical, emotional, financial, and psychological harm to the viewer. Furthermore, interviewees also explained how both government and gambling companies need to take more responsibility for their actions in regard to gambling advertising. Although the majority of interviewees were aware that gambling advertising is poorly regulated, negatively influential, and potentially harmful both emotionally and behaviourally, all interviewees still actively engaged in gambling.

A factor recognised by the interviewees was how rapidly the activity of gambling emerged in professional football in the UK, with a particular notice of the high frequency of digital and traditional gambling advertising. This may be due to the rapid growth of technology that has taken place over the last 15 years. With smartphones allowing users to gamble instantaneously and the fast-paced innovation in product design and advertising Department for Digital, Culture, Media, and Sport, (2020). Furthermore, since the gambling act of 2005 came into effect, gambling advertising and professional football in the UK have become synergistic. Although the gambling act of 2005 has since been reviewed, Wardle, et al., (2019) suggests that the current strategies are '*neoliberal ideas*' that emphasize individual responsibility and are still under regulated. The interviewees also mention advertising that has become apparent to them while watching football. These included gambling companies use of pitch side hoardings and the use of shirt sponsorship, with most interviewees referencing how they have become used to the bombardment of adverts that can be seen before, during and after a football game.

Notably, a number of interviewees independently referred to the relationship between gambling advertising and its exposure and harm to vulnerable groups such as recovering gambling addicts and children. Interestingly, although all of the interviewees were aware of the harms gambling is associated with, some interviewees explained how they are more concerned for those around them and their exposure to gambling advertising, rather than having any concern for themselves. This would indicate that although some interviewees gamble regularly, they may believe that they are immune to the harms associated with gambling, which would further indicate that some interviewees may be gambling more frequently than the average gambler in the UK.

## 5.2 Recommendations

Based on the findings and analysis presented in chapter 4 as well as the primary and secondary data presented in chapter 2, the author suggests the following recommendations to gambling companies, governments/policymakers, and professional football clubs/associations/establishments in the UK to potentially improve the way gambling is advertised within professional football and in turn improve the emotions, behaviour, and safety of football fans as well as the general public.

### 5.2.1 Tighter gambling advertising regulations within professional football

This study has revealed that certain football fans in the UK, specifically the interviewees, understand the harms of gambling and the high frequency of gambling advertising within professional football in the UK. Moreover, they feel as though government and policymakers in the UK should be doing more to protect football fans from the potential emotional and behavioural dangers of gambling and gambling advertising, and that they have a responsibility to do so. Notwithstanding the money generated each year in tax the government earn from the gambling industry, it is recommended that policymakers make an ethical decision to have tighter regulations around gambling advertising. parallel to the opinion of Wardle, et al (2019) and Newell, et al (2022) the airtime and frequency of gambling advertising should be reduced by giving gambling companies a specific number of televised adverts they are allowed to show in one week. Secondly, the use of correlating comedy, skill, and happy memories with gambling advertising in professional football should be banned as it presents gambling as a harmless activity. Additionally, with regard to safer gambling messaging, gambling companies should promote specific warning signs that can arise from gambling such as financial, physical, emotional, and behavioural issues. If governments/policymakers work in conjunction with gambling companies, newer and improved legislation can be passed to protect the emotions, behaviour, and safety of football fans in the UK.

### 5.2.2 Taxation of gambling companies annual Gross Gambling Yield for charitable organisations

The secondary data provided in section 2 has shown that charitable organisations such as GambleAware that help promote safer gambling guidelines to prevent gambling

related harm are funded mostly by gambling companies themselves. This paradoxical concept means gambling care charities are reliant on funding from the very people they are fighting against. Moreover, it is recommended that the responsibility should lie with government/policymakers to implement a reliable strategy that comprises of a specific taxation of all gambling companies Gross Gambling Yield. This money received annually will then be donated to gambling charities. Much to the opinion of GambleAware and campaigners alike, a 1% levy of all gambling companies GGY should be introduced as a condition of licence (Thomas, 2022) If implemented correctly, this recommendation could help gambling care organisations consistently spread the awareness of gambling harms as well help recovering gambling addicts. Furthermore, charities can begin to conduct research of their own about gambling or gambling behaviour. This will allow them to gain more insight on alternative ways to improve the safety of people prone to gambling harms as well as the general public.

### 5.2.3 Improved healthcare options for those affected by gambling

Given the many negative emotions and behaviours that the interviewees explained in section 4 that affected them personally and the people around them, it is recommended that government/policymakers improve or widen the overall healthcare options for those affected by gambling either directly or indirectly. Although the interviewees do not represent the entire population of the UK, the secondary data provided in section 2 has shown that around 115,000 people in the UK are problem gamblers in 2022. Furthermore, 63% of problem gamblers had used some form of treatment, advice, or support in 2021 which shows that gambling related harm has an emotional and behavioural effect on a considerable amount of people in the UK that require health services. It is also important to note that substance abuse (alcohol and tobacco) was common amongst the interviewees. This became somewhat of a reliance amongst those searching for a certain healing or sensation after bad experiences with gambling. This dependency then has a knock-on effect on the government. As of 2021, The overall estimated cost of health harms is £961.3 million. This estimation is based on the direct costs to the government of treating depression, alcohol, dependence, drug use and the societal cost of suicide in the UK. To eradicate or reduce this cost to the government and more importantly to help those who struggle with, or have been harmed by gambling, it is recommended that the UK

government/policymakers invest money into more accessible and modernized healthcare systems. These would include helplines for those struggling with gambling, an online version of gamblers anonymous meetings so people can hide their identity and learn from other people with similar problems, and lastly, therapy sessions available in hospitals for people who struggle with gambling addiction or gambling related harm.

#### 5.2.4 Voluntary ban of gambling sponsorship in professional football in the UK

This study has shown that some interviewees within the sample group were disappointed in their favourite or local teams promoting gambling through digital and traditional means, such as sponsorship and live odds before and during games. Additionally, a recent survey from “clean up gambling” asked 1006 football fans asked if “All gambling advertising, sponsorship and promotion in football should end”, 44% of respondents said they agreed, of whom 21% strongly agreed (O’Boyle, 2020). This shows that fans broadly support an end to gambling advertising within professional football in the UK.

Although much of the recommendations provided require a radical change in policy through government action, it is recommended that football clubs and the Football Association (FA) take some initiative of their own and enforce mandatory bans of gambling advertising throughout the football season. The secondary research provided in section 2 has shown the high frequency of gambling advertising and gambling references within professional football in the UK. If this recommendation is carried out, it will naturally reduce the high frequency of adverts and potentially reduce the loss of respect and disappointment the interviewees have shown. On the contrary, it is important to note that a ban of sponsorship could cause many professional football teams a loss in revenue. However, notwithstanding the financial loss of a potential gambling advertising ban, the emotional and behavioural safety of football fans and vulnerable people in the UK is arguably more important.

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## Appendices

Table 1 – Interviewee Information

Interviewee		Gender	Age	Football/Gambling/Gambling advertising knowledge
One		Male	24	Yes
Two		Male	23	Yes
Three		Male	27	Yes
Four		Male	28	Yes
Five		Male	24	Yes
Six		Male	24	Yes

Table 2 - Research objectives

Research objective 1	To examine football fans knowledge and awareness of gambling advertising within professional football in the UK
Research objective 2	To examine the immediate and ongoing emotions, if any, that are caused by gambling advertising within or centred around UK professional football
Research objective 3	To explore the impact these emotions, have on football fans behaviour, if any.
Research objective 4	To investigate the perception football fans have towards gambling advertising within UK professional football.

**Table 3 Common themes based on research objectives**

<b>Research Questions</b>	<b>Main themes</b>	<b>Sub Themes</b>
2. "What type of football related gambling advertisements are you aware of?"	- High frequency of television adverts for gambling	- Subtlety of pitch side hoardings - Shirt sponsorship
5. "What are the immediate and/or ongoing emotions you feel when consuming gambling advertising within football, if any?"	- Excitement	- Enticement - Deception
6. "How do these emotions affect your immediate and/or future behaviour?"	- Increased gambling behaviour and intention	- Increased alcohol and tobacco consumption - Increased anti-social attitudes and behaviours
7. "What opinion do you have, if any, of gambling advertising's place in professional football in the UK?"	- Government action	- More responsibility from gambling companies - Loss of respect for professional football teams

Fig 1 - The 'Research Onion' (Saunders, Lewis, and Thornhill, 2009).

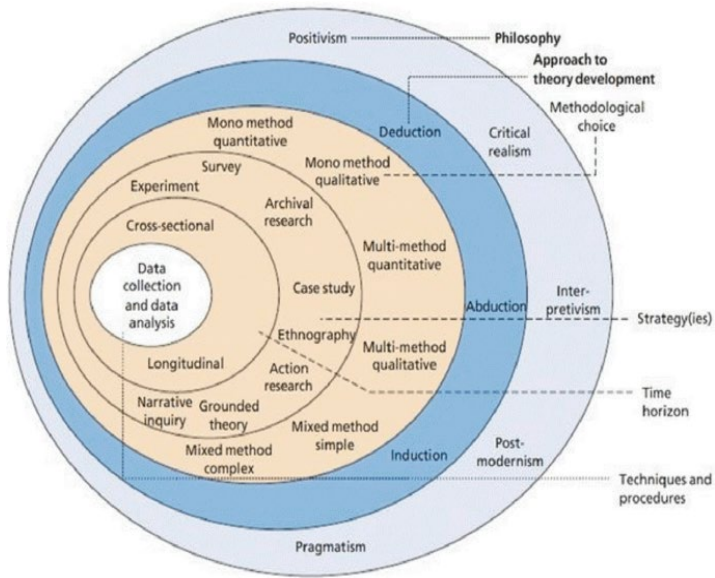


Fig 2 - (Saunders, Lewis, Thornhill, 2019)

Ontology (nature of reality or being)	Epistemology (what constitutes acceptable knowledge)	Axiology (role of values)	Typical methods
<b>Positivism</b>			
Real, external, independent One true reality (universalism) Granular (things) Ordered	Scientific method Observable and measurable facts Law-like generalisations Numbers Causal explanation and prediction as contribution	Value-free research Researcher is detached, neutral and independent of what is researched Researcher maintains objective stance	Typically deductive, highly structured, large samples, measurement, typically quantitative methods of analysis, but a range of data can be analysed
<b>Critical realism</b>			
Stratified/layered (the empirical, the actual and the real) External, independent Intransient Objective structures Causal mechanisms	Epistemological relativism Knowledge historically situated and transient Facts are social constructions Historical causal explanation as contribution	Value-laden research Researcher acknowledges bias by world views, cultural experience and upbringing Researcher tries to minimise bias and errors Researcher is as objective as possible	Retroductive, in-depth historically situated analysis of pre-existing structures and emerging agency Range of methods and data types to fit subject matter
<b>Interpretivism</b>			
Complex, rich Socially constructed through culture and language Multiple meanings, interpretations, realities Flux of processes, experiences, practices	Theories and concepts too simplistic Focus on narratives, stories, perceptions and interpretations New understandings and worldviews as contribution	Value-bound research Researchers are part of what is researched, subjective Researcher interpretations key to contribution Researcher reflexive	Typically inductive. Small samples, in-depth investigations, qualitative methods of analysis, but a range of data can be interpreted
<b>Postmodernism</b>			
Nominal Complex, rich Socially constructed through power relations Some meanings, interpretations, realities are dominated and silenced by others Flux of processes, experiences, practices	What counts as 'truth' and 'knowledge' is decided by dominant ideologies Focus on absences, silences and oppressed/repressed meanings, interpretations and voices Exposure of power relations and challenge of dominant views as contribution	Value-constituted research Researcher and research embedded in power relations Some research narratives are repressed and silenced at the expense of others Researcher radically reflexive	Typically deconstructive – reading texts and realities against themselves In-depth investigations of anomalies, silences and absences Range of data types, typically qualitative methods of analysis
<b>Pragmatism</b>			
Complex, rich, external 'Reality' is the practical consequences of ideas Flux of processes, experiences and practices	Practical meaning of knowledge in specific contexts 'True' theories and knowledge are those that enable successful action Focus on problems, practices and relevance Problem solving and informed future practice as contribution	Value-driven research Research initiated and sustained by researcher's doubts and beliefs Researcher reflexive	Following research problem and research question Range of methods: mixed, multiple, qualitative, quantitative, action research Emphasis on practical solutions and outcomes