

# Index

- Accessibility of gambling, 3–4, 22
- Adaptation, 79–81
- Adaption, 33, 153
- Addiction to gambling, 36, 120
- Addictive behaviour management, 126
- Adolescents, 99
  - problem gamblers, 12
- 'Adult fun' defence, 11
- Adults
  - about gambling advertisements, 92
  - studies with, 91–92
- Adverse health consequences, 125
- Advertisements, 41, 81, 116, 133
- Advertisers, 42, 61–62
- Advertising, 14, 17, 19–20, 103, 133, 143–144, 154
  - awareness, 90–91
  - bans, 76, 84
  - effects, 103–104
  - effects and gambling experiences, 103–104
  - estimating impacts of, 116–117
  - expenditure, 70–71
  - exposure, 106
  - literacy, 17
  - platforms, 147
  - regulations, 85
  - regulators, 36
  - restrictions, 121, 151–156
  - role in problem gambling, 115–116
- Advertising Association, 17
- Advertising Code of Loto Quebec, 149
- Advertising Standards Authority (ASA), 14, 135, 145
  - banned gambling advertisement, 137
- 'Affiliate programmes', 50
- Alcohol, 13, 153
  - advertisements, 96
  - Alcohol advertising
    - effects of, 17
    - research, 71–73
    - studies, 72
  - Alcohol consumption, 36, 117
    - counter-advertising in, 124–128
- American Association of Advertising Agencies, 18
- Amusement arcades, 22
- Animation in gambling promotions, 8–9
- Anti-gambling campaigns, 120
- Appeal types, 114, 121
- Arcades, 39
- Array of manipulative techniques, 127
- Attention-grabbing lottery advertising, 38
- Attractive female spokespersons and demonstrators, 51
- Attractive lottery advertising, 38
- Attributed advertising effects, 87, 94–99
- Audience perception, 63–65
- Australia gambling, 147
- Australian Commercial Television Industry Code of Practice, 147
- Australian gamblers, 30
- Australian research, 46
- Availability, 79–81, 153–154
  - heuristic, 108, 127

- Awareness, 52, 61, 113  
 brand, 82  
 consumers', 22, 105–106  
 of gambling advertising, 90–91, 113  
 public, 78
- Banning gambling advertising, 124
- Bans  
 comprehensive advertising bans,  
 76–78  
 of gambling advertising, 86
- Barcelona Online Casino, 98
- Bars and clubs, 22, 39
- Behaviour change interventions, 125
- Behavioural effects, 87, 94, 96
- Behavioural phenomena, 157
- Bet365, 8
- Betting  
 bet types, 114  
 firms, 49  
 shops, 22, 24
- Betting and Gaming Act (1960), 20
- Bingo games, 24
- Brand advertisers, 61–62
- Broadcast advertising of gambling  
 games, 134, 145
- Bwin Interactive Entertainment*, 129
- Calling people to action, 81–82
- Canadian researchers, 45
- Cartoon characters, use of, 9, 11–12,  
 14, 99
- Casino City Directory, 50
- Casinos, 22, 39, 79, 103–104, 131  
 games, 24, 32
- Cause–effect  
 hypotheses, 139  
 relationships, 96
- Celebrity  
 endorsers, 61  
 power, 9–10  
 role-models, 51  
 sports personalities as endorsers of  
 gambling games, 60–62
- Central processing, 155–156  
 of advertising message, 82
- 'Challenge' of gambling, 124
- Children  
 exposure to gambling promotions,  
 92  
 perceptions, 93  
 response to gambling advertising,  
 91–92, 99
- Cinema advertising, 76
- Closed market, 142
- Codes of practice, 122, 134, 136, 144  
 for gambling advertising, 128,  
 145–149
- Coding frame, 43
- Cognitive processes, 138–139
- Commercial advertising, 19
- Communications  
 literacy, 126  
 technologies, 22, 82
- Communications Act, 134
- Consumers, 71, 156  
 behaviour, 106  
 involvement, 108  
 literacy, 101  
 need, 157
- Consumption change model, 32
- Content analysis, 43
- Counter-advertising, 119  
 in alcohol, food and tobacco fields,  
 124–128
- Counter-gambling campaigns, 120  
 independent efforts, 130–131  
 industry efforts, 129–130
- Creative marketing of gambling,  
 57–59
- Cross-sectional panel studies, 71, 72
- Cue exposure theory, 113–115
- Cultural context of gambling  
 advertising, 144–145
- Daily Keno, 90
- Demographic  
 attributes, 123  
 identifiers, 42
- Diagnostic screening instruments, 33
- Digital communications technologies,  
 18, 22, 157

- Disordered gambling, 25
- Dispositions to gambling, 105–106
- Econometric studies of gambling
  - advertising, 79
- Economic efficiency of gambling
  - advertising, 79
- Educational campaigns, 125
  - social marketing campaigns, 130
- Effective behaviour change model, 120
- Embedded advertising, 47
- Emotional framing techniques, 94
- Emotional themes, 46
- English Premier League, 55
- Entertainment-oriented formats, 88
- ‘Escape’, 124
- European Commission, 2
- European Union, 140
- Excess gambling, 5
- Excitement, 124
- Exposure to gambling advertising, 89–90
- Eye-tracking technology, 100
- Facebook, 60, 127
- First Amendment, 134
- Fluffy Favourites, 7, 136, 138
- Food field, counter-advertising in, 124–128
- Football clubs, 9
- Football pools, 24
- Free-to-play simulated gambling games, 8
- Frequency counts, 42
- Gamblers, 4, 64–65, 80, 97, 113, 124
  - thought processes, 14–15
- ‘Gamblification of sports’, 54
- Gambling, 10, 19, 31, 128, 141, 143, 150
  - advertisers, 44, 51, 127
  - behaviour, 8, 24, 106–107
  - companies, 9
  - experiences, 103–104
  - firms, 129, 139
  - gambling-specific prevention programmes, 121
  - games, 22, 26, 39–41, 108–109
  - industry, 24, 33
  - internet, 21–22
  - internet and problem, 27–29
  - laws, 21
  - legislation, 20, 134–135
  - liberalisation, 20–21
  - operators, 53–54, 57, 60
  - organizations, 8
  - participation, 88
  - prevalence of problem, 26–27
  - prevalence of youth, 22–23
  - problem, 23–26
    - and related skills workshops, 121
    - simulated and youth, 29–30
    - solutions, 31–33
    - therapy, 113
- Gambling Act (2005), 20, 145
- Gambling advertisements, 44, 53–54, 153
  - adults about, 92
  - in Canada, 149
  - in China, 149
  - in Malaysia, 149
  - perceptions, 91–92
  - in Singapore, 147–149
  - young people about, 93–94
- Gambling advertising, 1, 6, 9, 18, 35, 78, 87–88, 133–134, 141, 157
  - accessibility of gambling, 3–4
  - advertising role in problem gambling, 115–116
  - animation in gambling promotions, 8–9
  - appeals to young people, 51–52
  - bans, 85
  - celebrity power, 9–10
  - codes of practice, 145–149
  - concerns about industry practices, 15–18
  - counter-advertising in alcohol, food and tobacco fields, 124–128

- counter-gambling campaigns, 129–131
- discovering risk factors in, 121–122
- and dispositions to gambling, 105–106
- effects of, 119
- finding fault in internet gambling, 122–124
- gamblers' thought processes, 14–15
- gambling advertising and gambling behaviour, 106–107
- gambling and marketing, 38–41
- gambling and problem behaviour, 111–112
- impact of gambling promotions, 12–14
- identifying potential advertising harm, 36–38
- impressions in advertising effects on problem gambling, 112–113
- internet-based projects, 131–132
- measuring volume of advertising, 41–42
- mechanisms of effect, 113–115
- nature, 42–45
- normalising effect of, 114–115
- online gambling advertising, 48–51
- and potential problem behaviour impact, 110–111
- problem gambling, 119–120
- problem gambling, 4–6
- psychological mechanisms underpinning effects, 107–110
- range of interventions, 120–121
- regulators, 7
- research with potentially harmful products, 104–105
- targeting young, 6–8
- on television, 45–48
- volumes and participation levels, 83–84
- young and problem gambling, 10–11
- Gambling Commission, 2, 9, 136, 145–146
- Gambling literacy
  - advice, 25
  - approach, 124
- Gambling Prevalence Survey, 28
- Gambling promotions, 6, 53
  - animation in, 8–9
  - impact, 12–14
  - potential impact mechanisms of, 81–83
- Genesis of gambling, 116
- Genuine gambling, 23
- Globalisation, 54
- Goldsmith research, 56
- Government-sponsored lotteries, 133
- Habitual gambler, 151
- Halo effect, 138
- 'Harm minimisation' messages, 130
- Harmful consumption, 32
- Health professionals, 9
- Home-based gambling, 3
- Home-based games, 39
- Horse betting games, 32
- Illegal under-age gambling, 150
- Impact attribution, 63–65
- Impressions in advertising effects on problem gambling, 112–113
- In-depth interview studies, 91
- Incentives, 107
- Independent, The*, 2
- Independent efforts, counter-gambling campaigns in, 130–131
- Indirect advertising, 76
- Industry Code for Socially Responsible Gambling, 147
- Industry efforts, counter-gambling campaigns in, 129–130
- Industry Group for Responsible Gambling (IGRG), 145
- Industry practices, 15–18
- Informed policy-making, 143
- Instant games, 32, 83

- Institute for Public Policy Research, 26
- Institutional-level variables, 68
- Inter-coder reliability, 43
- Internet, 18, 22, 151, 157  
 gamblers, 4, 28  
 internet-based interventions, 125  
 internet-based projects, 131–132  
 internet-based treatments, 126
- Internet gambling, 4, 21–22, 25, 27–29, 133  
 advertising, 46  
 fault finding in, 122–124  
 provider, 129
- ‘Internet-only’ gamblers (IGs), 30
- ‘Jack and the Beanstalk’, 7, 9, 136, 138
- Jungle Book, The*, 13
- ‘Knowledge’ about gambling, 113
- ‘Land-based-only’ gamblers (LBGs), 30
- Legislative loopholes, 8–9
- Liberalisation of gambling, 20–21
- Limited Ban, 76–77
- Live sports events, 24
- Local community-based interventions, 125
- Lottery/lotteries, 24, 37–39, 89, 133, 144, 157  
 advertising, 107  
 draws, 38  
 gambling, 38, 107, 153  
 promotions, 42  
 ticket price, 83
- Macro-level variables, 68
- Macro-market effects of gambling advertising  
 alcohol advertising research, 71–73  
 availability and adaptation, 79–81  
 consumer behaviour, 67  
 econometric studies of gambling advertising, 79  
 effectiveness of macro-level interventions, 85–86  
 gambling advertising bans, 85  
 gambling advertising volumes and participation levels, 83–84  
 potential impact mechanisms of gambling promotions, 81–83  
 tobacco advertising research, 73–79  
 total consumption model, 69–71  
 variables in, 68
- Maladaptive response, 27
- Market-level variables, 68
- Marketing, 38–41  
 campaigns for gambling, 88, 114–115  
 Marketing inducements, 114  
 Marketing messages, 123
- Mass media, 151  
 promotions, 127
- Media coverage, 42
- Media tracking services, 41
- Message content of lottery advertisements, 46
- Message formats, 114
- Migration of gambling games, 141  
 onto Internet, 4, 26
- Misleading advertisements, 127
- Mixed empirical evidence, 4
- ‘Mixed-mode’ gamblers (MMGs), 30
- Mobile communications technologies, 88
- Mobile interfaces, 18
- Mobile phone apps, 41
- Moderate gamblers, 32
- Monetary payments, 40
- Motivation types, 124
- Multi-variate statistical analyses, 72
- National codes, 149
- National Gambling Impact Study Commission (1999), 99
- National governments, 20  
 backed gambling games, 89

- National Internet gambling survey, 22
- National Lottery, 2, 83, 145  
competitions, 21
- National Lottery Act (1993), 20
- National Opinion Research Center (NORC), 12
- National Research Council (NRC), 12
- Non-gamblers, 87, 90
- Non-gambling outlets, 33
- Non-lottery gambling, 97
- Non-problem gamblers, 23
- Normalisation of gambling, 142
- Normalising effect of gambling advertising, 114–115
- North American Think Tank on Youth Gambling, 12
- Objective measures of advertising volumes, 41
- Observational evidence, 21
- Offline gambling games, 1, 4
- Online casino, 137  
game players, 21
- Online communication, 125–126
- Online databases, 123
- Online gamblers, 30
- Online gambling, 8, 23, 30, 80, 122, 153  
advertising, 48–51
- Online games, 11, 13, 33
- Online marketing, 123–124  
messages, 96
- Online platforms, 48
- Online poker games, 50, 52
- Online treatment, 126
- Ontario Gambling Control Act, 45
- Ontario Problem Gambling Research Centre, 44
- Open market place, 142
- Ottawa Charter for Health Promotion, 119
- Outdoor advertisements, 41, 96
- Outdoor advertising, 76
- Paddy Power, 8–9, 13, 137
- Partial bans of gambling advertising, 86
- Pathological gamblers, 15
- Pathological gambling, 120  
prevalence, 5
- Peddling public harm, 13
- Peripheral level processing, 82,  
155–156
- ‘Permission-based’ marketing, 123
- Personalising marketing campaigns, 123
- Piggy Payout, 7, 138
- Pirate Princess, 7, 138
- Playground style designs of casino, 104
- Playing lotteries, 31
- Playing slot machines, 32
- Point-of-sale advertising, 76
- Poker, 50–51
- Popularity of gambling, 103
- Potentially harmful products, research with, 104–105
- Premier League clubs, 9
- Presenters, 114
- Problem behaviour, gambling and, 111–112
- Problem gamblers, 14–15, 23, 26–27, 83
- Problem gamblers, 156
- Problem gambling, 4–6, 10–11, 23–30, 68, 111–112, 119–120, 122, 124, 151–156  
advertising role in, 115–116  
charities, 9  
impressions in advertising effects on, 112–113  
prevalence, 26–27  
rates, 81
- Product advertising, 44
- Production techniques, 126
- Psychological  
harm, 36  
mechanisms underpinning gambling advertising effects, 107–110  
processes, 87  
tests, 33
- Psychologists, 14
- Public health

- authorities, 1
  - context, 73
  - model, 119, 145
- Public image of gambling, 103
- Public interest, 138
- Public service announcements, 125
  
- Q-sort technique, 99–100
- Quantitative data files, 43
- Queensland, 147
  - Gambling Advertising Guidelines, 148
  
- Raison d'être*, 144
- Recreational gamblers, 157
- Register with consumers
  - adults about gambling
    - advertisements, 92
  - advertising awareness, 90–91
  - attributed advertising effects, 94–99
  - exposure to gambling advertising, 89–90
  - perceptions of gambling
    - advertisements, 91–92
  - young people about gambling
    - advertisements, 93–94
  - young people at special risk, 99–101
- Regulation of gambling advertising
  - (*see also* Gambling advertising), 154, 157
  - advertising restrictions and
    - problem gambling, 151–156
  - cultural context and, 144–145
  - gambling advertising codes of
    - practice, 145–149
  - issues within requirements for
    - better regulation, 141–142
  - lessons from research, 140–141
  - lotteries, 133–134
  - regulatory action, 134–138
  - regulatory models examples from
    - other fields, 149–151
  - requirements for, 138–140
  - responsible gambling, 156–157
  - type of regulation, 142–144
- Regulatory loopholes, 13
  
- Regulatory models, 142
  - from other fields, 149–151
- Relaxation role of gambling laws, 54–57
- Remote Gambling Association, 11
- Representativeness heuristic, 108
- Respondents, 72
- Responsible advertising, 144
- Responsible gambling, 156–157
  - policies, 120
- Responsible Gambling Mandatory
  - Code of Practice, 147
- Retail outlets, 39
  
- Schools-based preventative
  - programmes, 121
- Scottish Premier League, 55
- Screening tests, 25
- Self-attributed effects, 87
- Self-limiting effect of bets, 129
- Simulated gambling, 29–30
- Single distribution theory, 31
- Situational factors, 58–59
- Slot machines, 24
- Slow-burn effect, 36
- Smaller-scale studies, 91
- 'Social accessibility' attributes, 80
- Social barriers to gambling, 22
- Social gambling, 109
- Social marketing, 125, 140
  - campaigns, 125
  - strategies, 130
- Social media, 127
  - platforms, 48
  - sites, 40, 48, 126
- Social norm aspect of gambling, 109
- Social policies, 73, 122
- Socially responsible gambling, 147
- Societal-level variables, 68
- Sponsorship, 76, 115
- Sport and gambling relationship, 25, 29, 53–54
  - celebrity sports personalities as
    - endorsers of gambling
      - games, 60–62

- gambling, sport and other risky behaviour, 62–63
- from prevalence and messages to audience perception and impact attribution, 63–65
- role played by relaxation of gambling laws, 54–57
- significance of globalisation, 54
- sport and creative marketing of gambling, 57–59
- sports association and normalising of gambling, 62
- ‘Sportification of gambling’, 54
- Sports betting promotions, 46
- Sports events, 22
- Spot advertising on television, 58
- Standardisation of rules, 53
- Statewide Gambling Therapy Service, 113
- Statistical probability, 153
- Street Betting Act (1906), 20
- Structural factors, 59
- Subtle deception techniques, 126
- Sunday Times, The*, 9, 14–15, 135–136
- Supra-national lotteries, 83
  
- Tackling gambling pathology, 120
- Technological changes, 20
- Technological innovations, 22
- Teenage children, 6
- Teenagers, 8
- Telebingo, 90
- Television, 1
  - advertisements, 96
  - gambling advertising on, 45–48
- Text message advertising, 82
- Theoretical analyses, 44
- Third-person effect, 95
- Time periods, 43
- Time-series analyses, 71
- Tobacco, 13
  - consumption, 36, 150
  - counter-advertising in tobacco field, 124–128
  - products, 77, 143
- Tobacco advertising, 152
  - effects of, 17
  - research, 73–79
- Top Cat, 13
- Total consumption model (TCM), 31
- Traditional concept of gambling, 109
- Trained coders, 43
- Training programmes, 121
- Triggering consumer behaviour, 82
- True gambling, 40
- Twitter, 60, 127
  
- Underage gamblers, research with, 37
- United Kingdom (UK), 21
  - advertising codes, 145–146
  - broadcasting and telecommunications regulator, 47
  - Gambling Commission, 7, 9, 11
- US National Research Council, 12
- Usability test, 131
  
- Victoria Derbyshire Show, 55
- Visibility of gambling advertising, 154–155
  
- Wagering, 10
- Weak Ban, 76–77, 78
- World Wide Web, 18
  
- Young gamblers, 113
- Young gambling, 10–11
- Young people
  - about gambling advertisements, 93–94
  - at special risk, 99–101
- Young problem gamblers, 29
- Youth gambling, 29–30
  - prevalence of, 22–23
  - problem, 120
- YouthBet.net, 131