

CENTRE for GAMBLING RESEARCH at UBC

Slots, sports, and streams – New directions in gambling research

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New Horizons in Safer Gambling Conference
29 October 2024



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Department of Psychology

Disclosures

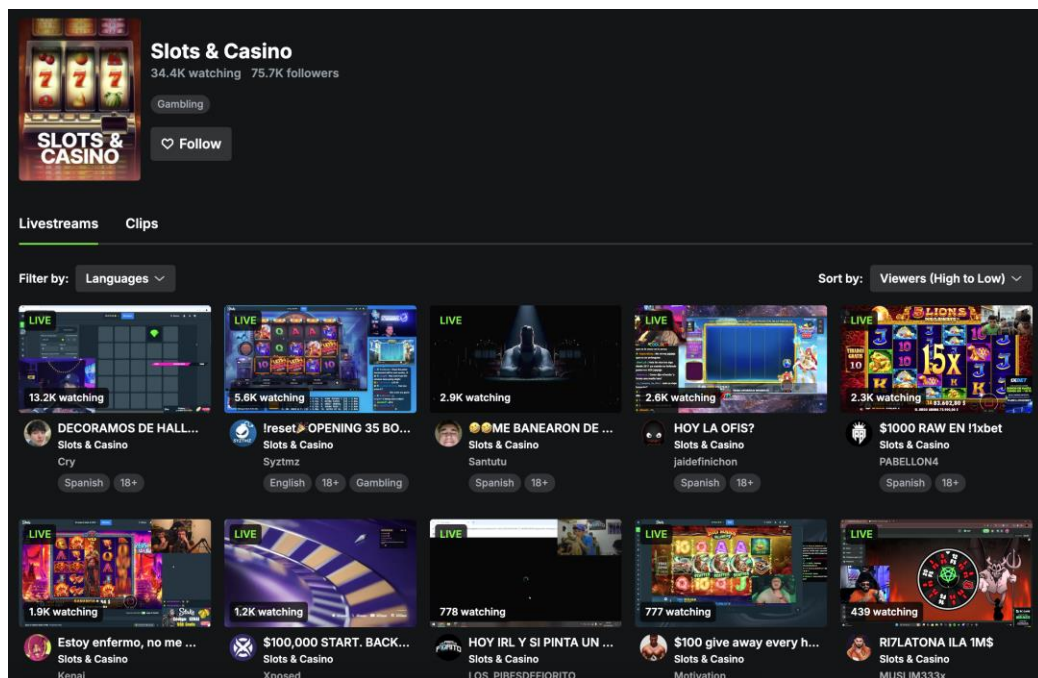
The Centre for Gambling Research at UBC is supported by the Province of BC government and the British Columbia Lottery Corporation, a Canadian Crown Corporation. The BCLC and Province of BC government had no role in the design or conduct of the research, and impose no constraints on publishing.

Dr Clark holds a Discovery Award from the Natural Sciences and Engineering Research Council of Canada (NSERC). He has received travel reimbursements from Scientific Affairs (Germany) and International Center for Responsible Gaming (US), and consulting fees from Gambling Research Exchange Ontario (Canada), GambleAware (UK), Gambling Research Australia, and International Center for Responsible Gaming (US).

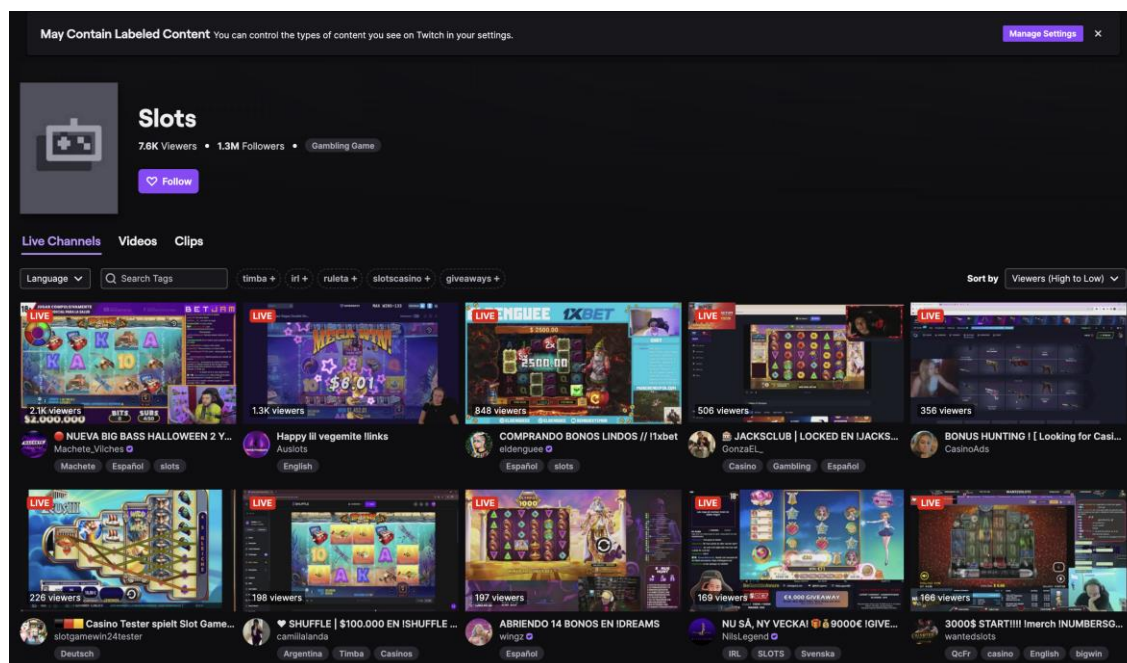
Claudia Fu holds the Canada Graduate Scholarships – Master’s program (CGS M) from the Social Sciences and Humanities Research Council (SSHRC).

What is a gambling stream?

Free online broadcast where gamblers share their gameplay



Spectate gambling content for entertainment, without the prospect of winning money



Gambling Streams

Responsible gambling message

Gameplay: slots, poker, video games, esports

Streamer's external community

Streamer's simulated gambling site

Viewers' chat



Streamer's live cam

Youth Exposure and Age Gating

BeGambleAware.org 

BOTTOM LINE, DON'T GAMBLE, BUT IF YOU'RE STUPID, THEN,

18+ | Gamble Responsibly | BeGambleAware

Follow these steps to stay on track, and be above the age of 18 when gambling!

Don't think of gambling as a way to make money.
Only gamble with money you can afford to lose.
Set a money limit in advance.
Set a time limit in advance.
Never chase your losses.
Don't gamble when you're depressed or upset.
Take frequent breaks.
Don't drink or use drugs when gambling.
Visit BeGambleAware for more information and professional help.

Intended for certain audiences 

May contain: Mature-rated game

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Just one second...

Checkadoscasin's content is intended for certain audiences

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- Minimal age-gating of gambling content on streaming platforms
- Gambling streamers may serve as role models to youths
- Youths are more susceptible to social influences
- Earlier age of gambling initiation is associated with more serious harms

Research Question

The effect of watching gambling streams on young adults who do not gamble



Study Results

Watching Gambling Streams

Positive Gambling Attitudes

Watching Gambling Streams

Gambling Intentions

Watching Slot Machine Streams

Intentions to Play Online Slots

Watching ESports Streams

Intentions to Bet on ESports

Take Home Messages

- Young people are increasingly exposed to gambling content, such as gambling streams
- Complex example of where emerging forms/gamblification meet gambling marketing & advertising
- Evidence for associations between gambling stream consumption and future gambling intentions
- More research is needed better understand the potential long-term effects of gambling stream consumption

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