

# Is There a Relationship Between Sports Gambling And Fandom?

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# History

- First known record of gambling dates back to 2300 B.C. (Ohio for Responsible Gambling, 2023)
- Evolved from wagering food to millions of dollars (Ohio for Responsible Gambling, 2023)
- First casino created in Italy around 1600 (Ohio for Responsible Gambling, 2023)

# Implementation

- 36 out of 50 States have legalized sports betting (Yakowicz, 2023)
- Odds and the spread
- Profit margin of 4.5% for casinos compared to 13-19% for traditional games (Eggl, 2022)
- Expected to give states such as Michigan \$6-10 million on tax revenue (Eggl, 2022)

# Global Impact

- 19 countries have implemented legal sports betting (Legal Sports Betting, 2022)
- Most bettors are young males that are students (Hing et al., 2016; Polat & Yildiz, 2021)
- All around the world, people experience the same negative effects from betting

# Negative Impacts

- Gambling: the activity or practice of playing at a game of chance for money or other stakes
- Sportsbooks' will make it appear like the bettor is in favor when in reality, they have a higher chance of losing
- Advertising has played a big part in why gambling is so popular
- High potential to be an addictive behavior
- Can be passed down genetically

# Gender Differences

- Both males and females gamble but is more common in males
- Can be attributed to cultural, societal, and psychological cultures
- Males tend to make larger bets
- “While it’s difficult to find specific data on media coverage of women’s sports from a gambling and fantasy sport perspective, you can easily see a gap by browsing the offerings of industry leaders. For example, it seems that there are no mainstream sites hosting season-long WNBA fantasy leagues” (Cohen & Darvin, 2020).

# Impact in America

- In 2018, the Supreme Court struck down the federal law that prohibited sports betting in America (Brown, 2022)
- Both professional and collegiate teams have experienced benefits due to betting enhancing fan engagement (Wann et al., 2015)
- Technology has advanced to make sports betting accessible and convenient for fans (Rodriguez & Salao, 2022)

# Future of Sports Gambling

- Research found that younger people are more likely to bet (Lind et, al. 2022)
- Live betting
- Growth of esports



# Participants

- 5,000 Indiana residents who bet through FanDuel
- Selected at random
- Hoping for a mix of no risk, some risk, many risks, and problem gamblers
- Minimum age will be 21 due to the law

# Procedure

- Questionnaire
- Questions will focus on:
  - Betting habits
  - Level of fandom prior to betting and after betting
  - Are they more engaged in a game when they have placed a wager on it?

# Ethics

- The participants were informed about the survey before they started and completed it. If they consent to taking the survey, they gave their signature at the end. The information contained what the survey was about and ensured their confidentiality.

# Conclusion

- Sports betting will only continue to evolve
- It is important to take the necessary precautions to avoid addiction if you choose to begin betting
- If the study was to be conducted, expectations for results include:
  - Only 30% participation (roughly 1,500 participants)
  - Participation in viewership of events in which a bet has been placed on with a handful of problem gamblers who recklessly place bets
  - Intensified engagement or fandom in events when a bet is placed
  - Likely many young, college aged males

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