

Passive to Active? Examining the Relationship between Watching Gambling Streams and Gambling Intentions in Non-Gamblers

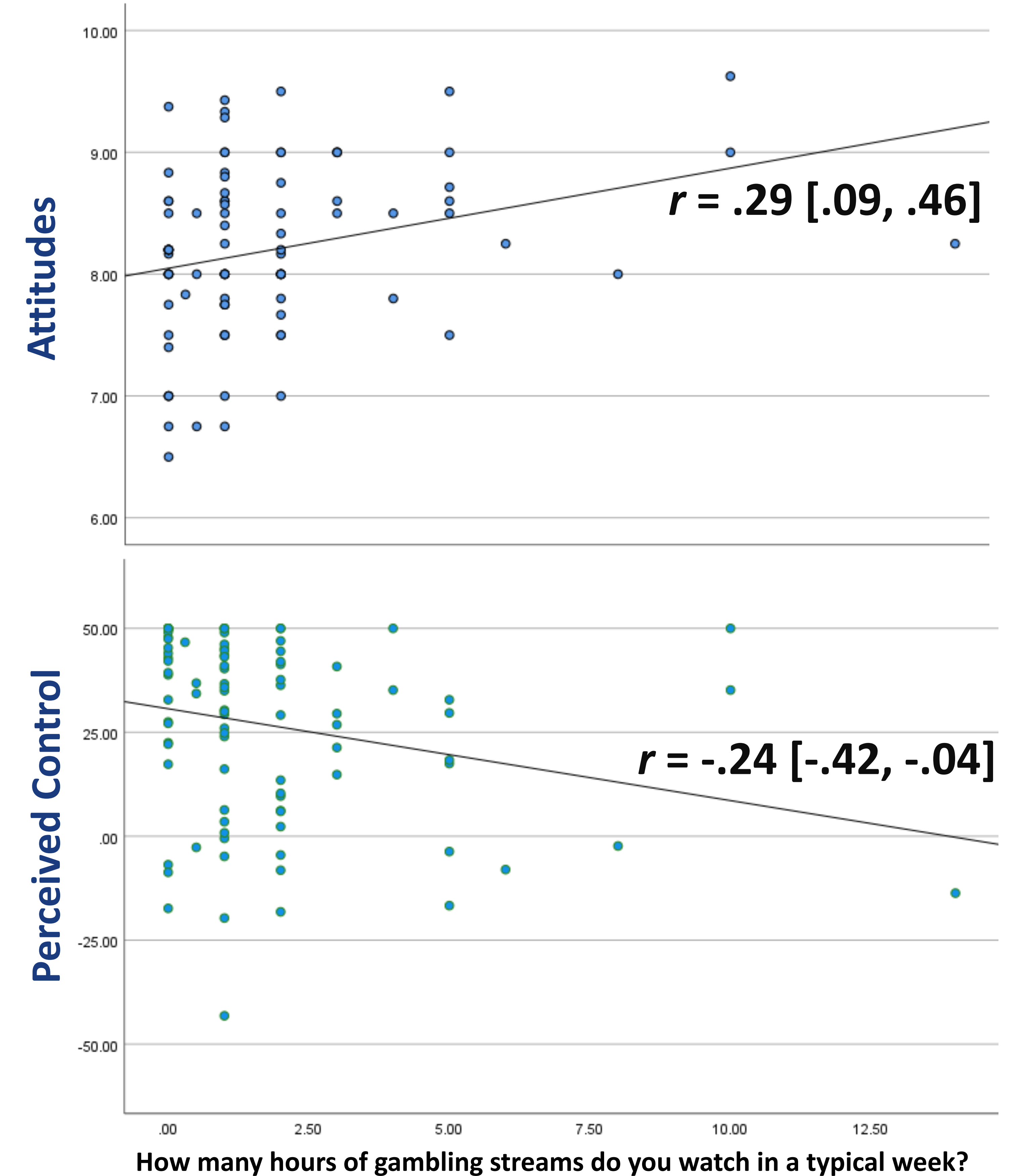
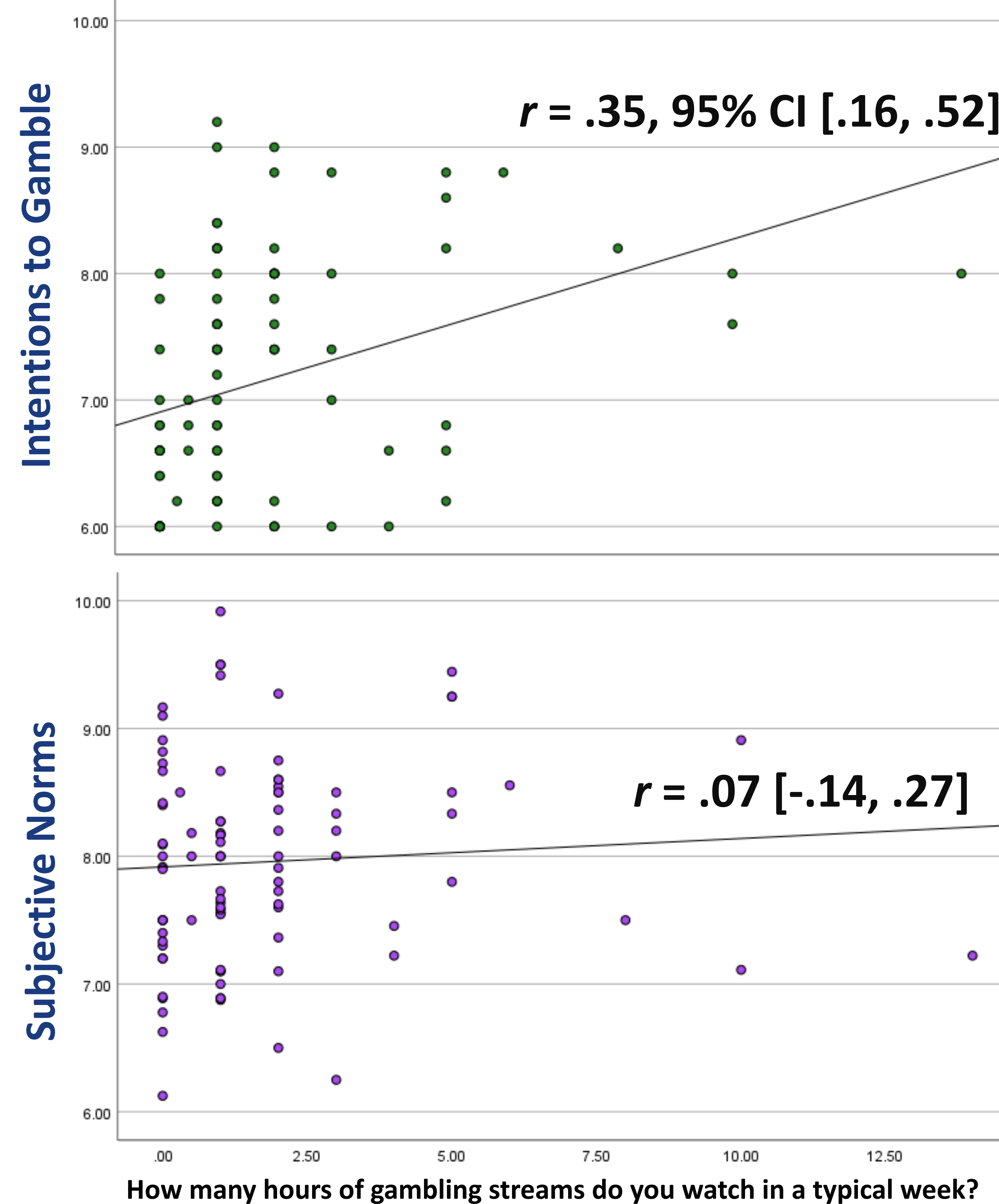
Claudia Fu, Raymond Wu, and Luke Clark

Centre for Gambling Research, Department of Psychology, University of British Columbia

CENTRE for GAMBLING RESEARCH at UBC

- **Gambling streams** have proliferated in popularity in recent years, especially in the gambling community.
- However, upon analyzing open data,¹ it is clear that **non-gamblers** also watch gambling streams, raising concerns about whether watching can lead to gambling.
- According to **theory of planned behaviour**,² four psychological components, which are bi-directionally related to each other,³ may determine gambling.⁴

Correlations Between Watching Gambling and Intentions, Attitudes, Subjective Norms, and Perceived Control



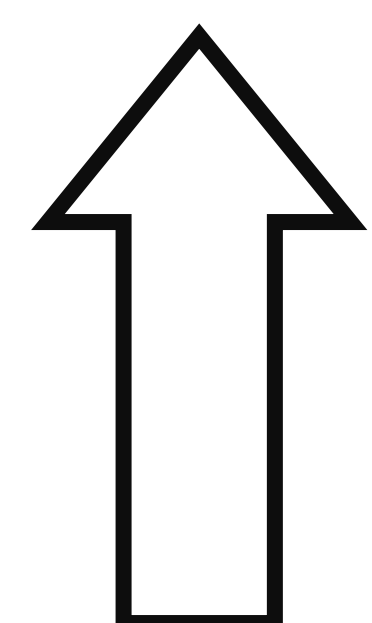
1) Intentions	Conscious decision or plan to engage a particular behaviour
2) Attitudes	Evaluation or feeling towards a particular behaviour
3) Subjective Norms	Perception of social pressures to engage or avoid a particular behaviour
4) Perceived Control	Belief in one's ability to perform a particular behaviour

The present research examines whether watching gambling correlates with:

- 1) Intentions to gamble
- 2) Attitudes towards gambling
- 3) Subjective norms for gambling
- 4) Perceived control over gambling

Participants

94 Gambling viewers with no past-year gambling
 77% Men, 22% 18-24 years old, 78% White/Caucasian



3000 Participants were prescreened on Prolific

Measures

Intentions to gamble⁵:
 e.g., plan to purchase a lottery ticket (Strongly Disagree/Agree, 5-point Likert)

Attitudes towards gambling⁶:
 e.g., gambling is good for society (Strongly Disagree/Agree, 5-point Likert)

Subjective norms for gambling⁵:
 e.g., most of my friends approve of gambling (Strongly Disagree/Agree, 5-point Likert)

Perceived control over gambling⁴:
 being able to stop gambling once I start will be... (e.g., easy to difficult slider)

Discussion

- Among non-gamblers, watching gambling streams was significantly correlated with intentions to gamble and positive attitudes towards gambling.
- We wonder if watching gambling may encourage non-gamblers to gamble by influencing the psychological determinants of behaviour proposed in theory of planned behavior.^{2,4}
- This still remains unclear and requires longitudinal work,⁷ but we provide evidence that watching gambling streams is related to some psychological determinants of gambling at least cross-sectionally

References

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