

# Tip or Bet?: Cheering Behaviours of Gambling-Stream Viewers on Twitch.tv

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## INTRODUCTION + AIM

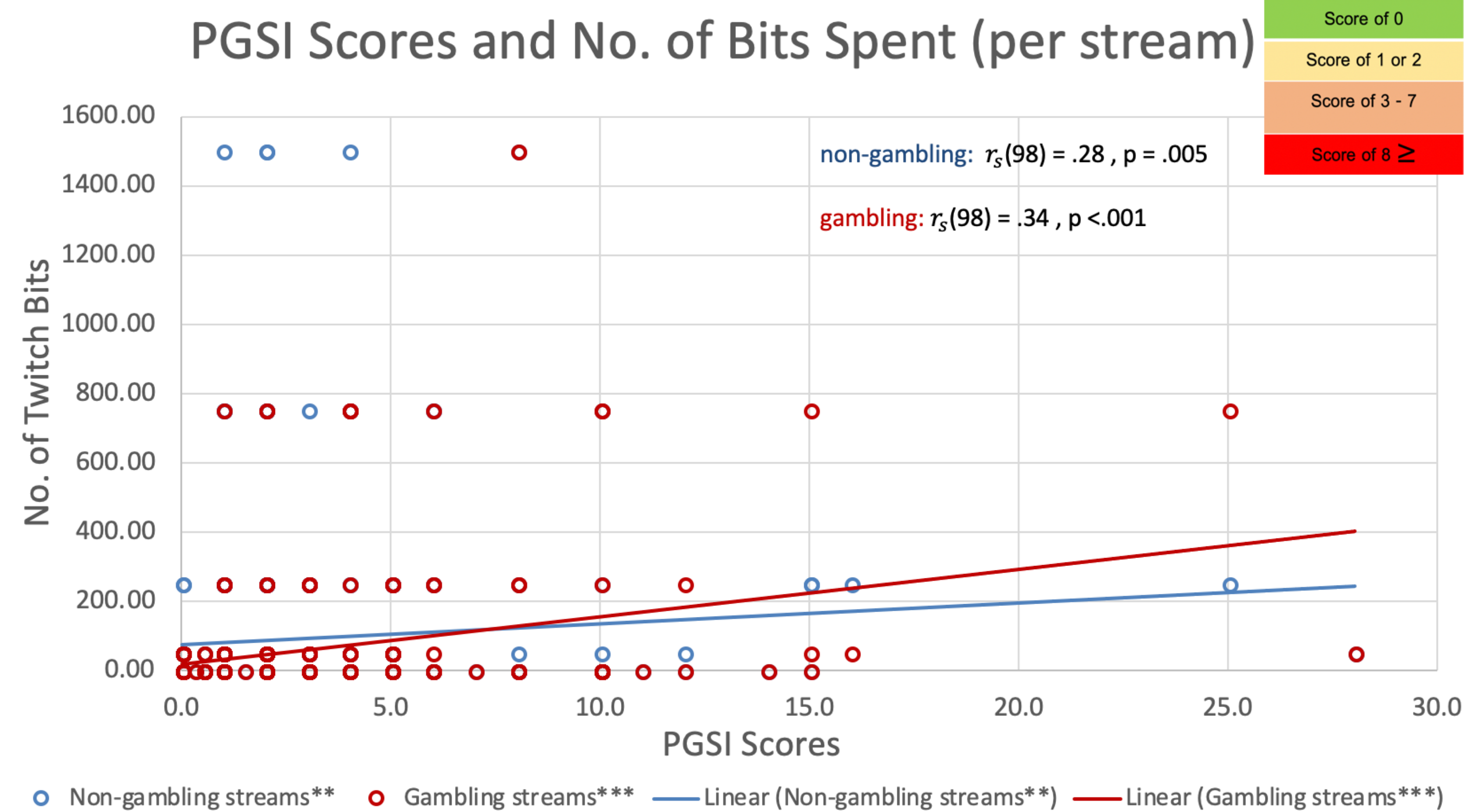
1. Problem gambling & gambling streams viewership are connected (Zendle, 2020).
2. Aspects of Twitch fit in legal and academic definitions of gambling (Abarbanel & Johnson, 2020).
3. **Bits**: Twitch's virtual currency. **Cheer**: giving Bits to a content creator on Twitch ('streamer') through a command in the Twitch live-stream ('stream') chat.

**STUDY AIM:** investigate cheering engagement differences in gambling-stream viewers

## METHOD

1. Survey on Prolific ( $N = 300$ ;  $n = 100$  cheerers). All Ps are viewers of gambling streams.
  - a. Survey: cheering frequency, bits spent, motivations and domains, & PGSI scores
  - b. Motivations: adapted from the Gambling Motives Questionnaires (Stewart & Zack, 2018) and Lee, Yen, et al. (2019)

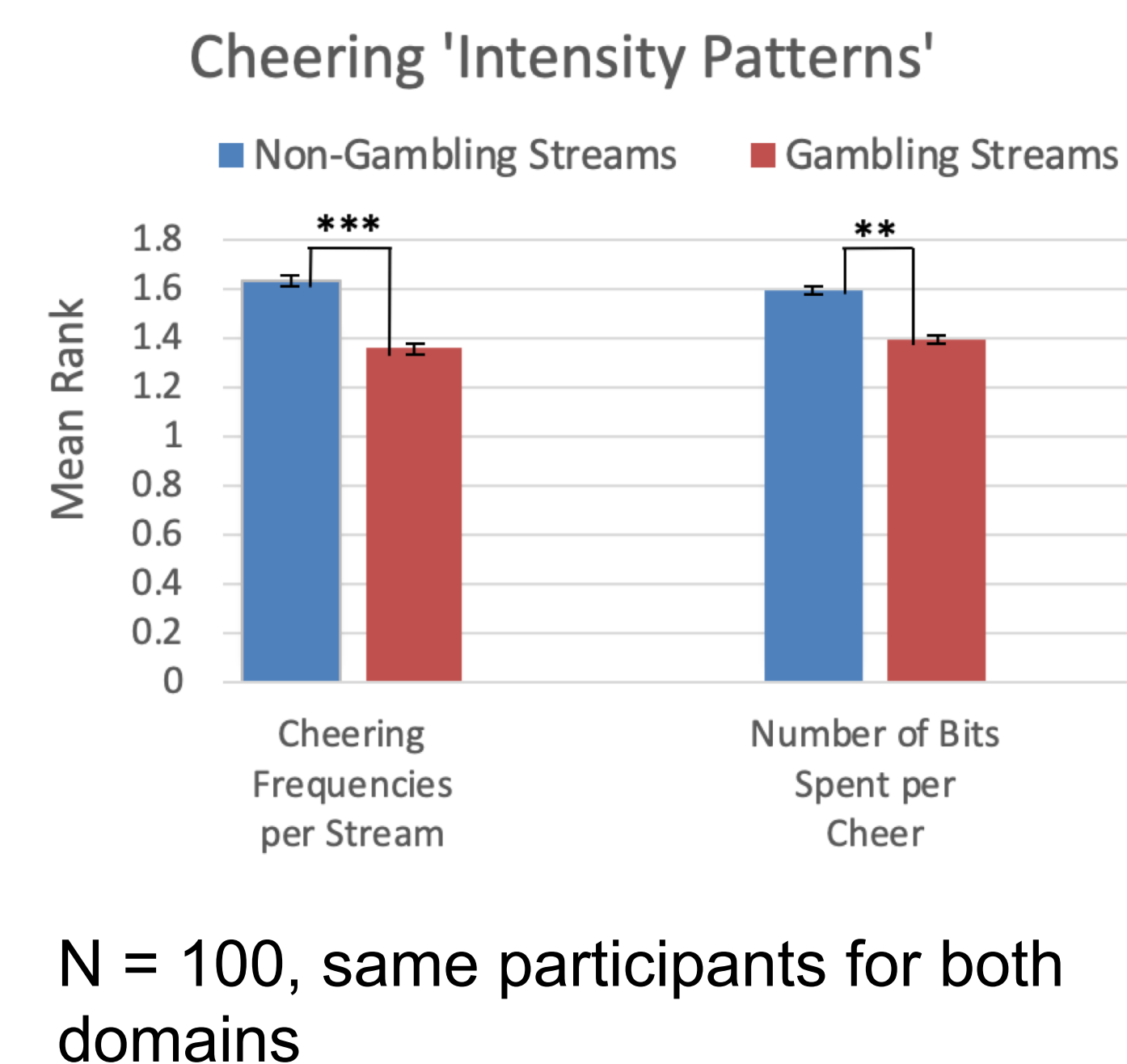
## Graphs



\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

## DATA ANALYSIS

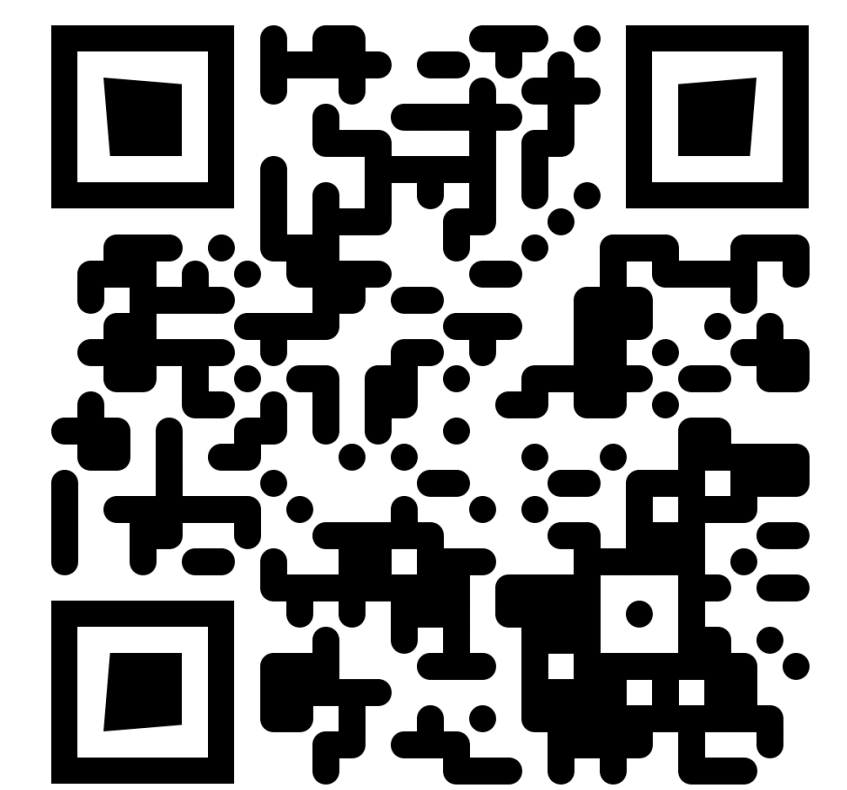
1. (+) between gambling-stream viewership and:
  - A. cheering frequency in gambling streams\*\*\*.
  - B. bits spent in gambling streams\*\*\***and** non-gambling streams\*\*
2. Top motivations for cheering on:
  - A. **Non-gambling streams**: help grow the streamer's channel.
  - B. **Gambling streams**: to receive a positive reaction from viewers.



## CONCLUSION

1. Results support that increased problem gambling severity (PGSI scores) relate to more intense spending in cheers.
2. Findings provide preliminary evidence that the cheer function may be used as a gambling mechanism in cheerers of gambling streams.

## REFERENCES



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