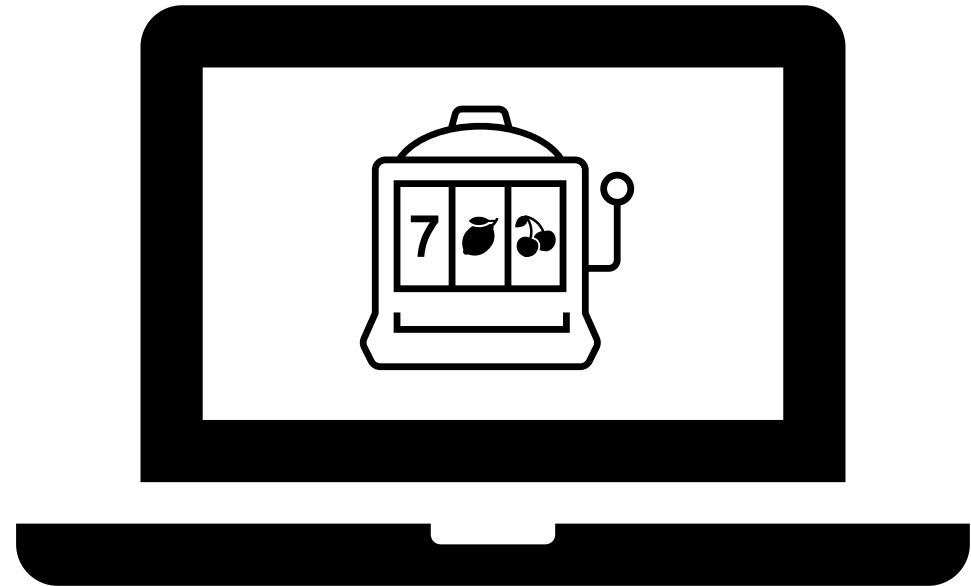


Watching Gambling on Streaming Platforms

Raymond Wu

Twitter: @rayrwu



Primer

Viewers watch live (or recorded) broadcasts of the streamer gambling

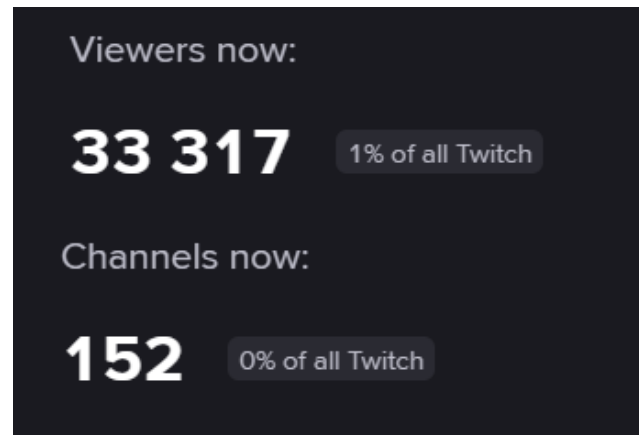


Primer

Viewers watch live (or recorded) broadcasts of the streamer gambling



Gambling is popular on streaming platforms (e.g., YouTube, Twitch)

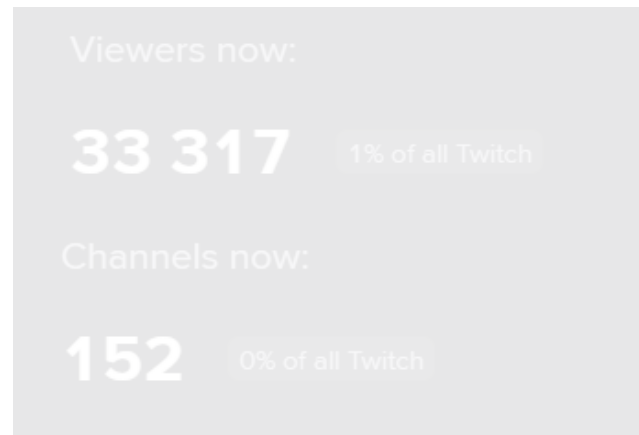


Primer

Viewers watch live (or recorded) broadcasts of the streamer gambling



Gambling is popular on streaming platforms (e.g., YouTube, Twitch)



Non-pecuniary and no direct prizes but still nonetheless enjoyable

"It's a lesser hit but you are still getting something"

"Watching them... gives you the butterfly or nervous feeling"

"Ultimately it always lend me to gamble again"

Mainstream Media Spotlight, Research Neglect

Gambling streams have received tons of attention in popular press



<https://www.bbc.com/news/technology-62982509>

<https://www.cnn.com/2022/09/21/tech/twitch-gambling-crackdown/index.html>

<https://www.wsj.com/articles/twitch-to-ban-users-from-streaming-unlicensed-gambling-content-11663784847>

<https://www.nytimes.com/2022/09/21/technology/twitch-reduce-payments-streamers.html>

<https://nationalpost.com/pmn/news-pmn/gambling-live-streams-on-twitch-what-are-they-and-why-do-they-matter>

Zendle (2020), PeerJ

Mainstream Media Spotlight, Research Neglect

Gambling streams have received tons of attention in popular press

But to date, only one empirical study has examined gambling streams

Gambling-like video game practice	Relationship with problem gambling (Spearman's rho)
Any form of gambling-like video game practice	0.23 ^{***}
Esports betting	0.21 ^{***}
Loot box spending	0.14 ^{***}
Social casino spending	0.21 ^{***}
Real-money video gaming	0.15 ^{***}
Token wagering	0.12 ^{***}
Watching loot box openings online (live)	0.14 ^{***}
Watching loot box openings online (pre-recorded)	0.13 ^{***}
Watching gambling online (live)	0.20 ^{***}
Watching gambling online (pre-recorded)	0.17 ^{***}

<https://www.bbc.com/news/technology-62982509>

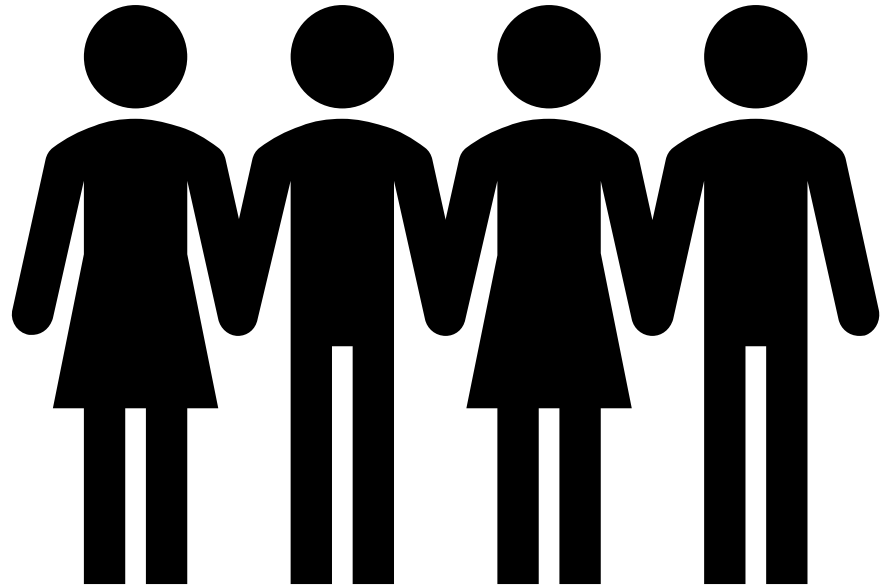
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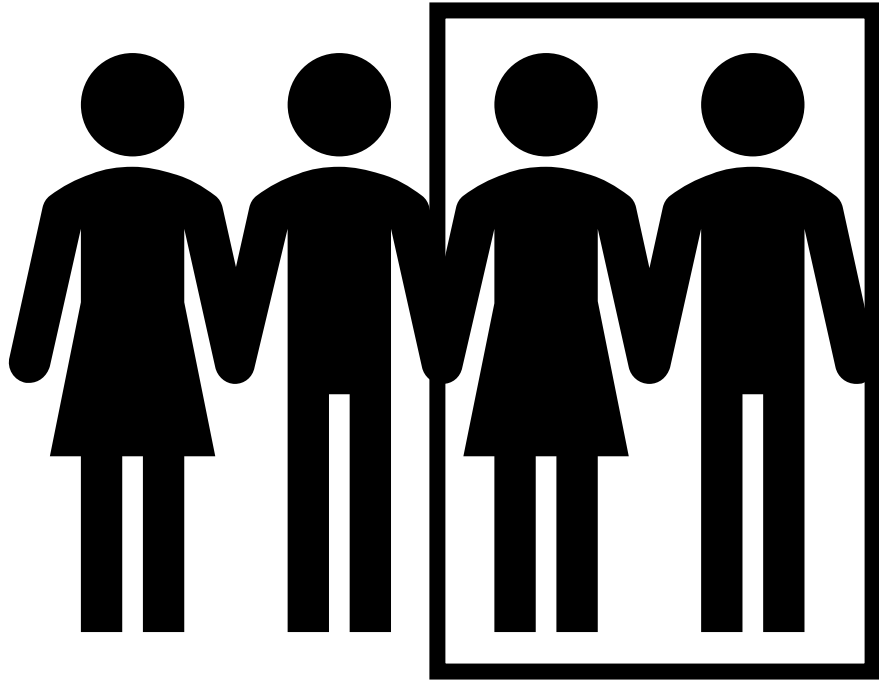
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<https://nationalpost.com/pmn/news-pmn/gambling-live-streams-on-twitch-what-are-they-and-why-do-they-matter>

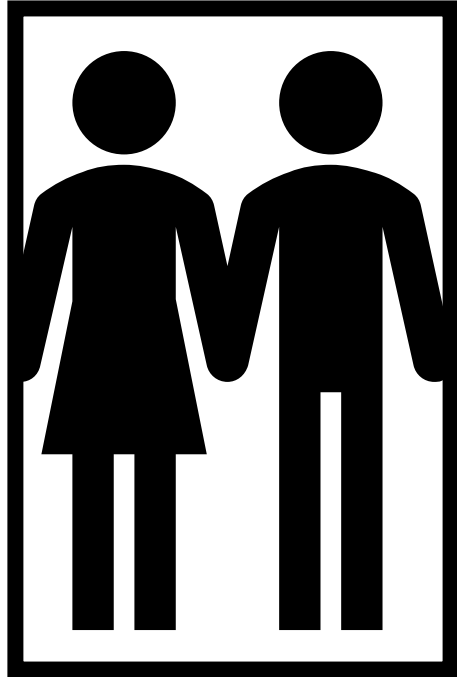
Zendle (2020), *PeerJ*



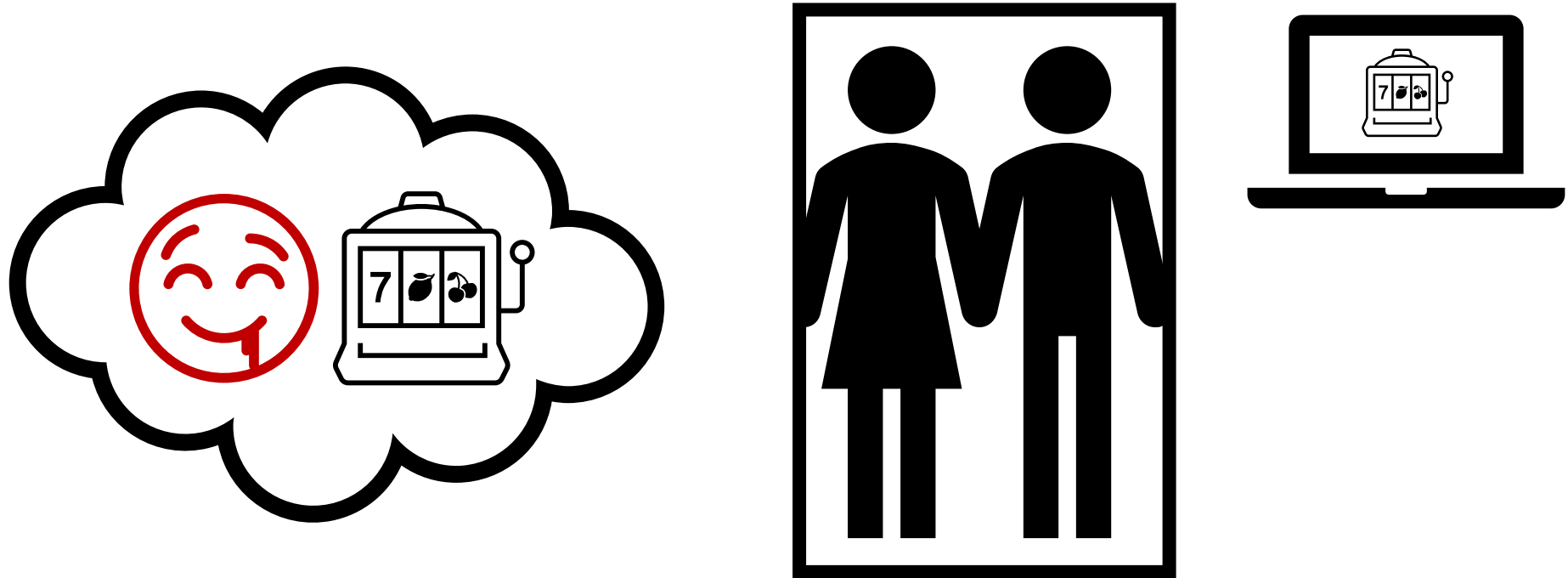
Who Watches Gambling Streams?



People May Watch Gambling to **Regulate** Cravings



People May Watch Gambling to **Regulate** Cravings



But Watching Can Nonetheless **Evoke** Cravings

People May Watch Gambling to Regulate Cravings

1) What are the demographic and psychological characteristics of gambling viewers vs non-viewers?

2) Among viewers, is regulation motive and evoked craving related to problematic gambling?

But Watching Can Nonetheless **Evoke** Cravings

Datasets and Participants

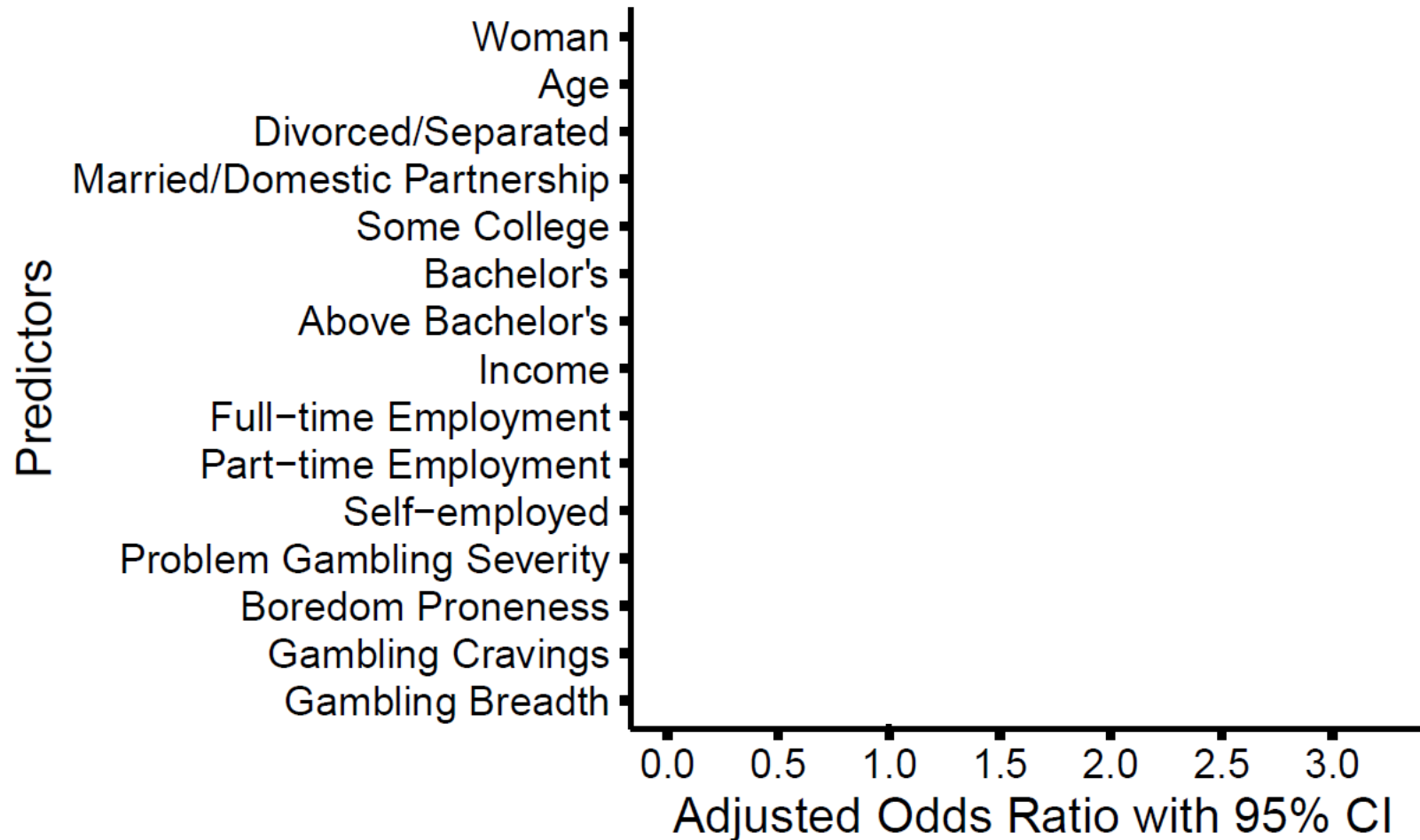
Data collected from Prolific in 2022.

Study 1: $n = 965$ gamblers (**221** gambling stream viewers).

Study 2: $n = **300**$ gambling stream viewers.

Across the United Kingdom, the United States of America, Canada, Australia, Ireland, and New Zealand.

Predicting Gambling Stream Viewership



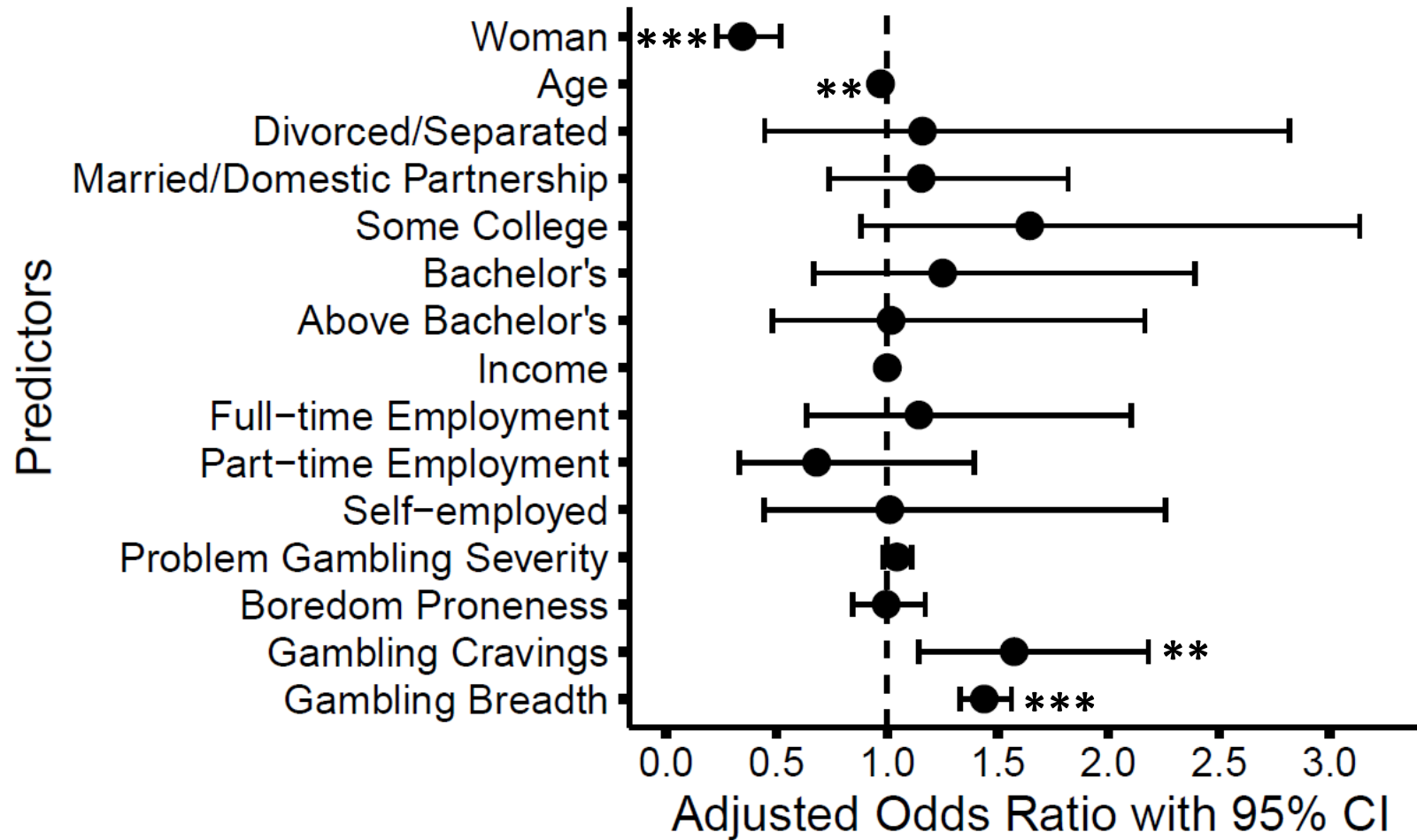
Reference groups: Men, Single, High School, Unemployed. Error bars: 95% CI.

Predicting Gambling Stream Viewership

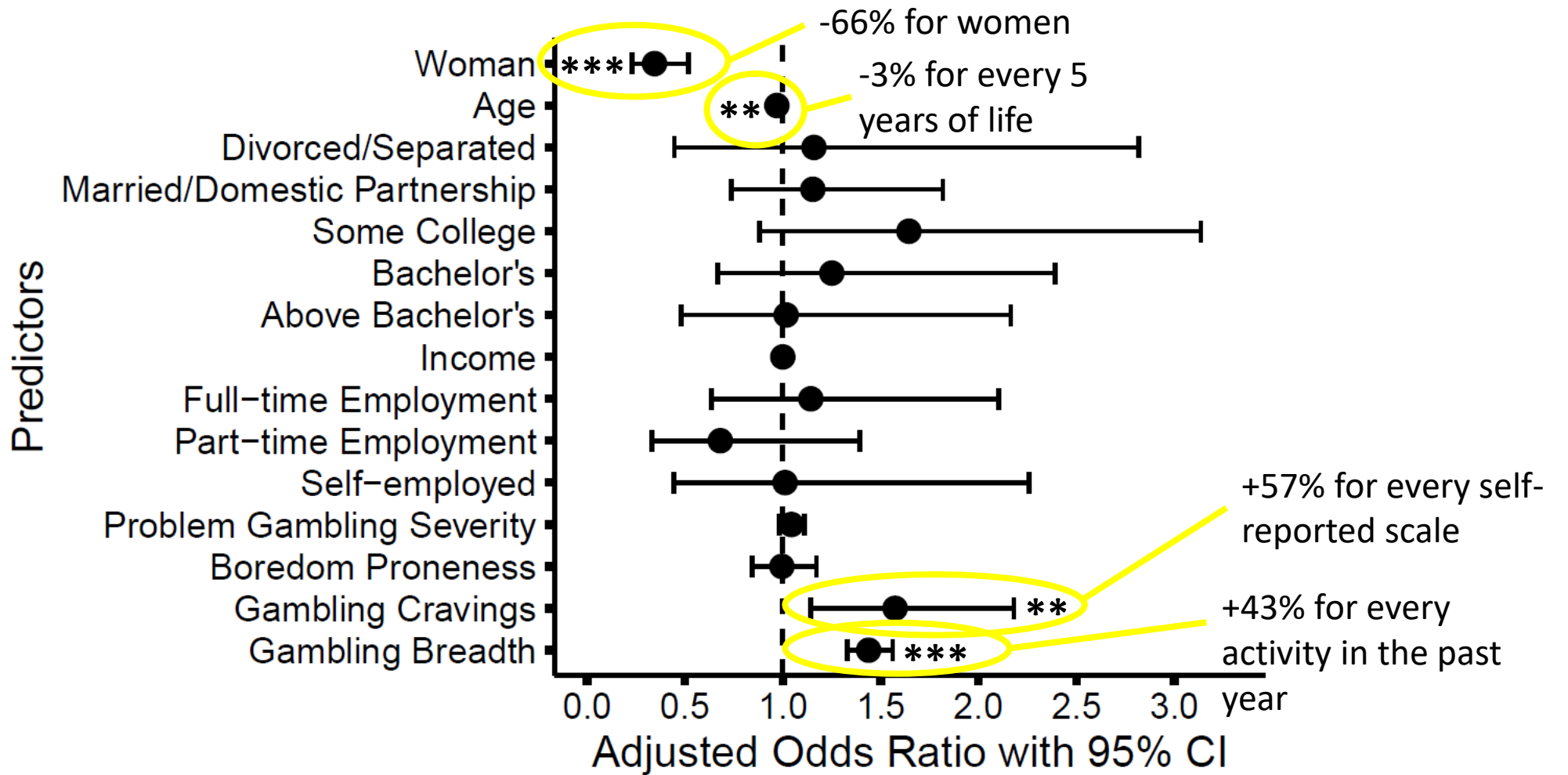


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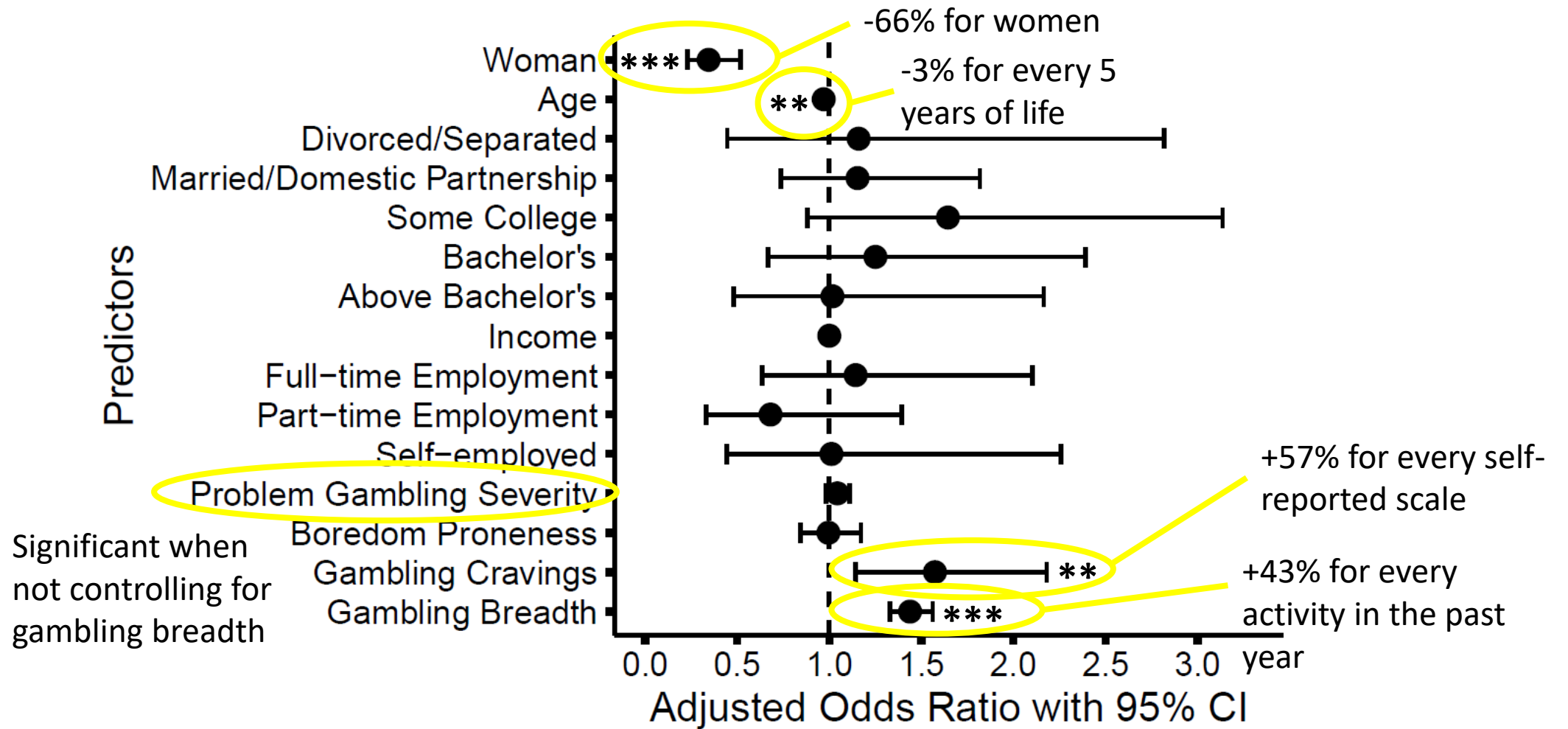


Predicting Gambling Stream Viewership

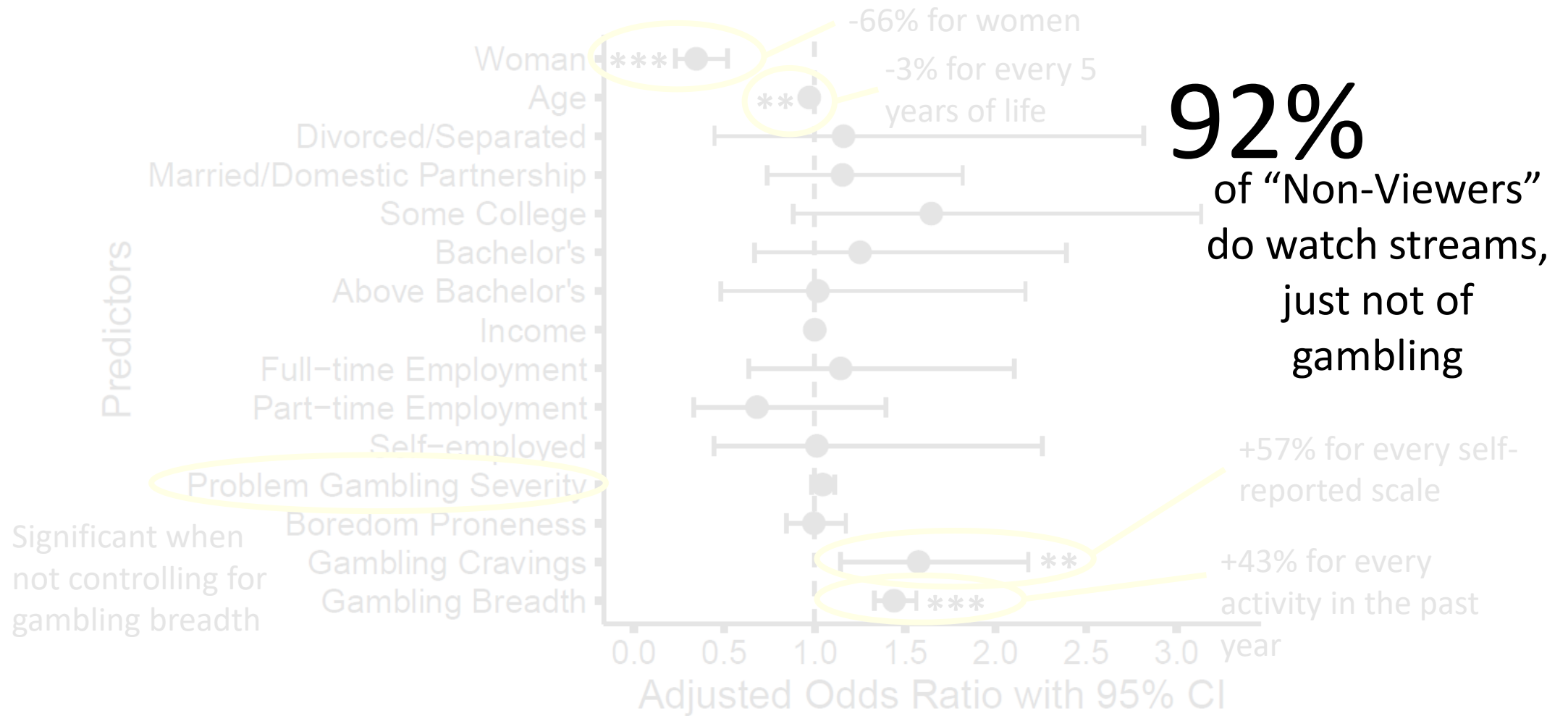


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Predicting Gambling Stream Viewership

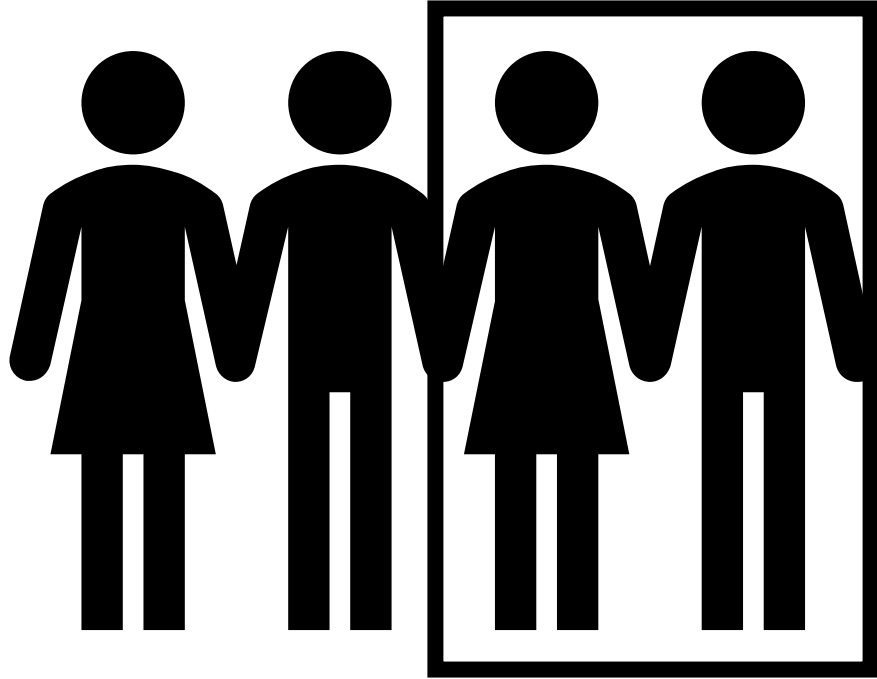


Predicting Gambling Stream Viewership



Demystifying Gambling Stream Viewers

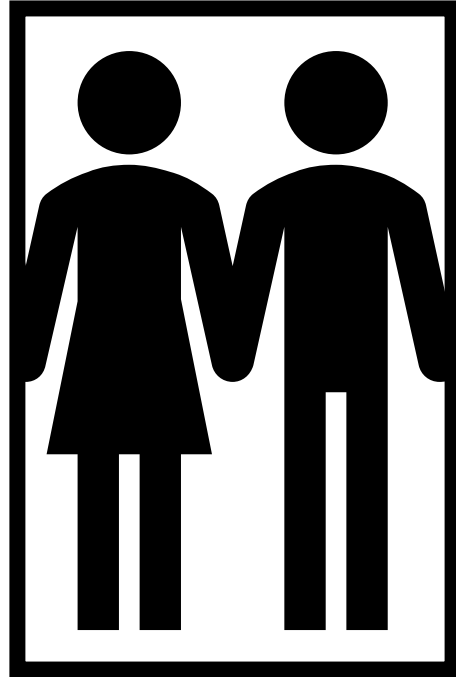
to the extent of our measures.



Gambling viewers tend to be young men who engage in numerous other gambling (and related) activities

Viewers do not tend to have higher gambling problems after controlling for engagement in gambling activities

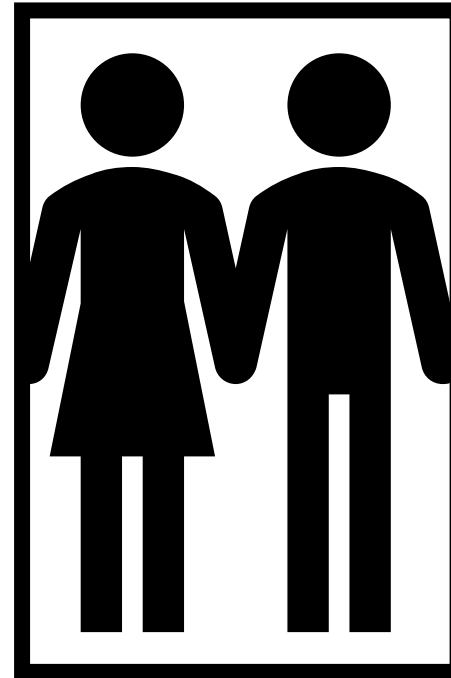
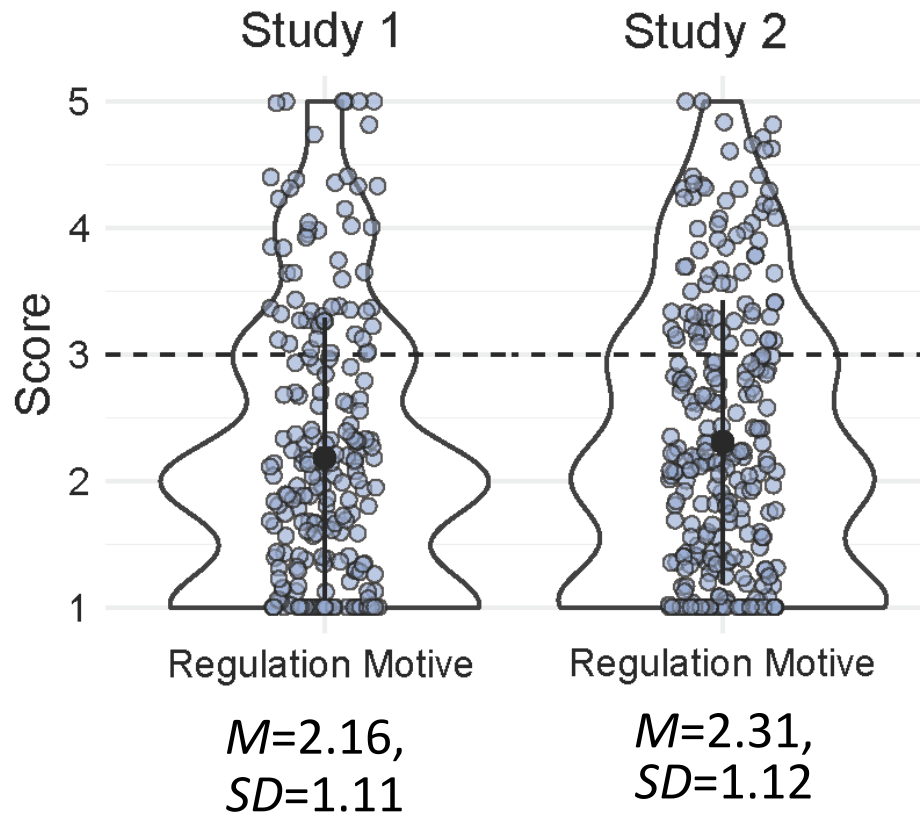
Regulation Motive



“I purposely watch gambling online to reduce my desire to gamble”

“I intentionally watch gambling streams to help myself cope with my cravings to gamble”

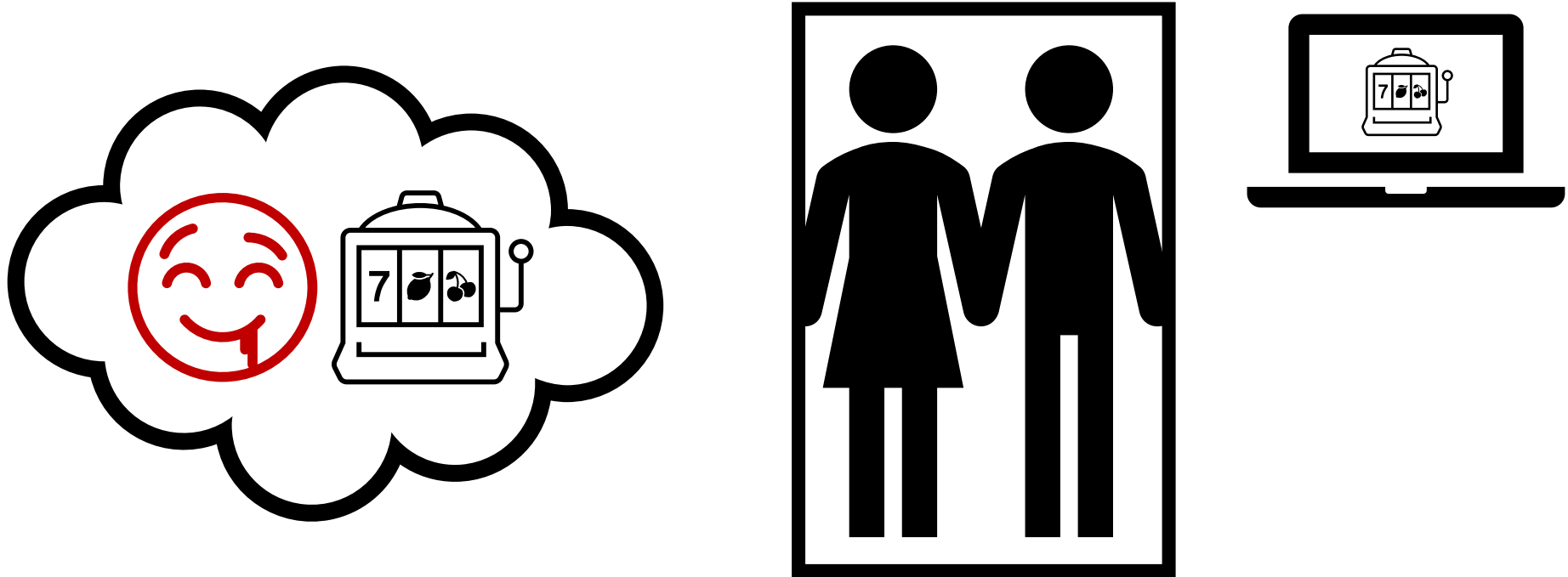
Regulation Motive: Like Other Gambling Motives



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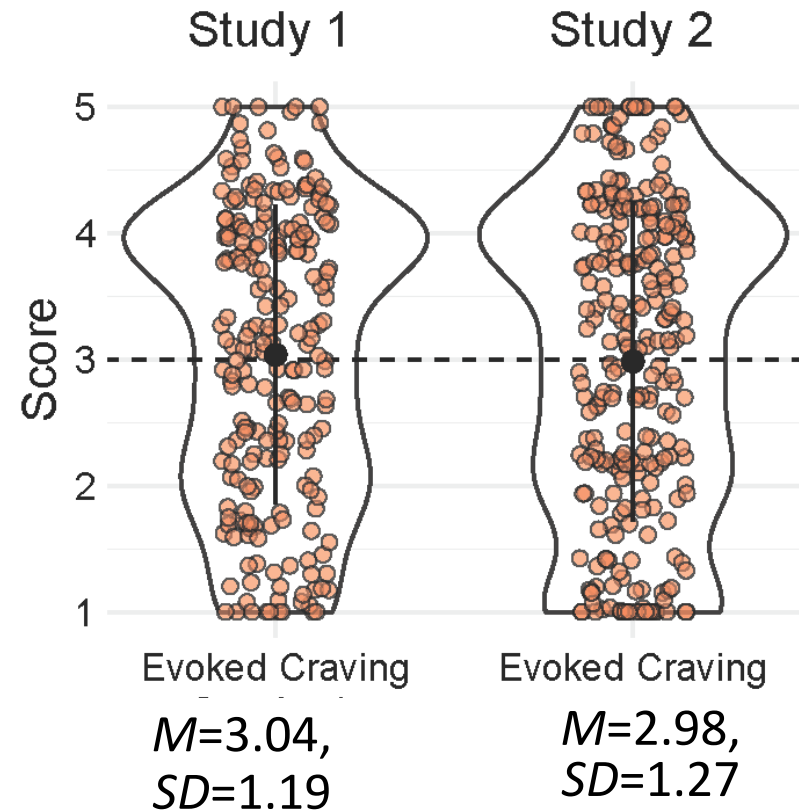
Evoked Craving



“When I watch gambling online, it seems to increase my urge to gamble for real money”

“Watching gambling online seems to trigger my desire to gamble”

Evoked Craving: Neutral Reports (on average)

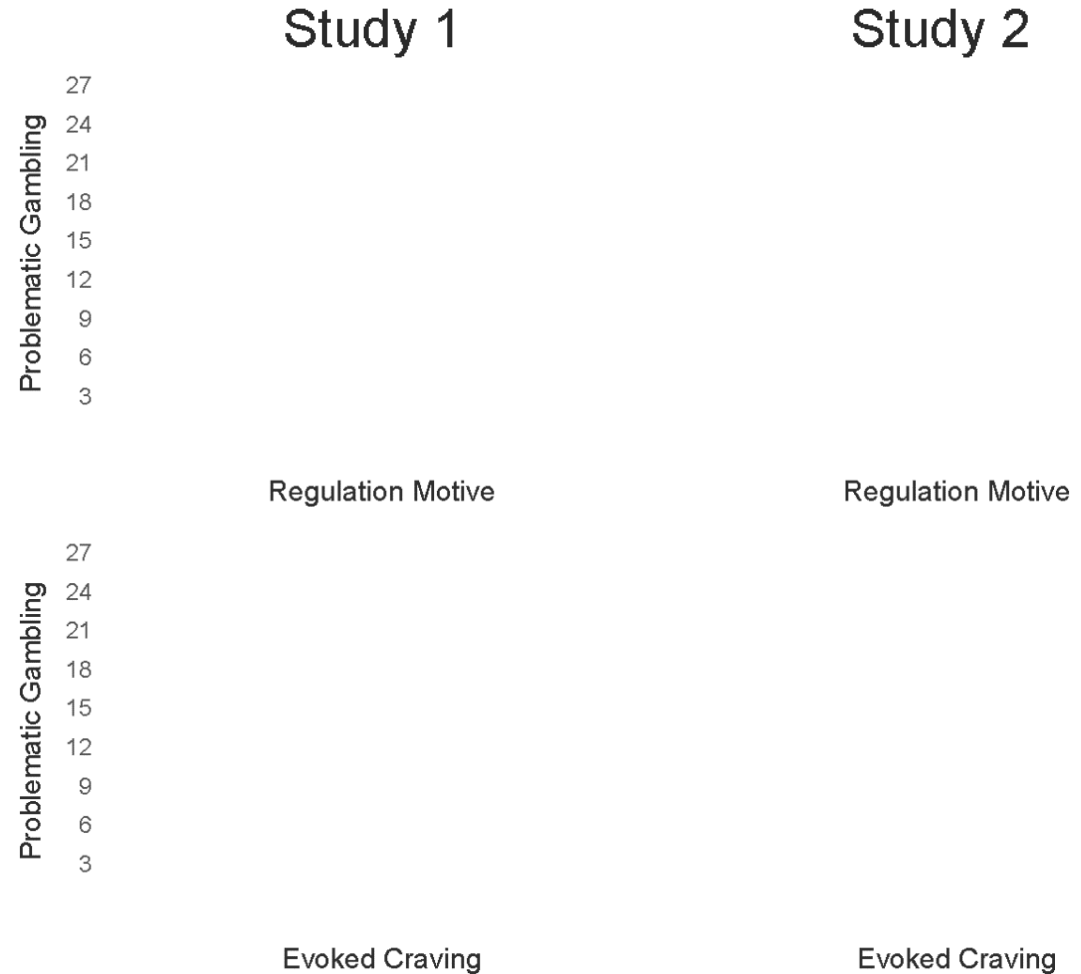


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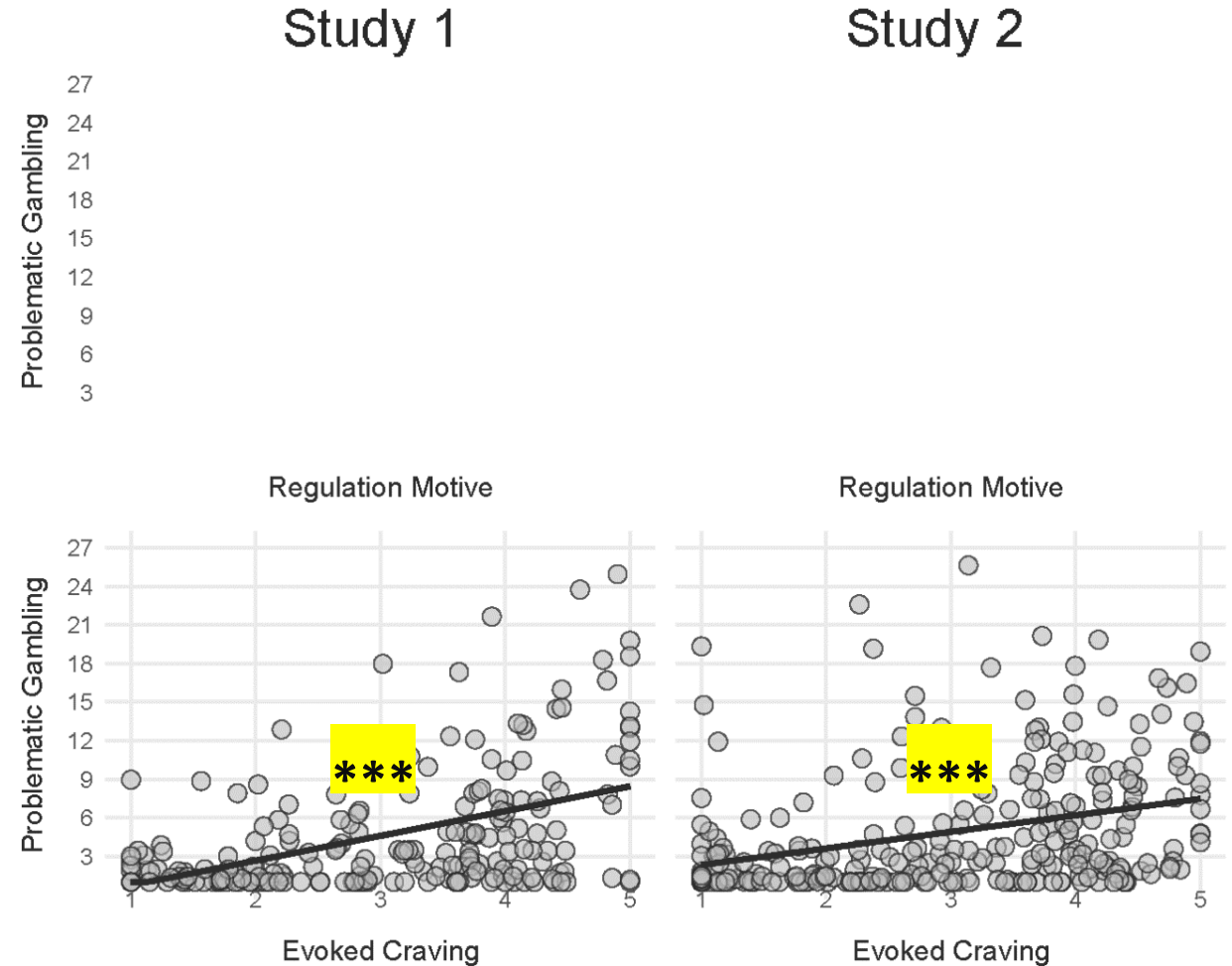
Is Regulation Motive and Evoked Craving Linked to Problematic Gambling?

We expected that **evoked craving**, but not **regulation motive** would be correlated with problematic gambling



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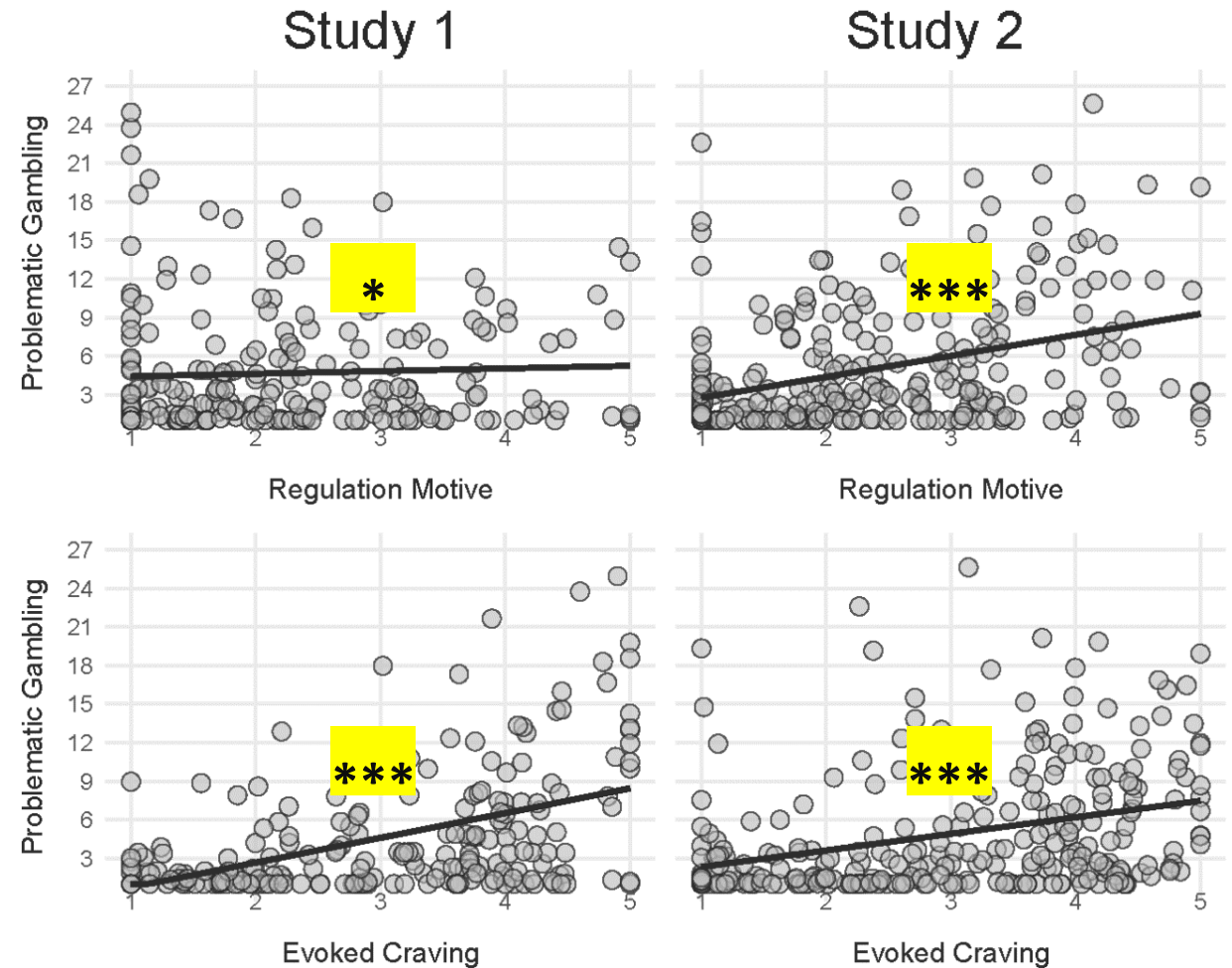
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Is Regulation Motive and Evoked Craving Linked to Problematic Gambling?

We expected that **evoked craving**, but not **regulation motive** would be correlated with problematic gambling

Results showed that **evoked craving** and **regulation motive** were both correlated with problematic gambling



Is Regulation Motive and Evoked Craving
Linked to Each Other?

Is Regulation Motive and Evoked Craving Linked to Each Other?

In the context of watching tasty food content online: ***“Sometimes when I don’t have access to food... I watch it and feel a little better”***

Vicarious satiation effect:

Under certain conditions, when people observe other’s goal satiation (e.g., gambling), they will experience the same goal satiation.

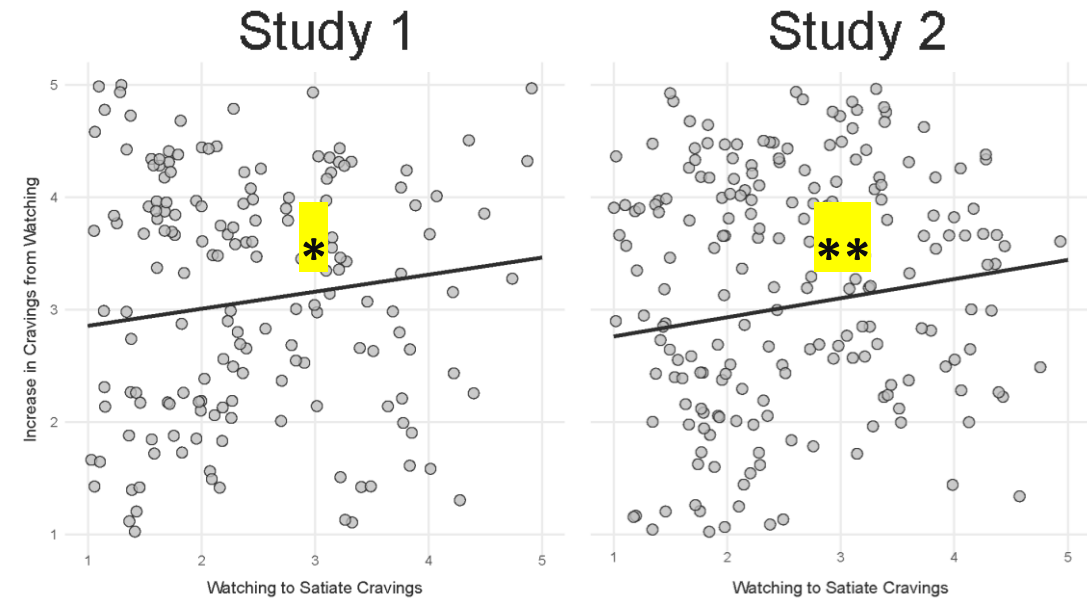
Thus, people who have a strong regulation motive should report lower evoked craving...

Is Regulation Motive and Evoked Craving Linked to Each Other?

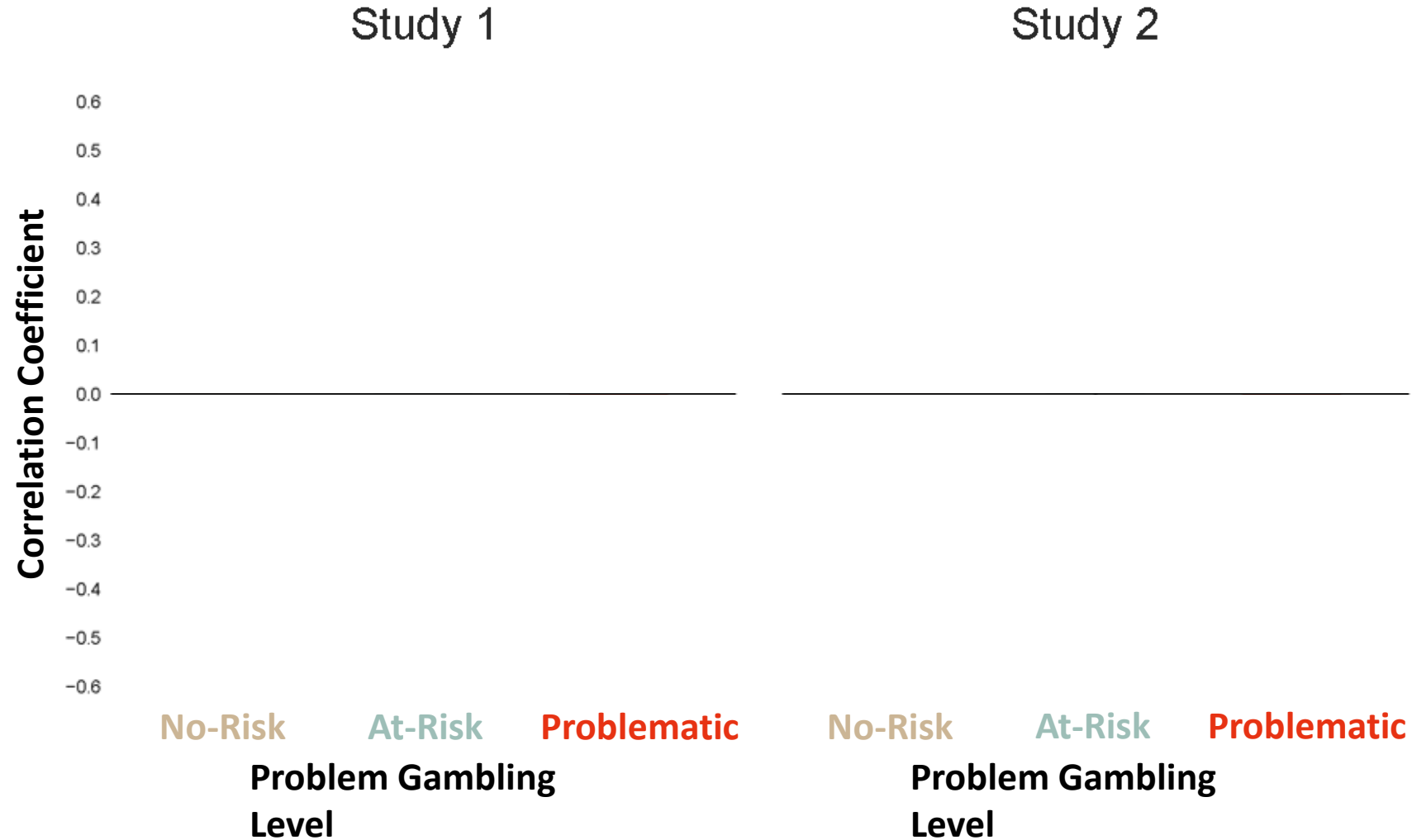
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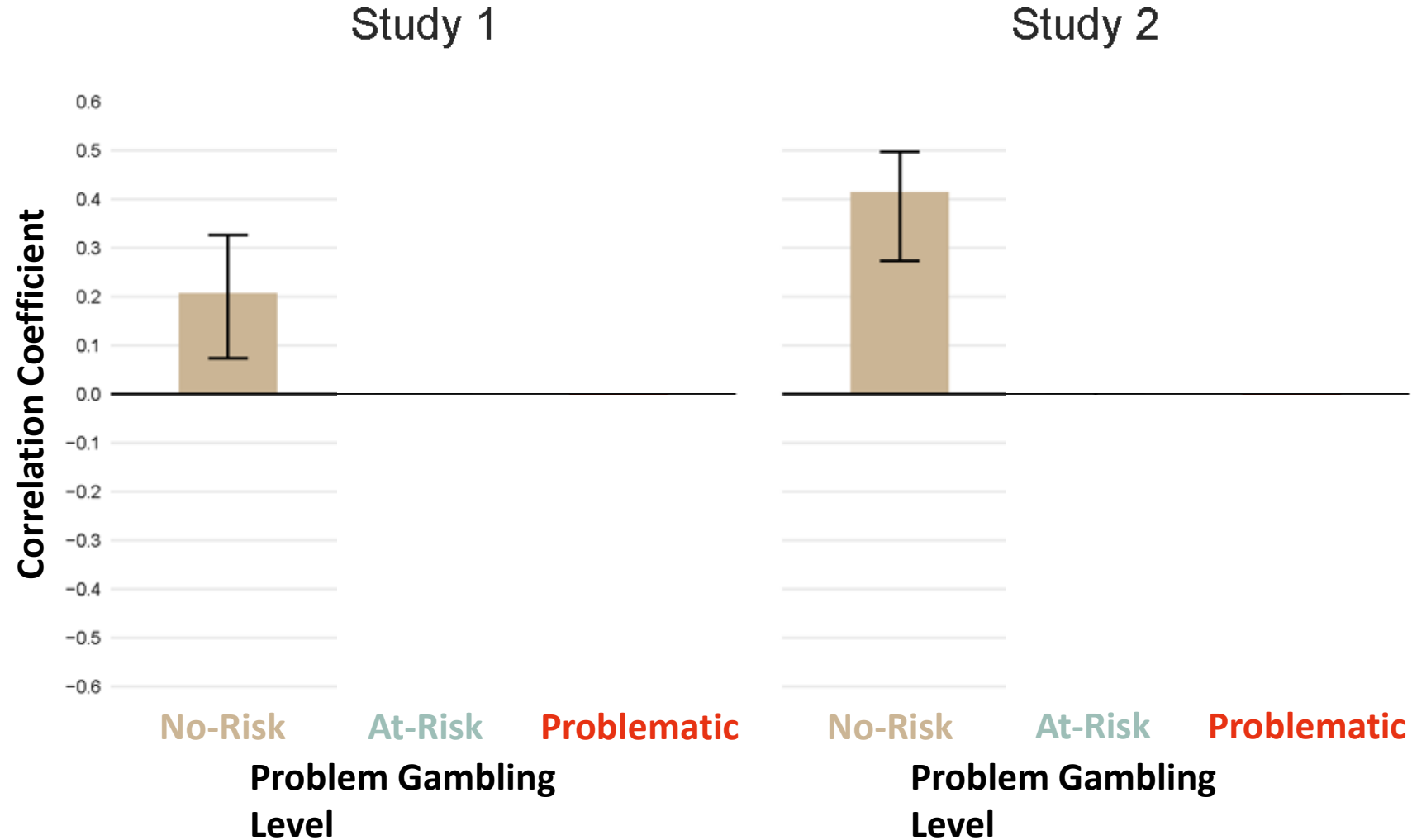
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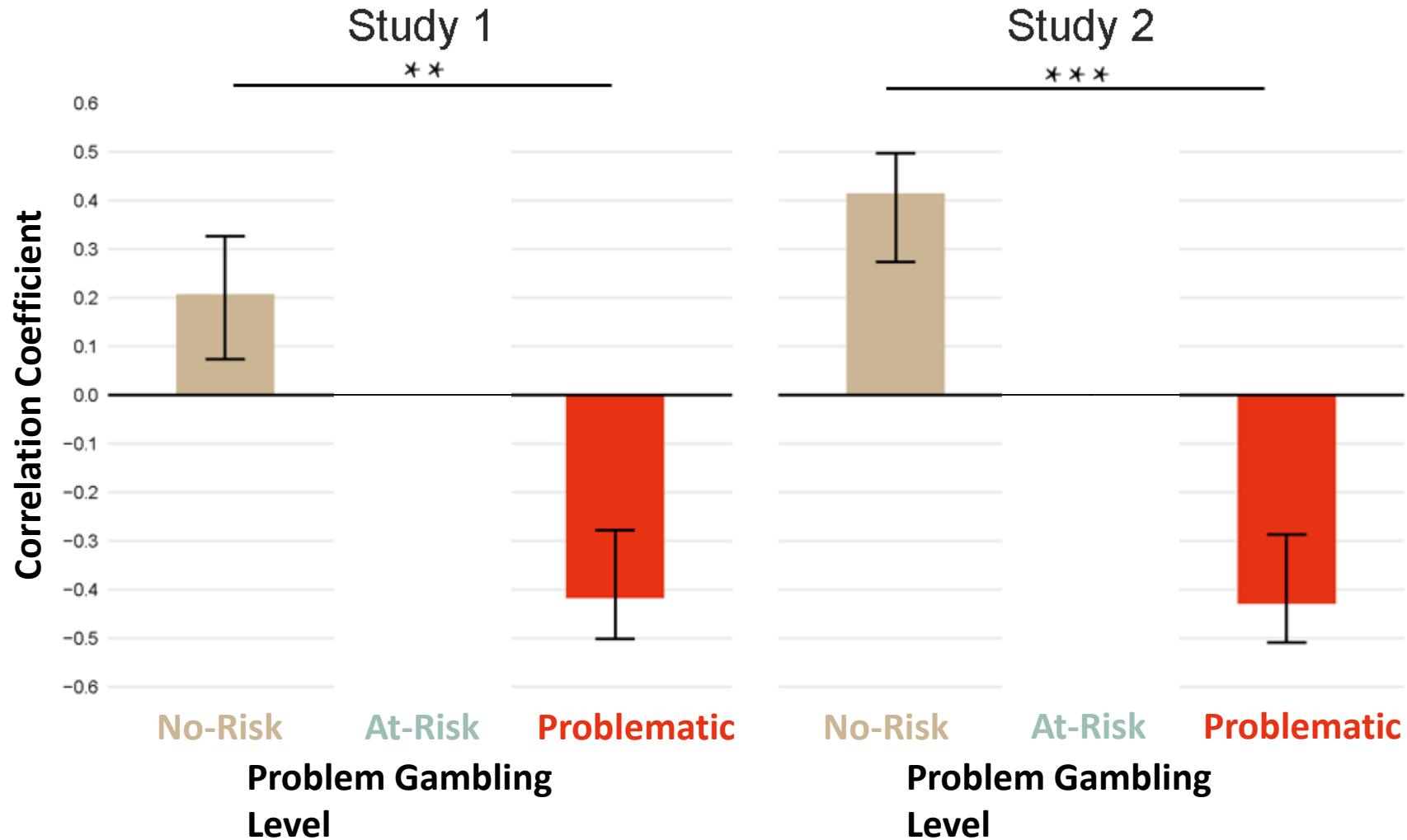
Link Between Regulation Motive and Evoked Craving Depends on Problem Gambling Level



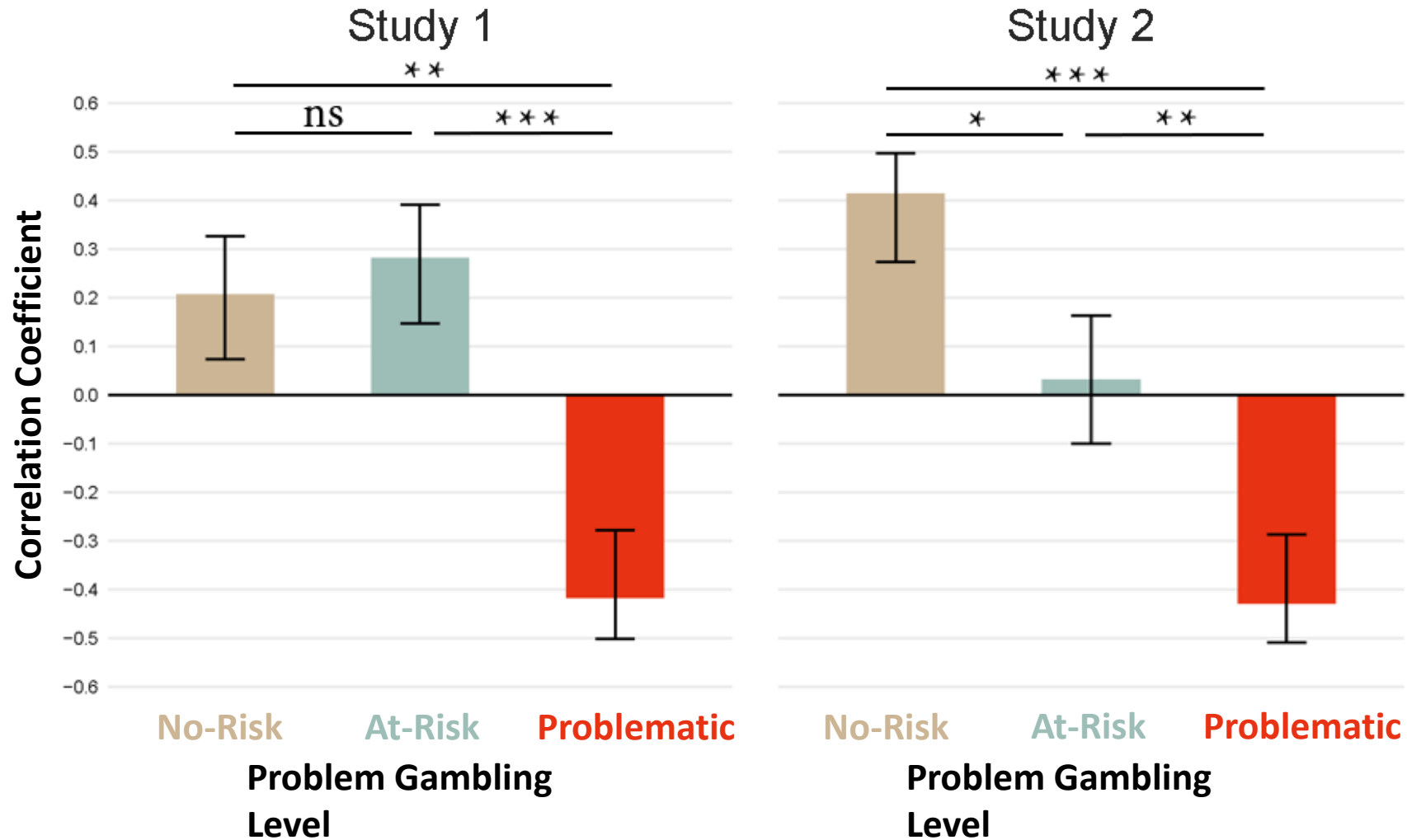
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Link Between Regulation Motive and Evoked Craving Depends on Problem Gambling Level



Discussion 1/3: Gambling Viewers Tend to be Young Men who Engage in Numerous Gambling Activities

Resembles those who engage in emerging gambling activities

This subgroup is more vulnerable to problematic gambling

Elucidating impact of gambling stream exposure on youth

Discussion 2/3: Many People Experience Cravings from Watching Gambling (Though Some Use it to Regulate)

Regulation motive and evoked craving are both linked to problematic gambling

It remains unclear whether regulation motive can alleviate gambling problems in the long-run

Discussion 3/3: Interpreting the Link Between Regulation Motive and Evoked Craving Across Problem Gambling

Gambling streams may act as vicarious satiation for problem gamblers

But may be due to high baseline cravings or cognitive dissonance

Problem gamblers perceive gambling streams as adaptive

Conclusion

Thank you...

Watching Gambling on Streaming Platforms

Raymond Wu

Twitter: @rayrwu

