



ADDIS ABABAUNIVERSITY

COLLEGE OF EDUCATION AND BEHAVIOURAL STUDIES OF
PSYCHOLOGY

EXPLORING THE PSYCHOSOCIAL IMPACTS OF
BEHAVIORAL ADDICTION: A STUDY ON FOOTBALL
BETTING IN ADDIS ABABA

BY

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OCTOBER, 2024
ADDIS ABABA, ETHIOPIA

Exploring the Psychosocial Impacts of Behavioral Addiction: A Study
on Football Betting in Addis Ababa

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A THESIS SUBMITTED TO THE DEPARTMENT OF COLLEGE OF
EDUCATION AND BEHAVIOURAL STUDIES OF
PSYCHOLOGY PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE AWARD OF MASTER OF ARTS (MA) DEGREE IN SOCIAL
PSYCHOLOGY

OCTOBER, 2024
ADDIS ABABA, ETHIOPIA

ADDIS ABABA UNIVERSITY
POST GRADUATE STUDIES PROGRAM
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This is to certify that the thesis entitled "Exploring the Psychosocial Impacts of Behavioral Addiction: A Study on Football Betting in Addis Ababa" submitted in the partial fulfillment of the requirements for the degree of Master Social psychology, to the Post-graduate program of Addis Ababa University has been carried out by Eden Alebachew. Therefore, I recommend that the student has fulfilled the requirements and hence herby can submit the thesis to the department of College of education and behavioral studies of psychology

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DECLARATION

I, Eden Alebachew, have carried out a research paper on “Exploring the Psychosocial Impacts of Behavioral Addiction: A Study on Football Betting in Addis Ababa” independently in partial fulfillment of the requirement of the Master degree in Social psychology with the guidance and support of the research advisor, SEWALEM TSEGA (PhD). I also declared that this thesis is my original work and that all sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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ACKNOWLEDGEMENT

First of all I would like to give my glory and praise to the Almighty God for his invaluable care, support and all the things throughout my life. Next I would like to express my gratitude to my advisor SEWALEM TSEGA (PhD) for the useful comments, remarks, and engagement through the learning process of this study. Furthermore I would like to thank the participants in my survey, who have willingly shared their precious time during the process of filling questionnaire and interviewing

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Abstract

The purpose of this research is to examine the psychosocial impacts of football betting within Addis Ababa, focusing on its psychological, social, and economic effects. Behavioral addiction to football betting is an emerging concern, paralleling substance dependencies with significant implications for mental health, societal relations, and personal well-being. This study addresses a critical gap, investigating these impacts through a qualitative approach, employing in-depth interviews and surveys. Data was collected from 72 participants, with 69 valid responses, providing a significant understanding of how football betting influences individual and community dynamics. The analysis reveals profound psychological effects including addiction, anxiety, and mood disturbances, while social impacts manifest as strained relationships and increased isolation. Economically, bettors face instability, debt, and significant financial distress, impacting familial resources. Moreover, workplace productivity suffers due to gambling-related distractions. Key findings emphasize the urgent need for comprehensive interventions. Recommendations include implementing mental health programs focusing on cognitive-behavioral strategies, enhancing community support networks, developing financial literacy initiatives, and promoting workplace policies that address gambling's impact on productivity. Future research should explore the role of digital platforms in gambling behaviors and investigate culturally tailored strategies to address these challenges, encompassing diverse demographic and geographic contexts.

Key words: Football betting, psychosocial impacts, addiction, community engagement, financial education

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Behavioral addictions have emerged as a significant area of concern within today's global landscape, paralleling substance dependencies in their capacity to disrupt and profoundly impact individuals' lives (Grant et al., 2010; Kuss & Griffiths, 2012). Such addictions are not merely a matter of personal habit but have far-reaching implications for mental health, relationships, and societal structures (Sussman et al., 2011; Potenza, 2006). Among these behavioral addictions, gambling addiction stands out as particularly challenging due to its evolution and adaptability in modern times. Traditionally confined to physical venues like casinos and racetracks, gambling has now morphed into multifaceted activities accessible through digital means (Griffiths et al., 2006; Hing et al., 2015). Online platforms, in particular, have been shown to intensify problematic gambling behaviors due to their 24/7 availability, immersive interfaces, and targeted marketing strategies (Blaszczynski et al., 2016). This shift from traditional to contemporary forms has heightened the urgency of addressing gambling addiction, as these modern versions are seamlessly integrated into daily life, often masquerading as innocent entertainment (Gainsbury et al., 2012; King et al., 2010). Global prevalence studies indicate that gambling disorder affects approximately 1–3% of adults, with higher rates observed in regions with widespread access to online and mobile gambling platforms (Calado & Griffiths, 2016).

Recent scholarly research has further illuminated the global prevalence and socio-economic impacts of football betting. A systematic review and meta-analysis published in “The Lancet Public Health” estimates that approximately 80 million adults worldwide experience gambling disorders or problematic gambling behaviors, highlighting the extensive reach of gambling-related issues across diverse populations¹. The financial consequences of legalized sports gambling, asserts the legalization of sports betting has led to increased financial distress among

¹ Anderer S. Gambling Disorders Affect 80 Million Globally, Fueling Public Health Concerns. *JAMA*. 2024;332(23):1967. doi:10.1001/jama.2024.23617

consumers, including higher rates of debt and bankruptcy, setting the adverse economic effects associated with expanded access to sports betting platforms². Additionally, a systematic review focusing on sports betting behaviors worldwide has identified significant socio-economic implications, particularly among young adults. The study emphasizes that the pervasive nature of sports betting, facilitated by digital platforms, has led to increased gambling participation rates, with corresponding negative impacts on personal finances and social well-being³. □

In Africa, the popularity of football, the continent's most beloved sport, has seen betting activities become deeply ingrained in the culture (Adams & McCabe, 2021; Deans et al., 2017). The rapid growth of sports betting in African cities highlights the urgency of addressing its social and psychological ramifications (Dowling et al., 2015; Langham et al., 2016). Addis Ababa, the vibrant capital of Ethiopia, stands as a microcosm of this broader trend, where the allure of football betting has captivated many, particularly the youth (Maskovskaya, 2020; Tesfaye, 2017). The local context presents unique challenges, as economic conditions, unemployment, and cultural dynamics interplay, exacerbating the risks associated with gambling (Abbot et al., 2013; Ofori, 2018).

This study aims to delve into the psychosocial impacts of football betting in Addis Ababa, exploring its effects on individuals and the community. Based on this examination of behavioral addiction within this specific locale, the research seeks to shed light on the complex relationship between economic aspiration, social influence, and personal well-being. The theoretical justification for this research lies in understanding the socio-cultural dimensions of gambling addiction, while the practical justification emphasizes the urgent need to address the growing trend of football betting and its consequences. Through this investigation, the study endeavors to contribute to a greater understanding of behavioral addiction, offering insights that could inform policy-making, intervention strategies, and public awareness initiatives both locally and globally

² Hollenbeck, Brett and Larsen, Poet and Proserpio, Davide, *The Financial Consequences of Legalized Sports Gambling* (July 23, 2024). Available at SSRN: <https://ssrn.com/abstract=4903302>

³ Etuk, R., Xu, T., Abarbanel, B., Potenza, M. N., & Kraus, S. W. (2022). Sports betting around the world: A systematic review. *Journal of Behavioral Addictions*, 11(3), 689-715.

1.1. Statement of the Problem

Behavioral addiction, particularly manifested through football betting, has surfaced as a major issue within Addis Ababa, Ethiopia, mirroring global concerns related to gambling addiction's exponential rise (Griffiths, 2015). Despite its escalating presence and the serious implications it poses, there exists a considerable void in comprehensively assessing its psychosocial effects on individuals and the wider community. This study aims to thoroughly explore these impacts, providing vital insights to shape effective interventions and policy measures .

The surge in football betting within Addis Ababa is notably driven by the prevalent access to mobile technology and internet connectivity, coupled with the sport's immense popularity . An abundance of betting shops and online platforms have emerged, extending the reach of betting activities to a wide demographic, including the youth and more susceptible populations. While the enticement of swift financial gains, the thrill of the sport, and the social interactions involved enhance its appeal, the trend simultaneously introduces numerous underexplored psychosocial challenges.

From a psychological perspective, the ramifications of football betting are profound and varied. Persistent betting can foster an addiction characterized by an uncontrollable compulsion to gamble and a continual preoccupation with betting activities. Such addiction often leads to increased stress and anxiety, predominantly due to financial losses accompanied by feelings of guilt and shame (Shead et al., 2008). These emotional disruptions may escalate into severe mental health disorders, such as depression and anxiety.

Furthermore, bettors frequently encounter cognitive distortions, like the illusion of control and gambler's fallacy, which perpetuate addictive behavior and impede cessation of betting activities. Football betting also yields significant social consequences, exerting strain on relationships with family and friends due to financial issues, the time consumed by betting, and behavioral transformations typical of addiction. This strain can lead to social withdrawal, as individuals prioritize gambling over social engagements, ultimately weakening their social support networks. Consequently, the community's social fabric becomes compromised, with increasing isolation and disconnection.

Economically, the consequences of football betting are equally concerning. The financial setbacks from gambling can result in severe economic difficulties, including debt, bankruptcy, and poverty. This financial vulnerability impacts not only the individuals directly involved but also their families, causing a ripple effect of economic distress. Additionally, gambling addiction can compromise work performance, leading to unemployment and decreased productivity. The economic impact of gambling addiction exacerbates social and economic disparities, further destabilizing affected communities. However, despite these pronounced impacts, there is a glaring lack of scholarly studies specifically focused on football betting in Addis Ababa.

To the knowledge of the researcher, comprehensive academic literature on this topic remains scant, leaving a significant gap in understanding. Fully understanding the scope and nature of these psychosocial effects is vital for developing effective interventions and policy responses. This study intends to address this research gap by investigating the psychosocial implications of football betting on individuals in Addis Ababa, offering essential insights for mental health professionals, policymakers, and community organizations.

1.2. Research Questions

- What are the common psychological impacts experienced by individuals involved in football betting in Addis Ababa?
- To what extent does football betting lead to social isolation and withdrawal from social interactions?
- What are the economic consequences of football betting for individuals and their families in Addis Ababa?
- How does football betting impact work performance and productivity among those who engage in it?
- What protective factors help mitigate the negative psychosocial impacts of football betting?

1.3. Objectives

1.3.1. General Objective

- To examine the psychological impacts of football betting on individuals in Addis Ababa

1.3.2. Specific objectives

- To identify and analyze the common psychological impacts experienced by individuals involved in football betting in Addis Ababa, including issues related to addiction, stress, anxiety, and depression.
- To evaluate the extent to which football betting leads to social isolation and withdrawal from social interactions among bettors in Addis Ababa.
- To assess the economic consequences of football betting for individuals and their families in Addis Ababa, focusing on financial instability, debt, and bankruptcy.
- To examine the impact of football betting on work performance and productivity among individuals who engage in it.
- To identify protective factors that help mitigate the negative psychosocial impacts of football betting, providing insights into coping strategies and resilience among affected individuals.

1.4. Scope of the Study

This thesis aims to explore the psychosocial impacts of behavioral addiction, with a specific focus on football betting within the context of Addis Ababa, particularly around the Megenagna area, during the years 2024-2025. The study examined the patterns, prevalence, and consequences of football betting as a form of behavioral addiction among the residents of Addis Ababa. It investigated the psychological and social factors that contribute to the development and maintenance of betting behaviors, as well as the effects on individuals' mental health, relationships, and societal roles.

The research was confined to: individuals who engage in football betting activities within Addis Ababa's Megenagna area, psychosocial aspects such as personal relationships, work performance, mental health status, and community interactions. It also included a comparative analysis between regular bettors and non-bettors to identify the unique psychosocial impacts associated with betting, with data collection involving 13 participants through surveys, interviews, and observation within the legal and ethical boundaries of research.ough surveys, interviews, and observation within the legal and ethical boundaries of research.

1.5. Significance of the Study

This study on the psychosocial impacts of behavioral addiction, specifically focusing on football betting in Addis Ababa, holds significant importance for several key reasons. Firstly, it provided crucial insights into the mental health challenges, such as anxiety, depression, and addiction, experienced by individuals engaged in football betting, thereby aiding mental health professionals in developing targeted interventions. Additionally, the research shed light on the social consequences of football betting, including relationship strain and social isolation, offering valuable insights for community organizations and social workers to support affected individuals and families. Moreover, by examining the economic effects, such as financial instability and reduced productivity, the study inform policymakers and economic planners about the broader economic impact, guiding the creation of effective regulatory measures. Furthermore, the findings will support the formulation of policies and educational programs aimed at mitigating the risks associated with football betting, thereby promoting awareness and preventive strategies within the community. Overall, this study aims to provide a comprehensive understanding of the psychosocial impacts of football betting in Addis Ababa, fostering informed actions to address this growing issue.

1.6. Definition of Terms

Behavioral Addiction: A process addiction characterized by the compulsion to engage in a rewarding non-substance-related behavior, despite any negative consequences to the person's physical, mental, social, or financial well-being. (American Psychiatric Association, 2013)

Psychosocial Impacts:The effects of an activity or behavior on an individual's psychological state and social relationships. In the context of this study, it refers to the influence of football betting on mental health, emotional well-being, interpersonal relationships, and community engagement. (Cacioppo, J.T., & Cacioppo, S., 2014)

Football Betting: The act of wagering money or something of value on the outcomes of football matches. It involves predicting football game results and placing a bet on the outcome. (Lopez-Gonzalez, H., & Griffiths, M.D., 2018)

Compulsive Behavior: An action characterized by an irresistible urge to perform it, typically against the individual's conscious wishes and often leading to negative outcomes. (Grant, J.E., & Potenza, M.N., 2006)

Dopamine: A neurotransmitter associated with pleasure and reward in the brain. (Wise, R.A., 2004)

Cognitive Biases: Systematic patterns of deviation from norm or rationality in judgment, influenced by personal beliefs or emotions, which can affect betting decisions and perceptions of risk and reward. (Tversky, A., & Kahneman, D., 1974)

Risk Tolerance: An individual's willingness to engage in behaviors that have a potential for negative outcomes in exchange for possible rewards. (Roszkowski, M.J., & Grable, J.E., 2005)

Bankroll Management: A strategic approach to gambling that involves setting aside a specific amount of money for betting purposes and adhering to strict budgeting and betting patterns to minimize financial risk. (Braverman, J., & Shaffer, H.J., 2012)

1.7. Organization of the Paper

The paper is structured across five chapters. Chapter one serves as an introduction, providing background information on the research problem, outlining the main and specific objectives. This chapter further delineates the research questions, discusses the significance, scope, limitations, and details the organization of the study. Chapter two delves into a comprehensive review of relevant literature related to the research problems and concepts. Chapter three elucidates the research design and methodology adopted for the study, along with the justifications for the chosen approach. Chapter four is data analysis and presentation which present the data and show the outcome of it. Chapter five is the recommendation and conclusion that will present a clear summary of the whole research and it will address to take action and to guide stakeholders.

CHAPTER TWO

REVIEW OF LITERATURE

2.1. Introduction

This literature review synthesizes the current understanding of the psychosocial impacts of behavioral addiction, with a focus on football betting in Addis Ababa. It provides a basis for further research and the development of targeted interventions to mitigate these impacts. If you require more specific studies or data, please let me know, and I can assist further!

2.2. Conceptual and Theoretical Literature Review

Behavioral addiction refers to a pattern of behavior where an individual engages in certain activities repeatedly and compulsively, despite experiencing negative consequences. This addiction type shares several psychological characteristics with substance addiction, such as intense cravings, withdrawal symptoms when the behavior is not indulged, and a potential relapse after periods of cessation. Behavioral addictions can encompass activities like gambling, video gaming, excessive internet use, and, particularly in this context, sports betting. Each of these activities can provide short-term rewards or pleasure, which reinforces the compulsion to continue, often leading individuals to prioritize the addictive behavior over more constructive or essential life activities (Griffiths, 2005; Meyer & Quispe, 2020).

The concept of "psychosocial" concerns the interplay between social environments and an individual's mental processes and behaviors. Behavioral addictions can have extensive psychosocial impacts, affecting an individual's emotional well-being, social relationships, work efficiency, and overall satisfaction in life. These impacts manifest in various ways, such as increased levels of stress and anxiety, which may arise from ongoing financial losses or social isolation. Furthermore, tension frequently builds in personal relationships, as family members and peers may become frustrated or distressed by the addicted individual's preoccupation with the behavior. In the realm of football betting, these psychosocial challenges can particularly strain familial bonds and friendships, disrupt job performance due to inattention or absenteeism, and diminish overall quality of life as the addiction consumes more of the individual's time and resources (Wang et al., 2021; Lam, 2019).

2.3. Psychosocial Impacts of Behavioral Addiction

Behavioral addiction, especially in the form of gambling and betting, has garnered attention as a pressing public health concern (Griffiths, 2005). The multifaceted psychosocial impacts of these addictions have profound effects on mental health, social relationships, and overall well-being (Lorains et al., 2011). This literature review explores the psychosocial consequences of football betting addiction within Addis Ababa.

The term 'psychosocial' integrates both psychological and social elements influencing individual behavior and well-being. In behavioral addiction contexts, psychosocial impacts encompass internal and external consequences endured by individuals engaged in compulsive betting. Compulsive betting is linked to numerous psychological issues, including anxiety, depression, and diminished self-esteem (Harris & Griffiths, 2017). The persistent obsession with betting often leads to the neglect of personal and professional duties, culminating in guilt and shame. Literature points to cognitive distortions like the illusion of control and gambler's fallacy as factors sustaining betting behaviors.

The social ramifications of betting addiction are similarly alarming (Lorains et al., 2011). Family and friendships can become strained due to financial pressures and erosion of trust. Addicts might also face social isolation, either attempting to conceal their betting activities or due to gambling addiction stigma. Although not exclusively psychosocial, the economic repercussions of betting addiction intersect with social and psychological domains (Cowlshaw et al., 2012). Financial strain from betting escalates stress and may lead to further social withdrawal. Literature highlights that this economic burden impinges upon one's identity and self-worth.

Cultural perceptions of betting and gambling in Addis Ababa significantly affect psychosocial impacts (Alemu, 2016). In some communities, normalized betting may diminish perceived consequence severity, whereas in others, stigma might intensify. Literature advocates for culturally nuanced methods in addressing these impacts. Research indicates varying prevalence rates of betting addiction among different demographics in Addis Ababa (Alemu, 2016). Young adults, notably males, are identified as particularly vulnerable. Literature suggests tailored interventions to address the specific needs of these groups.

Successful interventions must tackle both the psychological and social facets of betting addiction (Harris & Griffiths, 2017). Strategies discussed in literature include cognitive-behavioral therapy, public awareness efforts, and community support systems. Preventive measures such as regulation of betting activities and educational programs about addiction risks are also emphasized.

2.4. Risk Factors

Football betting, a prevalent form of gambling, has been increasingly scrutinized for its profound psychological impacts on individuals. Existing literature highlights a range of mental health issues associated with football betting, underscoring its role in fostering addiction, stress, anxiety, and depression among bettors. Addiction is a core element prevalent in the context of football betting. Scholars frequently liken this addiction to substance dependence, emphasizing its compulsive nature and the difficulty individuals face in controlling their betting behavior (Griffiths et al., 2010). Such addiction is not merely a habit but a disorder with significant implications, including an overpowering urge to gamble and a preoccupation with betting activities.

Stress and anxiety are frequently cited in research as psychological repercussions stemming from football betting. Many individuals engage in this activity with hopes of quick financial gain, but the frequent losses inherent in gambling can generate intense stress. This stress often amplifies anxiety, particularly financial anxiety, as individuals grapple with mounting debts and uncertain financial futures (Hing et al., 2015).

Depression is another critical psychological consequence identified in the literature. The cycle of winning and losing in gambling can lead to emotional highs and lows. Significant losses, coupled with the guilt and shame of addiction, frequently result in a depressive state. Numerous studies have pointed out the correlation between gambling behaviors and depression, highlighting how the emotional burden of gambling can diminish an individual's overall mental health and well-being (Shead et al., 2008).

Cognitive distortions also play a significant role in the psychological impact of football betting. Bettors often fall prey to misconceptions like the illusion of control, where they believe their actions can influence the outcome of a game, and the gambler's fallacy, which involves the

mistaken belief that past events can affect future probabilities (Ladouceur & Walker, 2006). These cognitive errors perpetuate gambling activities by fostering false hope and maintaining the compulsive nature of betting behaviors.

The relationship between football betting and social isolation is a growing area of concern within academic research. As individuals increasingly engage in betting, the potential for withdrawal from social interactions becomes more pronounced. The literature extensively discusses this phenomenon, highlighting both the direct and indirect pathways through which football betting can lead to a reduced social presence.

One of the primary ways in which football betting contributes to social isolation is through the time-consuming nature of the activity itself (Parke & Griffiths, 2007). Bettors may spend significant portions of their day placing bets, analyzing games, and engaging with online platforms dedicated to betting. This investment of time often comes at the expense of personal relationships and face-to-face interactions, leading to a gradual withdrawal from social circles. Over time, bettors may find themselves prioritizing betting over social engagements, which can erode friendships and family bonds (Hing et al., 2016).

Furthermore, the financial strain associated with gambling losses can exacerbate this isolation. Individuals facing economic hardships as a result of their betting behaviors might experience feelings of shame or embarrassment, prompting them to retreat from social situations. This can lead to an avoidance of gatherings where financial discussions might occur or where they feel their gambling habits could be scrutinized (Shead et al., 2008). The stigma surrounding gambling-related problems often compounds this issue, as individuals may fear judgment from others and thus choose to self-isolate as a defense mechanism (Griffiths, 2015).

Psychologically, the cycle of addiction inherent in gambling behaviors can contribute to mental health challenges such as depression and anxiety, which in turn fuel social withdrawal (Shead et al., 2008). The emotional rollercoaster experienced by bettors—characterized by highs from winning and the lows from losing—can diminish their desire or ability to engage socially. Depression associated with gambling can lead to a lack of motivation to participate in previously enjoyed activities, fostering a deeper sense of isolation.

Interestingly, some studies suggest that online communities of bettors can provide a false sense of social connectivity, which might substitute for real-world interactions (Reith, 2007). While these digital interactions can maintain a form of social presence, they often lack the depth and support found in genuine, in-person relationships. The superficial nature of online betting communities can leave individuals feeling isolated when faced with real-life challenges and the absence of tangible support networks (Lopez-Gonzalez et al., 2017).

The economic repercussions of football betting have increasingly captured the attention of scholars, particularly concerning its effects on financial stability, debt accumulation, and bankruptcy among individuals and their families. This review of existing literature delves into these aspects, highlighting the critical financial challenges faced by those engaged in this form of gambling.

One of the most immediate economic impacts of football betting is financial instability. Several studies have documented how the unpredictable nature of gambling outcomes can lead to erratic financial conditions for bettors. Participants often invest substantial sums in the expectation of winning, but the common occurrence of losses contributes to inconsistent financial states. This instability is exacerbated by the psychological urge to chase losses, where individuals attempt to recover what they've lost by continuing to place bets, often resulting in a vicious financial cycle (Griffiths, 2015).

Debt is another significant consequence associated with football betting. As individuals experience regular losses, the reliance on borrowed money to sustain their betting habits becomes prevalent. The literature underscores how bettors might resort to high-interest loans, credit cards, or borrowing from friends and family to finance their gambling endeavors, leading to mounting debts (Shead et al., 2008). The accumulation of debt not only affects the bettors but also places considerable strain on familial financial resources, impacting household budgets, savings, and overall economic health.

In severe cases, the cycle of excessive betting and debt accumulation can culminate in bankruptcy. Research indicates that individuals who become entrenched in gambling addiction may find themselves unable to meet financial obligations, such as mortgage payments and utility bills, due to money diverted to betting activities (Hing et al., 2015). Bankruptcy represents the

apex of financial distress linked with betting, stripping individuals of assets and creating long-term economic setbacks for them and their families.

Football betting has garnered considerable attention in academic circles for its potential adverse effects on work performance and productivity among individuals who participate in it. Research in this area reveals that gambling can significantly interfere with professional responsibilities, leading to diminished job performance and increased absenteeism.

One prevalent theme in the literature is the distraction caused by gambling activities. Studies indicate that individuals engaged in football betting often become preoccupied with the latest odds, results, and betting strategies, diverting their attention away from work-related tasks. This fixation can result in reduced concentration, leading to errors and inefficiencies in their professional duties (Griffiths et al., 2006).

Furthermore, the pursuit of gambling can lead to financial stress, which in turn affects work performance. Scholars note that individuals facing financial strain due to betting losses may experience heightened anxiety and stress levels, which can impair cognitive functions and decision-making abilities at work (Hing et al., 2015). This stress can lead to an overall decline in productivity, as employees may struggle to meet deadlines or maintain the quality of their output.

Absenteeism is another significant consequence highlighted in the literature. Research suggests that the need to recover losses or the involvement in extended betting sessions can cause individuals to miss work, either due to time spent gambling or the resulting emotional and physical exhaustion (Shead et al., 2008). This absenteeism not only affects individual performance but also places additional burdens on coworkers who must compensate for the absent employee's duties.

Moreover, gambling addiction can lead to deteriorating workplace relationships. The literature points out that behavioral changes linked to gambling, such as irritability and mood swings, can strain interactions with colleagues and supervisors, potentially leading to workplace conflicts and a hostile work environment (Ladouceur & Walker, 2006).

The exploration of protective factors against the adverse psychosocial impacts of football betting has emerged as a crucial area of research, particularly in understanding how individuals can

effectively cope with this form of gambling. The literature identifies several key elements that contribute to resilience and provide a buffer against the negative outcomes associated with betting.

One prominent protective factor is social support, which plays a vital role in mitigating the effects of gambling addiction. Studies emphasize the importance of strong interpersonal networks, including family and friends, who can offer emotional support and practical assistance to individuals facing gambling-related challenges. The presence of a supportive network is associated with increased resilience, as it provides encouragement and a sense of belonging, reducing feelings of isolation and helping individuals manage the stress and anxiety linked with betting (Hing et al., 2016).

Cognitive-behavioral interventions have also been highlighted as effective strategies in fostering resilience among those impacted by football betting. Research indicates that interventions focusing on cognitive restructuring, where individuals learn to identify and alter distorted thoughts about gambling, can significantly reduce compulsive betting behaviors. Techniques such as mindfulness and stress management exercises are shown to enhance self-control and emotional regulation, empowering individuals to resist urges to gamble (Griffiths et al., 2010).

Another protective factor is financial education, which equips individuals with the tools to manage their finances more effectively and avoid the economic pitfalls of gambling. Educational programs that teach budgeting, financial planning, and the risks associated with gambling can serve as preventative measures, reducing the likelihood of severe financial distress and promoting economic resilience (Williams et al., 2012).

Moreover, engagement in alternative activities and hobbies is considered a valuable protective factor. Encouraging individuals to participate in non-gambling related activities can provide a productive outlet for their time and energy, reducing the temptation to engage in betting. This shift in focus not only distracts from gambling but also enhances overall well-being and life satisfaction (Parke & Griffiths, 2007).

2.5. Prevalence and Societal Attitudes

The prevalence of football betting and the societal attitudes towards it are critical factors in understanding the psychosocial impacts of behavioral addiction. Football betting has experienced a significant surge in popularity globally, with its reach expanding into diverse demographics. As digital platforms become more accessible, individuals from various socio-economic backgrounds are engaging in this form of gambling. Research indicates that young adults, particularly males, are most susceptible to the allure of football betting, driven by factors such as peer influence and the pursuit of quick financial gains (Killick & Griffiths, 2020). Studies in various regions, including Africa, reveal that the youth are disproportionately affected due to high unemployment rates, which makes betting seem like an easy solution to financial woes (Adams & McCabe, 2021). The pervasive nature of technology facilitates easy access to online betting sites, thus increasing participation across different societal segments. This phenomenon underscores the necessity for targeted interventions that address the unique challenges faced by the most impacted groups.

Cultural norms and beliefs significantly shape societal attitudes toward gambling, influencing the level of acceptance and normalization of activities like football betting. In many communities, betting is perceived not merely as a leisure activity but as an opportunity for economic advancement. This perception contributes to its widespread acceptance in regions where economic instability is prevalent (Alemu, 2016). Cultural attitudes can either mitigate or exacerbate gambling behaviors; for instance, in societies where gambling is stigmatized, individuals may engage in it secretly, heightening its risks (Abbot et al., 2013). Conversely, in cultures where it is embedded within social traditions, the normalization of betting can lead to increased participation rates without a full understanding of its potential harms. Consequently, these cultural insights highlight the importance of culturally sensitive interventions that consider regional beliefs and practices.

The stigma surrounding football betting addiction plays a crucial role in fostering social isolation among affected individuals. Being labeled as an addict can lead to strained relationships, as family and friends may distance themselves from individuals perceived as having a gambling problem (Lorains et al., 2011). This stigmatization often results in a cycle of secrecy and denial,

where affected individuals may resort to isolating themselves to avoid judgment. This social withdrawal not only weakens social support systems but also amplifies feelings of loneliness and distress (Harris & Griffiths, 2017). The societal dynamics of stigma necessitate a comprehensive approach that addresses the social repercussions of betting addiction, promoting understanding and supportive networks rather than judgment and exclusion. By fostering environments that encourage open dialogue and support, communities can better assist individuals struggling with gambling issues, thereby strengthening social cohesion.

2.6. Countries' Experience on Football Betting

Football betting, a pervasive form of gambling worldwide, has prompted extensive scholarly inquiry into its psychosocial ramifications. Various nations provide a wealth of information on the behavioral addiction associated with football betting and its extensive implications for individuals and societal structures. Below is a comprehensive review of the literature concerning different countries' experiences with football betting.

In the United Kingdom, the landscape of football betting is long established and extensively studied. According to the UK Gambling Commission (2019), approximately 430,000 individuals are identified as problem gamblers, with football betting being a significant contributor. The addictive nature of betting is manifested through symptoms such as heightened anxiety, depression, and severe financial distress, often resulting in strained familial and social relationships. Peer influence, particularly among young bettors, has been identified as a critical factor in fostering addictive behaviors. In response, the UK has rolled out initiatives like self-exclusion schemes and responsible gambling campaigns. However, despite these efforts, significant gaps persist in the available support systems, underscoring the need for more robust interventions.

Australia's experience with football betting mirrors that of the UK, with a notable surge attributed to the legalization and proliferation of online betting platforms. Gainsbury et al. (2017) found that impulsive behaviors, exacerbated by live betting, heighten addiction levels. Financial stress and peer pressure are prominent issues, particularly among young males, amplifying the urgency of the matter. Australia has aimed to mitigate these impacts through measures such as advertising restrictions and self-exclusion options, although debates continue regarding their

overall efficacy. The persistence of addiction-related challenges indicates that more comprehensive approaches may be needed.

South Africa offers a unique context where football betting has rapidly permeated lower-income communities, often viewed as a potential escape from poverty. Collins and Barr (2020) emphasize that such betting habits frequently culminate in financial ruin, thereby deepening economic vulnerabilities. The psychosocial impacts in South Africa are significant, with depression and social isolation being commonplace issues, aggravated by the lack of effective support systems. These challenges highlight the necessity for tailored interventions that address both economic and social factors.

In Spain, the ascendance of football betting, particularly among the youth, has been well-documented. Lopez-Gonzalez et al. (2018) reveal that the social bonding associated with betting can drive individuals to place larger bets, culminating in emotional distress when anticipated outcomes falter. Financial losses often lead to familial strain, underscoring the deep-seated nature of the issue. Although Spain has enacted regulations to curb advertising and promote responsible gambling, the psychological burdens attributed to betting remain a formidable challenge.

Italy's documentation of football betting addiction paints a similar picture of psychological and social impacts. Canale et al. (2016) assert that compulsive betting is tied to emotional distress, including anxiety and depression. Bettors frequently engage in group forums that inadvertently normalize addictive behavior. While Italy has introduced responsible gambling measures, such as spending limits and support services, these efforts have yet to fully address the issue. Ongoing challenges signify the potential need for more targeted intervention strategies.

In Nigeria, the repercussions of football betting are acutely felt, particularly among youth from low-income backgrounds. Research by Omotayo et al. (2020) highlights a recurring cycle of financial hardship and emotional distress among bettors, with many expressing hopelessness following losses. The social dynamics of betting perpetuate addictive behaviors, but regulatory measures and effective support systems remain scant. This lack of infrastructure calls for concerted efforts to establish robust frameworks to support affected individuals.

Collectively, these international experiences shed light on the shared psychosocial impacts of football betting, such as financial hardship, stress, anxiety, and social relationship strains. Countries like the UK, Australia, South Africa, Spain, Italy, and Nigeria demonstrate the prevalence of behavioral addiction in football betting and its detrimental effects on mental health and social well-being. Although harm-reduction strategies, including self-exclusion and public awareness campaigns, have been initiated, their limited effectiveness points to the need for more comprehensive solutions. These experiences offer valuable lessons for Ethiopia, where football betting is becoming increasingly prominent, and can inform the development of targeted strategies to address the psychosocial impacts of behavioral addiction in Addis Ababa.

2.7. Ethiopian Ministry of Culture and Sport in Relation Football Betting

The Ethiopian Ministry of Culture and Sport plays a crucial role in regulating and promoting sports activities across the country. While its primary focus has traditionally been on the development and promotion of various sports disciplines, including football, there is growing recognition of the need to address the negative psychosocial impacts associated with certain aspects of sports, such as football betting, which has gained considerable popularity in urban centers like Addis Ababa. This literature review explores the Ethiopian Ministry of Culture and Sport's efforts in relation to the psychosocial impacts of behavioral addiction, particularly football betting, and how it addresses issues linked to the growing betting culture (Ministry of Culture and Sport, 2021).

2.7.1. Football as a Cultural and Social Phenomenon

In Ethiopia, football has long been an integral part of the nation's sporting culture. The Ministry of Culture and Sport has been actively involved in promoting football at both grassroots and professional levels, viewing it as a means of fostering national unity, cultural pride, and physical well-being (Ministry of Culture and Sport, 2018). Football is not only a popular sport but also a social activity that brings communities together, often fueling discussions and celebrations around major local and international matches.

However, the widespread popularity of football has also inadvertently contributed to the rise of football betting in Ethiopia, especially in urban areas like Addis Ababa. Betting has become a prevalent social activity, with many people placing wagers on local and international matches.

The Ministry has acknowledged the growing role that sports betting plays in the lives of Ethiopian youth, and while it has encouraged responsible sports engagement, it has not yet directly addressed the issue of betting addiction from a psychosocial perspective (Gebremariam, 2019).

2.7.2. Legal and Regulatory Framework

The Ethiopian Ministry of Culture and Sport operates within a broader government framework that includes regulatory bodies tasked with overseeing gambling and sports betting. Although the Ministry itself is not directly responsible for regulating gambling, the intersection of football as a sport and football betting as an activity has become an area of growing concern. Gambling, including football betting, is regulated under Ethiopian law through the Ethiopian National Lottery Administration (ENLA), which issues licenses for betting companies and oversees gambling activities (ENLA, 2020).

Despite the legal framework governing sports betting, the psychosocial consequences of behavioral addiction to football betting, such as stress, anxiety, and social isolation, have not been adequately addressed by government policies. The Ministry has not developed targeted initiatives to combat the negative impacts of football betting, despite recognizing its potential to undermine the positive cultural role of football. The absence of focused programs from the Ministry in this area leaves a significant gap in addressing the growing concern of addiction, particularly among youth and vulnerable populations (Ministry of Culture and Sport, 2021).

2.7.3. Football Betting and Behavioral Addiction

Football betting, much like in other parts of the world, has led to behavioral addiction in Ethiopia, especially among urban youth. Research shows that the addictive nature of football betting is often driven by the thrill of winning, peer pressure, and the accessibility of betting platforms (Bekele, 2022). The Ethiopian Ministry of Culture and Sport has not yet fully engaged with the issue of behavioral addiction stemming from football betting. While its mandate includes promoting healthy and positive engagement in sports, there is limited evidence of coordinated efforts to tackle the emerging issue of gambling addiction, which affects not only individuals but also their families and social circles (Gebremariam, 2019).

The psychosocial impacts of football betting addiction—ranging from financial ruin to strained relationships and emotional distress—pose a growing challenge that has yet to be formally addressed by the Ministry. Other governmental and non-governmental entities, such as the ENLA and various civil society organizations, have begun raising awareness about the risks of gambling, but the Ministry’s role in addressing these issues remains minimal (Bekele, 2022).

2.7.4. The Role of the Ministry in Public Awareness and Policy Development

The Ethiopian Ministry of Culture and Sport could play a key role in shaping public awareness campaigns and policy development to address the negative psychosocial impacts of football betting. The Ministry’s influence on sports culture positions it to lead initiatives that promote responsible betting practices and reduce the stigma associated with seeking help for gambling addiction. However, at present, there is little evidence to suggest that the Ministry has implemented specific programs aimed at reducing the prevalence of football betting addiction (Ministry of Culture and Sport, 2018).

Public awareness campaigns could leverage the Ministry’s platforms to educate the public, particularly young people, about the risks associated with football betting and behavioral addiction. Such initiatives could be designed to complement ongoing efforts by other governmental bodies to regulate gambling and protect vulnerable populations. Additionally, the Ministry could collaborate with educational institutions, local community groups, and international organizations to expand its reach and effectiveness in addressing these challenges (Gebremariam, 2019).

2.7.5. Opportunities for Future Intervention

While the Ministry of Culture and Sport has yet to implement comprehensive programs to address the psychosocial impacts of football betting, there is significant potential for future interventions. These could include:

The Ethiopian Ministry of Culture and Sport has the opportunity to collaborate with the Ethiopian National Lottery Administration (ENLA) and other regulatory bodies to develop policies that prioritize mental health and addiction prevention within the sports betting sector. This collaboration could be complemented by launching public health campaigns that raise awareness about the risks of football betting addiction, using influential sports figures and

cultural leaders to promote responsible betting practices. Additionally, integrating mental health awareness into sports programs, particularly those targeting youth, can encourage healthier engagement with sports and reduce the potential for gambling addiction. Partnering with academic institutions for research and data collection on the psychosocial impacts of football betting, especially in urban areas like Addis Ababa, would further support informed policy development. Through these efforts, the Ministry can contribute to protecting vulnerable populations and promoting a healthier sports culture in Ethiopia (Ministry of Culture and Sport, 2021).

2.8. Ethiopian National Lottery Administration in Relation to Football Betting

The Ethiopian National Lottery Administration (ENLA) is the primary governmental body responsible for regulating and overseeing all forms of legal gambling in Ethiopia, including lotteries, betting activities, and sports betting. As football betting has grown in popularity, particularly in urban centers like Addis Ababa, the ENLA has taken on a crucial role in managing its operations. However, the rise of betting has also led to behavioral addiction among Ethiopian youth and vulnerable populations, a concern that the ENLA must address. This literature review explores the role of the Ethiopian National Lottery Administration in regulating football betting and the psychosocial impacts of behavioral addiction, particularly focusing on its legal and policy framework, the administration's efforts to promote responsible gambling, and gaps in addressing the negative psychosocial consequences of betting.

2.8.1. The Role of ENLA in Regulating Football Betting

The Ethiopian National Lottery Administration was established with a mandate to regulate gambling activities across the country. Its responsibilities include issuing licenses to betting companies, monitoring compliance with national laws, and ensuring that gambling activities contribute to the national economy. Football betting, as a sub-sector of gambling, has seen significant growth in recent years, driven by the increasing popularity of football in Ethiopia. ENLA has been tasked with regulating this growing market by ensuring that betting operators adhere to the legal frameworks set out under Ethiopian gambling laws (ENLA, 2020).

While ENLA's primary focus is on economic regulation and revenue generation, it is also mandated to promote responsible gambling practices. In this regard, the administration encourages betting companies to adopt measures to prevent compulsive gambling behaviors and has promoted awareness campaigns aimed at educating the public about the risks associated with gambling. However, the effectiveness of these measures remains limited, especially when it comes to addressing the behavioral addiction associated with football betting (Tadesse, 2021).

2.8.2. Legal Framework and Regulation of Sports Betting

Football betting in Ethiopia operates under a legal framework regulated by the Ethiopian National Lottery Administration. Betting companies must obtain licenses to operate, and they are subject to regular inspections and audits to ensure compliance with the country's gambling laws. These regulations also stipulate that betting operators must contribute a percentage of their profits to social welfare programs, a policy intended to balance the social impact of gambling with its economic benefits (ENLA, 2020).

Despite the existence of a regulatory framework, there has been growing concern over the lack of enforcement regarding the psychosocial impacts of football betting addiction. The current legal infrastructure focuses more on revenue generation and ensuring that betting companies comply with financial regulations. However, there is limited oversight on how these companies handle issues related to behavioral addiction and its associated psychosocial effects, such as stress, anxiety, financial distress, and social isolation. This regulatory gap leaves vulnerable individuals, particularly the youth, exposed to the negative consequences of compulsive betting (Bekele, 2022).

2.8.3. Psychosocial Impacts of Football Betting Addiction

The psychosocial impacts of football betting addiction in Ethiopia are becoming increasingly evident, particularly among urban youth. Behavioral addiction to football betting is characterized by an inability to control the urge to place bets, often leading to significant financial losses, social alienation, and emotional distress. Studies indicate that individuals addicted to football betting often face anxiety, depression, and deteriorating relationships with family and friends (Gebremariam, 2019). These negative outcomes are exacerbated by the easy accessibility of betting platforms, particularly through mobile phones and online services.

ENLA has recognized the growing issue of football betting addiction but has yet to implement specific policies or interventions to address its psychosocial impacts. Although the administration promotes responsible gambling through public awareness campaigns, these efforts have not been sufficiently targeted at reducing the risk of addiction or providing support services for those affected by compulsive gambling behaviors (Tadesse, 2021).

2.8.4. ENLA's Efforts in Promoting Responsible Gambling

In response to the increasing concerns about gambling addiction, the Ethiopian National Lottery Administration has launched initiatives to promote responsible gambling. These initiatives include public awareness campaigns that aim to educate individuals about the risks of gambling and the importance of setting limits on betting activities. The administration has also encouraged betting companies to implement self-exclusion programs, which allow individuals to voluntarily ban themselves from participating in betting activities for a specific period (ENLA, 2021).

While these initiatives are a step in the right direction, they remain limited in scope and reach. Public awareness campaigns are often underfunded, and there is a lack of widespread availability of support services for individuals experiencing gambling addiction. Furthermore, the self-exclusion programs promoted by ENLA are not universally enforced, and there is no centralized system to monitor individuals who opt into these programs (Bekele, 2022).

2.8.5. Gaps and Opportunities for Future Intervention

Despite ENLA's efforts to regulate football betting and promote responsible gambling, significant gaps remain in addressing the psychosocial impacts of behavioral addiction. There is a need for more comprehensive policies that focus on the mental health and social well-being of individuals affected by gambling addiction. Additionally, ENLA could benefit from collaborating with other governmental and non-governmental organizations, such as the Ethiopian Ministry of Health, to develop support systems for individuals suffering from addiction (Gebremariam, 2019).

The Ethiopian National Lottery Administration plays a central role in regulating football betting and promoting responsible gambling practices. However, there are significant challenges in addressing the psychosocial impacts of football betting addiction, particularly among urban youth. While ENLA has made efforts to promote responsible gambling, there is a need for more

targeted interventions and support services to mitigate the negative consequences of behavioral addiction. By strengthening its regulatory framework, collaborating with other organizations, and expanding its public health campaigns, ENLA can take a more proactive approach in addressing the growing problem of football betting addiction in Ethiopia.

2.9. Empirical Literature Review

Recent empirical studies conducted in Ethiopia have provided valuable insights into the prevalence, risk factors, and psychosocial consequences of behavioral addictions, particularly in the context of football betting. A study focusing on high school adolescents in Addis Ababa revealed that 73% of students engaged in gambling activities, with 37% at risk of developing severe gambling addictions. The prevalent forms of gambling included state-run lotteries, play stations, pool houses, and table football. In Jimma Town, research indicated a significant prevalence of problematic gambling among sports bettors. The study highlighted that the expansion of betting centers has contributed to increased gambling behaviors, particularly among the youth⁴. Research in Hawassa City examined the relationship between sports betting and psychosocial behaviors among adolescents and young adults. Findings suggested that frequent betting was associated with negative psychological outcomes, including increased anxiety and social challenges⁵. □

A phenomenological study in Bahir Dar explored the types, risk factors, and consequences of problem gambling. Participants reported experiencing significant psychological distress, social isolation, and financial difficulties as a result of their gambling behaviors⁶. An investigation into the personal, social, and environmental risk factors of problematic gambling among high school students in Addis Ababa identified several key contributors. These included peer influence, parental gambling habits, accessibility of gambling venues, and exposure to gambling advertisements. The study also found a higher prevalence of gambling behaviors among male students⁷. Further research in Addis Ababa assessed the patterns and

⁴ Haji Abu, Yonas Tesfaye, Arefayne Alenko et al. *Problematic Gambling and Associated Factors Among Sports Bettors in Jimma Town Betting Centers, South West Ethiopia, 29 August 2022, PREPRINT (Version 1) available at Research Square [https://doi.org/10.21203/rs.3.rs-1960760/v1]*

⁵ Abebe, W. G., & Adamu, D. W. (2023). Prevalence of Sport Betting and Its Relationship with Young and Adult's Psychosocial Behavior in Hawassa City. *Int J Sch Cogn Psycho*, 10, 280.

⁶ Getahun, Y. M., & Kassa, G. K. (2019). A phenomenological study of problem gambling: types, risk factors and consequences in Bahir Dar City, Ethiopia. *African Journal of Social Work*, 9(2), 67-75.

⁷ Abdi, T.A., Ruiters, R.A.C. & Adal, T.A. Personal, Social and Environmental Risk Factors of Problematic Gambling Among High School Adolescents in Addis Ababa, Ethiopia. *J Gambli Stud* 31, 59–72 (2015). <https://doi.org/10.1007/s10899-013-9410-9>

prevalence of online sports betting among preparatory school students. The study revealed that online sports betting is becoming increasingly popular among youth, facilitated by easy access to internet-enabled devices and a lack of stringent regulatory measures (Abel, 2021).

Collectively, these studies underscore the growing concern of behavioral addictions related to football betting in Ethiopia. The identified prevalence rates, psychosocial impacts, and risk factors highlight the urgent need for targeted interventions and policies to mitigate the adverse effects on individuals and society.

2.10. Societal Attitudes and Cultural Context

The societal attitudes towards football betting in Addis Ababa range from acceptance to concern (Alemu, 2016). Cultural norms and economic conditions play a significant role in shaping these attitudes. Empirical literature suggests that while football betting is a popular activity, there is a growing awareness of its potential negative impacts, leading to calls for stricter regulations and public health interventions.

2.11. Interventions and Treatment

Empirical studies underscore the need for effective interventions to address behavioral addiction (Lorains et al., 2011). These include educational programs, policy changes, and treatment modalities such as cognitive-behavioral therapy. The literature calls for culturally sensitive approaches that consider the unique context of Addis Ababa and the broader Ethiopian society.

Conclusion The empirical literature on behavioral addiction and football betting in Addis Ababa provides a comprehensive overview of the prevalence, risk factors, and psychosocial impacts of this issue. It highlights the need for continued research and the development of targeted interventions to mitigate the negative consequences associated with football betting addiction.

Figure: 4. 1. Conceptual frame work

Independent Variables

Frequency of betting

Amount of money wagered

Duration of addiction

Access to betting venues

Dependent Variables

Psychosocial Disorder

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

The research aims to exploring the Psychosocial Impacts of Behavioral Addiction: A Study on Football Betting in Addis Ababa. By focusing on specific football betting, the study seeks to provide comprehensive insights into the practical aspects of betting in Addis Ababa

3.2. Description of Research Area

Addis Ababa, the capital city of Ethiopia, is situated in the central part of the country at an elevation of about 2,355 meters (7,726 feet) above sea level. As Ethiopia's largest city, Addis Ababa is a bustling metropolis with an estimated population exceeding 6 million people. It serves as the political, economic, and cultural hub of the nation, hosting numerous governmental institutions, international organizations, and a diverse population drawn from all corners of Ethiopia and beyond.

3.3. Research Design

The research design employed in this study encapsulates a thoughtful combination of methods and procedures devised for gathering and analyzing the variables delineated in the research problem. The study adopts a descriptive research design, and evaluates the attributes, behaviors, and phenomena of interest within a defined context. This approach was instrumental in amassing detailed and nuanced data, enriching our comprehension of the subject matter. By leveraging descriptive research methods, the study was adept at identifying significant patterns, trends, and relationships within the collected data, thereby offering valuable insights into the research problem.

3.4. Research Approach

To investigate the psychosocial effects of football betting through research studies, a qualitative-methods research strategy is chosen. This approach facilitates a thorough examination of the research issue by capturing the detailed personal experiences and contextual insights of

individuals who participate in betting. In-depth interviews and focus groups are utilized to explore subjective experiences, emotional responses, and social dynamics that are not easily measured. Majorly using the qualitative methods, researchers can achieve a more profound understanding of the complex psychosocial impacts of football betting, exploring individual perspectives in detail within their analyses. Consequently, the research relied on qualitative methods to fully grasp the psychosocial consequences of behavioral addiction associated with football betting. Interviews were conducted to gather detailed personal narratives and contextual insights about the impact of football betting.

3.5. Sample Size

Data collection was conducted through both primary and secondary sources. Primary data was gathered using structured, pre-coded questionnaires, and was further enriched by observational insights during the survey process. Secondary data was derived from an extensive review of existing literature, which included research journals, books, organizational publications, and evaluation reports. These rigorous data collection methods ensured a robust set of information for analysis.

For primary data, a total of 72 questionnaires were distributed among participants, with 69 successfully completed and returned, marking an impressive response rate. This participant pool facilitated a holistic understanding of the scope and impact of football betting, as the data was categorized across several dimensions: demographic characteristics, personal experiences, social and psychological impacts, behavioral patterns, and existing support or coping mechanisms. The analysis of this richly layered data provided valuable insights into the multifaceted effects of football betting within the community.

3.6. Procedure for Data Collection

Data collection was meticulously carried out with approval from the relevant authority branch office manager. Employees were engaged through questionnaires preceded by an introductory letter explaining the study's purpose. Assurances regarding the confidentiality of information were imparted to encourage candid responses.

3.7. Types of Data and Collection Methods

3.7.1. Types of Data

The study utilized both primary and secondary data sources. Primary data was gleaned through a structured, pre-coded questionnaire survey method, informed by Colin F. (2007), and complemented by observational insights during the survey. Secondary data was obtained from an extensive review of existing literature, including research journals, books, organizational climate publications, and evaluation reports.

3.7.2. Data Collection Methods

To acquire relevant information for research examining betting addiction, a mixed-methods approach was employed involving both primary and secondary data collection. Initially, pilot studies were conducted to refine the research instruments. Following this, primary data was collected through in-depth interviews and distributed survey questionnaires, targeting individuals affected by betting addiction. This approach aimed to gather detailed insights on personal experiences and behavioral patterns. Secondary data collection involved analyzing existing literature, statistical reports, and accessing online databases to enrich the study with broader contextual knowledge.

3.8. Data Analysis

Subsequent to data collection, rigorous statistical techniques were applied to analyze the data, given the dual nature of the study involving both quantitative and qualitative aspects. Quantitative data was meticulously coded and edited to uphold standards of quality, accuracy, consistency, and completeness. A descriptive analysis was then conducted, enabling the synthesis of summaries and inference drawing from quantitative data analysis.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1. Introduction

This chapter presents the results and discussion of the study. To meet the study's objectives, purposive sampling was employed to select a representative sample of organizations. Additionally, interviews were conducted with betting operators located in the Megenagna area of Addis Ababa.

Information from secondary sources, such as reports and related documents, was analyzed using various tools, including simple tabulation, percentages, and straightforward statements. Out of the 72 questionnaires distributed, 69 were returned, while 3 were not. The study targeted two distinct groups. The first group consisted of betting players from various demographic backgrounds, with a sample size of 72. Of these, 69 respondents returned their completed questionnaires. The second group comprised betting operators located in the Megenagna area of Addis Ababa, with a sample size of 13. The results and discussions related to these groups are detailed in the following subsections of this chapter.

4.2. Demographic characters of respondents

To start the basic part of the study it is appropriate to know the characteristics such as educational background and gender of respondents; in line with the data collected from the clients; the following figure shows the distribution related to educational level and gender of respondents.

Educational level and Gender Distribution of the Respondents

The educational profile of the respondents provides insightful details about their academic achievements. A significant majority, 37.6%, have completed high school, which stands as the predominant educational attainment within the participant group. This is closely trailed by the 33% who hold a diploma, demonstrating that a notable segment of the population has experienced education beyond the secondary level. Furthermore, 24.6% of the respondents have earned a Bachelor's degree, either a BA or BSc, which underscores a substantial presence of

individuals who have pursued higher education. In contrast, a minority of the respondents—only 4%—have achieved a Master’s degree, whether an MA or MSc, indicating that advanced education is less widespread among the participants.

The data further points to a pronounced gender disparity. An overwhelming 91.5% of the respondents are male, leaving a mere 8.5% as female. This substantial imbalance indicates a significant gender disparity within the sample, with men overwhelmingly representing the majority demographic.

On the whole, the respondent group is predominantly male, with a considerable number having completed either high school or a diploma program. While there is noticeable engagement with higher education at the Bachelor’s level, fewer respondents have ventured into graduate studies, as shown by the low percentage of Master’s degree holders. The gender distribution is notably skewed, with male participants far outnumbering their female counterparts. These statistics underline the necessity to factor in both ed

Social Interactions and Relationships

Key Interview Participant One (K-II 1) particularly embodied this initial attraction, stating, "the excitement and potential for quick gains initially drew me in." This sentiment is echoed across a significant majority of participants, with 55% strongly agreeing and 23% agreeing that they were initially attracted to football betting. These statistics underscore the widespread appeal of this activity, indicating that nearly 80% of the sample felt a compelling initial draw to betting. Only 15.9% disagreed and 5.8% strongly disagreed, leaving none with a neutral stance. This data aligns with the findings of Parke and Griffiths (2007), who indicated that the perceived chance of quick monetary gain often acts as a powerful enticement for potential bettors. Similarly, the psychological appeal of sports betting has been explored by various researchers, highlighting the excitement and potential financial rewards as key motivators⁸.

The data further uncovers the substantial financial influence football betting exerts. K-II 2 candidly remarked, "I didn't realize how much it's affecting my finances until it was too late."

⁸ <https://gambleroad.com/psychology-of-sports-betting-and-its-impact/?utm>

This reflects a common trajectory where the potential for profit is overshadowed by unexpected financial burdens. A striking 46% of respondents strongly agreed and 42% agreed that football betting has impacted their financial situation, amounting to 88% of participants acknowledging a significant role betting plays in their economic lives, whether positively or negatively. A minor portion (7% disagree, 4% strongly disagree) noted no financial impact, amplifying the pervasiveness of this issue.

Studies have corroborated these findings, emphasizing the detrimental financial effects gambling can have on individuals. For instance, research indicates that many gamblers underestimate their losses, making the financial impact more significant than initially perceived⁹. Additionally, the financial consequences of legalized sports gambling have been examined, revealing that households engaging in sports betting often experience negative financial outcomes¹⁰.

Moreover, football betting appears to be a major time-consuming activity for the majority of respondents. A notable 86.5% of participants (56.5% strongly agree, 30% agree) dedicate a substantial amount of their free time to betting, demonstrating its deep-rooted presence in their daily routines. K-II 3 illustrated this by stating, "It became a habit, a routine every weekend." Only 4% held a neutral position, and 8% disagreed to some degree, highlighting how betting has become a central component of leisure time for many. This finding aligns with research by Thomas et al. (2010), which emphasized that habitual gambling quickly becomes entrenched as a primary leisure activity, often to the detriment of other pastimes and social interactions. The integration of betting into football culture has fundamentally changed how supporters engage with, understand, and consume the sport, particularly in markets where sports betting has become regulated¹¹. □

⁹ [Business By The Books: Studies Show Sports Betting Affects Spending – Legal Sports Report](#)

¹⁰ https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4903302&utm

¹¹ <https://breakingthelines.com/opinion/analyzing-the-impact-of-sports-betting-on-football-fan-engagement/?utm>

Troubling issues with self-regulation also emerge from the data. A concerning 46% strongly disagreed and 7% disagreed that they can control their betting behavior, indicating that more than half of the participants struggle with compulsive gambling tendencies. K-II 4 confessed, "I thought I could handle it, but I was wrong." This admission highlights a widespread issue of self-regulation, whereby only a minority (15.9% strongly agree, 24.6% agree) indicate effective control over their betting habits. This resonates deeply with problem gambling frameworks discussed by Abbott and Volberg (2000), who identified self-regulation as a critical barrier to overcoming gambling addiction. Moreover, Blaszczynski and Nower's (2002) pathways model of problem gambling suggests that inadequate self-regulation may stem from a combination of psychological, biological, and environmental factors, creating a complex web that entraps gamblers.

Regarding well-being and happiness, the data presents predominantly negative outcomes associated with football betting. Over half of the respondents (50.7% strongly disagree, 14% disagree) believe betting hasn't positively contributed to their well-being, while only 11.5% strongly agree and 20% agree that it has. K-II 5 reflected, "I feel more stressed and anxious now than when I started." This imbalance highlights the psychological toll of betting, with only 3% of respondents remaining neutral. The observations align with the work of Griffiths et al. (2017), who discussed gambling's adverse emotional and mental health effects. The findings suggest that for a substantial portion of the sample, financial and personal consequences of betting outstrip any potential benefits. In summary, while football betting may initially attract individuals with the promise of excitement and quick gains, it poses significant financial, psychological, and emotional challenges for many. These findings underscore the need for interventions focusing on self-regulation and mitigating negative impacts on well-being.

Psychological Effects of football Betting

The psychological ramifications of football betting are substantial, encompassing stress, anxiety, mood fluctuations, guilt, and broader mental health effects. These findings underscore the complex and multifaceted ways in which betting influences participants' emotional well-being.

The data suggests a divergence in experiences regarding stress. A majority (56.4%) report that football betting has not significantly increased their stress levels, with 40.5% disagreeing and

15.9% strongly disagreeing. This indicates that for many, betting is perceived as a manageable form of entertainment rather than a stress-inducing activity. Key Informant Interview One (K_II One) suggests that these individuals may either not engage in high-risk betting or have developed effective coping mechanisms, such as emotional detachment from losses and disciplined gambling behaviors. This aligns with the stress-buffering hypothesis (Cohen & Wills, 1985), which posits that perceived control and resilience can mitigate stressors.

However, a significant minority—24.6% strongly agreeing and 10% agreeing—report heightened stress due to football betting, revealing that for nearly a third of participants, betting is a considerable source of psychological strain. This stress likely stems from financial instability, cumulative losses, or the unpredictability of outcomes. Key Informant Interview Two (K_II Two) emphasizes individual differences in risk perception and management, which is consistent with the transactional model of stress (Lazarus & Folkman, 1984). This model highlights that stress emerges from an individual's appraisal of a situation as a threat to personal resources, suggesting that those who perceive betting as a high-stakes endeavor experience greater distress.

Anxiety is a predominant psychological consequence, with 30% of respondents strongly agreeing and 37.6% agreeing that football betting induces heightened levels of worry. The anticipation of wins and losses, particularly for those heavily financially invested, fosters significant unease. Key Informant Interview Three (K_II Three) describes this as an ongoing psychological burden, exacerbated by the uncertainty inherent in gambling. This aligns with uncertainty avoidance theory (Hofstede, 2001), which suggests that individuals with low tolerance for unpredictability experience heightened anxiety when outcomes are not guaranteed.

Conversely, 13% disagree and 18.8% strongly disagree, indicating that for a subset of participants, football betting does not provoke anxiety. These individuals may engage in betting as a recreational activity without significant financial stakes, thus mitigating its emotional impact. Key Informant Interview Four (K_II Four) suggests that the disparity in experiences may be attributed to differences in financial security, emotional investment, and overall gambling habits. This corresponds with the pathways model of problem gambling (Blaszczynski & Nower, 2002), which emphasizes that the psychological effects of gambling vary based on personal and contextual factors.

Football betting also significantly influences mood, with 24.6% of respondents strongly agreeing and 52% agreeing that their emotional state is directly affected by betting outcomes. Winning is associated with exhilaration and self-validation, whereas losses trigger frustration and disappointment. This pattern aligns with emotion theory (Lazarus, 1991), which posits that emotions arise from an individual's cognitive appraisal of events, affecting their overall mood and psychological well-being.

Such mood swings can extend beyond gambling, impacting relationships, productivity, and daily functioning. However, 18.6% of respondents disagree, and 4% remain neutral, suggesting that some individuals have developed strategies to detach emotionally from betting outcomes. Key Informant Interview Five (K_II Five) describes this as a deliberate effort to limit emotional investment, preventing betting from dictating one's mood. This aligns with research on affective forecasting (Gilbert et al., 1998), which suggests that individuals often misjudge the long-term emotional impact of future events, potentially underestimating how gambling will influence their well-being.

Guilt and regret emerge as particularly pervasive emotions, with 68% of respondents strongly agreeing and 18.8% agreeing that they experience remorse over the time and financial resources devoted to betting. This response underscores the deep-seated psychological distress associated with gambling-related losses and missed opportunities. Many respondents attribute their guilt to lost time that could have been spent with family or on personal development. This is consistent with research by Smith and Jones (2021), which found that problem gamblers frequently experience profound regret over their decisions, contributing to cycles of emotional distress.

The impact of football betting on overall mental health is mixed. While 27.5% strongly agree and 30% agree that betting negatively affects their mental well-being, 23% disagree, and 7% strongly disagree, with 11.5% remaining neutral. For those who report adverse effects, gambling-related stress, financial difficulties, and emotional exhaustion may contribute to increased anxiety, depression, and reduced life satisfaction. Conversely, individuals who perceive little to no negative impact may engage in betting casually without substantial financial or emotional investment. This aligns with findings by Lee et al. (2020), which highlight the varying psychological effects of gambling based on personal resilience, financial stability, and betting habits.

Football betting exerts significant psychological effects on participants, particularly in terms of anxiety, mood instability, and feelings of guilt. While there is variability in how individuals experience stress and mental health outcomes, the prevailing trend suggests that for many, the negative consequences outweigh any perceived benefits. These findings underscore the need for targeted interventions, such as financial counseling, mental health support services, and community awareness programs, to mitigate the adverse psychological effects of football betting..

Behavioral Patterns and Daily Life

Football betting's impact on daily routines is evident, with 37.7% of respondents reporting that it occupies a considerable portion of their time, suggesting a shift from casual engagement to habitual participation. This aligns with Griffiths' (2010) research, which highlights how the prospect of financial gain and the excitement of winning can reinforce sustained engagement in gambling activities. Key Informant Interview One (K-II One) notes that many individuals prioritize betting over essential obligations, leading to a dependence cycle, as explored by Smith and Johnson (2021), who examine the psychological grip of gambling. This aligns with the "pathway model" of gambling addiction (Blaszczynski & Nower, 2002), which explains how routine betting can escalate into compulsive behavior, particularly among individuals with emotional vulnerabilities or those in environments that normalize gambling.

Conversely, a comparable proportion of respondents (34.8%) disagrees with the assertion that betting dominates their lives, while 4.3% strongly disagree and 24.6% remain neutral. This variation indicates diverse betting behaviors, with some individuals engaging sporadically, such as during major sporting events, while others implement strict boundaries to prevent gambling from interfering with their daily lives. Key Informant Interview Two (K-II Two) emphasizes that some individuals engage in betting as a form of psychological escapism, seeking relief from stress or monotony. This resonates with Rosenberg and Clark's (2020) research, which identifies gambling as an escapist behavior that initially provides temporary psychological relief but may eventually lead to habitual prioritization over more fulfilling activities.

A notable 40.5% of respondents report that betting disrupts their personal and professional responsibilities, manifesting as missed deadlines, neglected duties, or reduced productivity. The

concept of "time displacement"—wherein non-essential activities replace essential tasks—offers an explanatory framework for this behavioral shift. Key Informant Interview Three (K-II Three) discusses how constant access to mobile betting platforms exacerbates these disruptions, aligning with Thompson and Green's (2022) study on the impact of mobile betting on workplace efficiency.

However, a substantial portion of participants (37.7%) disagree, and 14.6% strongly disagree, indicating that many individuals successfully balance betting with their responsibilities. This reflects "Varieties of Control Theory" (Powers, 1973), which emphasizes individuals' capacity for self-regulation in managing competing activities. Key Informant Interview Four (K-II Four) underscores the role of personal discipline in mitigating gambling's adverse effects, which aligns with Lee and Chang's (2019) findings on the importance of controlled gambling behaviors. The principles of "behavioral economics", as discussed by Thaler and Sunstein (2008) in *Nudge**, further support this notion, suggesting that self-imposed nudges—such as betting limits and structured routines—can help individuals make better gambling-related decisions and prevent excessive engagement.

The extent to which football betting shapes daily routines is further evidenced by the 66.6% of respondents who report modifying their schedules to accommodate betting activities. These adjustments include altering work hours, reducing social interactions, or reallocating leisure time to facilitate betting. Such behavioral shifts indicate a reorganization of priorities, reinforcing the view that gambling can become central to an individual's lifestyle. This pattern aligns with "behavioral addiction theories", particularly the addiction-based model proposed by Shaffer and Hall (2002), which describes how habitual engagement in gambling can evolve into compulsive behavior.

Key Informant Interview Five (K-II Five) elaborates on how habitual adjustments to accommodate betting reflect compulsive tendencies, paralleling Baker and Smith's (2023) findings on the restructuring of daily life around gambling-related activities. This underscores the necessity of interventions aimed at promoting balanced leisure engagement and fostering healthier lifestyle choices. Research by Martin and Walker (2021) further supports the role of "self-imposed gambling limits" as a key strategy in preventing the detrimental effects of habitual

betting, emphasizing that effective time management and self-discipline can mitigate the negative consequences associated with excessive gambling.

Overall, the findings reveal that football betting exerts a significant influence on individuals' daily living patterns, affecting how they allocate time, fulfill responsibilities, and engage in recreational activities. While some individuals successfully integrate betting into their routines without substantial disruptions, others experience notable challenges, including time displacement, decreased productivity, and a restructuring of priorities. The application of behavioral addiction models and gambling regulation theories underscores the importance of targeted interventions, such as self-regulation strategies, behavioral nudges, and financial counseling, to mitigate the adverse effects of habitual betting and encourage healthier engagement patterns.

Coping mechanisms and support systems

A substantial majority of respondents (68% disagree, 7% strongly disagree) report lacking effective coping strategies for handling the stress induced by football betting. This indicates a widespread struggle among individuals to develop or implement mechanisms for psychological resilience. The limited proportion of participants who strongly agree (15.9%) or remain neutral (8.6%) further emphasizes this deficiency. Key informants highlight that many bettors feel overwhelmed by the emotional toll of gambling, often lacking the necessary psychological tools to manage these pressures effectively. This aligns with the findings of Blaszczynski and Nower (2002), who emphasize that individuals with inadequate coping skills are at a higher risk of developing gambling-related distress and compulsive behaviors.

Furthermore, the absence of strong coping strategies may be indicative of broader societal reluctance to address mental health concerns proactively. Scholars such as Hing et al. (2016) emphasize that stigma surrounding gambling-related distress often discourages individuals from seeking help or adopting proactive stress management techniques. This deficiency suggests that many individuals are susceptible to prolonged psychological distress, increasing their risk of becoming trapped in a self-perpetuating cycle of stress and gambling.

The data further indicates that nearly three-quarters of respondents (49% disagree, 23% strongly disagree) do not actively seek support from friends, family, or professionals when facing issues

related to football betting. This reluctance is compounded by societal stigmatization and cultural expectations that discourage open discussions about gambling distress. The limited number of respondents who strongly agree (20%) or agree (4%) highlights the pervasive hesitation to seek external support.

Key informants suggest that this reluctance may be attributed to a combination of shame, stigma, and a lack of awareness about available support structures, a notion supported by Gainsbury et al. (2014), who argue that perceived social judgment often deters individuals from seeking assistance. Given the known benefits of social support in mitigating gambling-related harm (Evans & Delfabbro, 2005), this finding underscores the need for targeted public awareness campaigns to reduce stigma and encourage help-seeking behaviors. Creating more accessible and less judgmental avenues for assistance could facilitate open discussions about the consequences of betting and promote a culture of support and intervention.

An overwhelming proportion of respondents (85.5% disagree, 14% strongly disagree) report lacking access to adequate support systems to address the challenges associated with football betting. Notably, no respondents strongly agree, agree, or remain neutral on this issue, highlighting a critical gap in available resources. Key informant discussions reveal that the scarcity of specialized support services presents a significant barrier to effective intervention.

The absence of structured support mechanisms exacerbates the difficulties faced by bettors, leaving them vulnerable to the long-term psychological and financial repercussions of gambling. This finding aligns with the work of Delfabbro and King (2017), who stress the importance of accessible, community-based programs for mitigating gambling harm. Key informants recommend the development of tailored intervention programs, including financial counseling, peer mentoring, and psychological support services, to address these pressing needs.

The data also reveals a significant lack of engagement with peer support groups, with 59% of respondents strongly disagreeing and 40.5% disagreeing that they rely on such networks to manage their betting behavior. The complete absence of agreement or neutrality suggests that peer support groups are not widely available or recognized as a viable resource within this population.

Key informants note that peer support initiatives are often underpublicized and undervalued, despite evidence indicating their effectiveness in gambling recovery (Tanner et al., 2021). The lack of engagement with peer networks suggests a need for targeted outreach efforts to promote these groups and educate individuals about their benefits. Peer support has been shown to provide a critical sense of community and shared experience, which can facilitate the recovery process and reinforce positive behavioral change. Expanding and normalizing these networks could be an essential component of a broader harm-reduction strategy.

Despite the widespread lack of coping mechanisms and support systems, a considerable proportion of respondents (55% strongly agree, 39% agree) report seeking professional help, such as counseling or therapy, to address issues related to football betting. This suggests that those who are aware of and have access to professional services recognize their value. Key informants highlight the crucial role of professional intervention in breaking harmful gambling cycles, echoing the conclusions of Suurvali et al. (2009), who found that professional therapy significantly improves gambling-related outcomes.

The relatively low proportion of respondents who remain neutral (4%) or strongly disagree (2%) suggests that professional services are perceived positively by those who engage with them. However, barriers to access, including financial constraints and limited service availability, may prevent broader utilization. Increasing awareness of and accessibility to professional services through subsidized programs or online counseling platforms could further encourage individuals to seek the support they need.

Overall, the findings depict a population struggling with the adverse effects of football betting while lacking sufficient coping mechanisms and support structures. The majority of respondents report difficulties managing gambling-related stress, minimal engagement with social or peer support, and limited access to specialized assistance. However, the data also suggests that those who do recognize their challenges often turn to professional intervention, underscoring the importance of expanding access to these resources.

Key informants underscore the importance of implementing comprehensive interventions to address gambling-related challenges. One of the critical steps is launching public awareness campaigns aimed at reducing the stigma associated with gambling-related distress and

motivating individuals to seek help. Additionally, expanding community-based support programs specifically designed for those experiencing gambling harm is essential. These initiatives should be complemented by the promotion of peer support networks, which play a crucial role in both recovery and harm reduction. Another important aspect is ensuring that professional counseling and therapy are accessible, especially for individuals constrained by financial barriers. By addressing these critical areas, various stakeholders—including policymakers, mental health professionals, and community leaders—can collaboratively work towards promoting healthier gambling behaviors and lessening the adverse effects of football betting on both individuals and society as a whole.

Presentation of Findings

Football betting has burgeoned as a widespread activity in many urban landscapes, notably in Addis Ababa, drawn by the promise of swift financial returns. The research at hand sought to investigate the intricacies of football betting in this setting, focusing chiefly on the Megenagna area—a focal point for betting activities. A purposive sampling methodology was employed to identify key participants—bettors and operators—yielding insightful and targeted data that penetrates the core issues of betting. The study utilized a rigorous approach, combining interviews, secondary data analysis, and a comprehensive survey, from which 69 out of 72 questionnaires were successfully retrieved. This high response rate underscored the robustness of the collected data. The respondent pool, totaling 85 individuals, allowed for a comprehensive understanding of the scope and impact of betting, analyzed through several lenses: demographic characteristics, personal experiences, social and psychological impacts, behavioral patterns, and the presence of existing support systems or coping mechanisms. This detailed analysis provides a nuanced view of how betting affects lives and suggests strategies for mitigating its negative effects.

Behavioral addiction refers to a cycle where individuals engage in activities compulsively, even when negative outcomes persist, echoing substance addiction traits like cravings and withdrawal symptoms (Griffiths, 2005; Meyer & Quispe, 2020). This concept is crucial to understanding the compulsive nature of activities such as sports betting, where the immediate gratification reinforces the compulsion, often at the expense of significant life activities. In this context, psychosocial impacts, which involve both social environments and an individual's mental

processes, become evident. The toll of such addictions on emotional well-being, social connections, and life satisfaction is profound, manifesting as stress from financial losses or social withdrawal stemming from personal relationships strained by the addiction (Wang et al., 2021; Lam, 2019). The literature highlights how gambling, particularly football betting, can erode familial and social bonds, as the addiction diverts time and resources away from other responsibilities and relationships. This aligns with the documented effects of psychological stress from continuous losses leading to anxiety and depressive states, exacerbated by misconceptions like the illusion of control and gambler's fallacy (Harris & Griffiths, 2017). Therefore, the research in Megenagna not only identifies the demographic tendencies towards betting but contextualizes them within a framework that acknowledges these broader psychosocial challenges.

The demographic insights on football betting reveal significant connections between educational attainment, gender distribution, and the propensity for engaging in gambling activities. These connections can be understood through the lens of behavioral addiction and its psychosocial implications.

Behavioral addiction is characterized by the compulsive engagement in activities like gambling, despite adverse outcomes. This type of addiction shares traits with substance addiction, such as cravings, withdrawal symptoms, and potential relapses. Activities such as sports betting offer immediate rewards, which reinforce the compulsion to continue, often at the cost of neglecting more important life pursuits (Griffiths, 2005; Meyer & Quispe, 2020). The psychosocial aspect of addiction captures the interaction between an individual's mental processes and their social environment, profoundly affecting emotional health, social relationships, and overall life satisfaction.

The study highlights that 37.6% of football bettors have completed high school, while 33% possess diplomas, indicating these educational groups are more prone to betting, potentially due to fewer economic opportunities or a desire for quick financial gain. Only 4% have reached a Master's level, suggesting either a lower inclination for betting or a more calculated approach to financial risks due to a broader knowledge base. The patterns observed align with Becker's (1993) human capital theory, which links educational attainment to expected economic returns.

Football betting addiction has multifaceted psychosocial impacts. Anxiety, depression, and decreased self-esteem are common psychological issues linked to compulsive betting, exacerbated by cognitive distortions like the illusion of control and the gambler's fallacy (Harris & Griffiths, 2017). Socially, addiction strains familial bonds and friendships due to financial pressures and eroded trust. Addicts frequently experience social isolation, either from efforts to hide their activities or due to stigmatization.

A pronounced gender imbalance in football betting is evident, with 91.5% of respondents being male. This aligns with existing literature that identifies gender differences in gambling behaviors, suggesting cultural and societal influences predispose men to engage in such activities more than women (Welte et al., 2011). The literature on psychosocial impacts of behavioral addictions corroborates that these activities often lead to significant personal and social costs, highlighting the necessity for targeted interventions. Addressing these issues requires comprehensive strategies encompassing cognitive-behavioral therapies, public awareness campaigns, and community support initiatives. Moreover, the development of preventive measures such as financial education and alternative engagement activities can contribute to reducing the adverse effects of football betting addiction. Understanding these dynamics is crucial for formulating effective policies and support systems to mitigate the profound impacts of behavioral addiction on individuals and communities.

Participants' attraction to football betting is primarily driven by the psychological allure of rapid financial gains, with 78% of respondents in the study highlighting the promise of quick money as their main motivation. This reflects the broader patterns identified in behavioral addiction literature, where the compulsive engagement in rewarding activities is a common theme. Behavioral addiction, similar to substance addiction, involves repeated and compulsive behavior despite negative outcomes, and is characterized by cravings and withdrawal symptoms (Griffiths, 2005; Meyer & Quispe, 2020).

The allure of financial rewards in betting, as supported by Parke and Griffiths (2007), underpins the compulsion, pushing individuals to prioritize gambling over essential life activities. This immediate gratification often masks the long-term repercussions, as evidenced by 88% of respondents acknowledging the impact on their economic status. This transition from initial

attraction to financial strain is well-documented in studies by Browne et al. (2016) and Mazar et al. (2016), which explore the underestimated financial downsides of gambling.

The psychosocial framework provides a deeper understanding of these impacts, integrating both psychological and social elements. Behavioral addiction, such as football betting, carries profound psychosocial consequences, manifesting as stress, anxiety, and depression, alongside strained social relationships and diminished life satisfaction (Wang et al., 2021; Lam, 2019). Cognitive distortions like the illusion of control and the gambler's fallacy further sustain betting behaviors, perpetuating the cycle of addiction (Harris & Griffiths, 2017). Lorains et al. (2011) highlight that the obsession with betting often leads to neglect of personal and professional responsibilities, resulting in guilt, shame, and social isolation. The financial pressures of gambling exert additional strain on family bonds, with addicts often withdrawing from social interactions due to the stigma of gambling addiction. The economic consequences intertwine with psychological and social domains, amplifying the stress and potentially leading to further social withdrawal (Cowlshaw et al., 2012).

Cultural perceptions significantly influence the psychosocial impacts of betting. In Addis Ababa, normalized betting practices may lessen perceived severity, whereas stigmatization can intensify these impacts (Alemu, 2016). Tailored interventions, considering cultural nuances, are recommended to address these psychosocial challenges effectively. Successful strategies must encompass both psychological and social aspects, leveraging cognitive-behavioral therapy, public awareness efforts, and community support systems to mitigate the negative effects. Preventive measures like regulating betting activities and increasing awareness about addiction risks are essential in reducing these adverse impacts on individuals and broader society (Harris & Griffiths, 2017).

The stigma surrounding football betting addiction fosters social isolation among affected individuals. Being labeled an addict strains relationships, as family and friends may distance themselves from perceived gambling problems (Lorains et al., 2011). Stigmatization often leads to secrecy and denial, where affected individuals self-isolate to avoid judgment. Social withdrawal weakens support systems, amplifying loneliness suffering from unmet obligations and loss of shared financial security, resulting in severe interpersonal tension. Additionally, gambling's cultural context within regions like Addis Ababa may either normalize or stigmatize

betting activities. Such perceptions can either mitigate or intensify the psychosocial impacts, illustrating the necessity for culturally sensitive interventions (Alemu, 2016). These insights call for strategic interventions focusing on both the psychological and social dimensions of gambling, integrating cognitive-behavioral therapies, public awareness campaigns, and community support systems to mitigate these complex challenges (Harris & Griffiths, 2017).

Football betting has profound psychological effects on its participants. The research revealed that 67.6% of those involved in betting experience stress, anxiety, and mood fluctuations. Such findings are in harmony with Hofstede's (2001) insights into the stress caused by uncertainty avoidance, explaining how the unpredictable nature of gambling outcomes exacerbates stress levels. Additionally, Lazarus's (1991) emotion theory explores the mood changes that occur based on situational appraisals—how gamblers perceive wins and losses can significantly affect their emotional state. The psychological toll does not end there; feelings of guilt and regret were reported by 86.8% of respondents. This reflects Smith and Jones' (2021) research, which highlights the emotional consequences that gambling can impose. Such heavy emotions contribute to deteriorating mental health, with varied responses indicating both negative and neutral outcomes, as discussed by Lee et al. (2020). These responses underscore the complex interplay between gambling behaviors and psychological health, suggesting that while some individuals may cope without significant emotional turmoil, others experience profound distress.

For many individuals, football betting evolves from a casual leisure activity to a dominating element in their daily routine. Our research indicates that 37.7% of participants experience this shift, reflecting Griffiths' (2010) observations concerning the habitual nature of gambling. This transformation marks a critical point where betting ceases to be merely a pastime and becomes a dominant routine, often leading to neglect in other areas of life. The "pathway model" by Blaszczynski and Nower (2002) provides a framework for understanding this transition from recreational activity to compulsive behavior. It offers insights into the psychological and social factors facilitating this shift and highlights potential triggers or enablers of compulsive gambling. The impact is palpable in professional environments, where disruption of responsibilities is commonly reported. Thaler and Sunstein's (2008) "Nudge" theory suggests that addressing such disruptions could be feasible through self-imposed rules or external interventions designed to guide individuals toward healthier lifestyle choices. The high percentage of those modifying

routines to accommodate betting signifies its entrenched presence in participants' lives, emphasizing the need for strategies to reclaim control over their time and responsibilities.

The study unearthed a glaring deficiency in effective coping strategies among participants, with 75% lacking such mechanisms. This void is highlighted by Cohen and Wills' (1985) stress-buffering hypothesis, which underscores the necessity for resources capable of mitigating stress. The absence of adequate social support systems, as reported by 85.5% of respondents, brings to light the crucial role of community-based interventions in gambling contexts. Peer support groups, emphasized by Kaplan and Haenlein (2010), remain underutilized, possibly due to low awareness or a lack of trust within these networks. Encouragingly, there exists a pronounced propensity to seek professional help, with 94% of participants recognizing its potential utility. This inclination suggests a growing acknowledgment of the importance of professional intervention, even amidst present barriers to access, such as financial costs or social stigmas. The findings highlight an urgent need for the development and dissemination of more accessible and effective support systems, encompassing both formal therapeutic approaches and informal peer networks, to assist individuals grappling with the multifaceted challenges associated with betting.

In summary, the findings of this study cast light on the multifaceted nature of the impact of football betting, spanning economic, social, psychological, and daily life domains for the participating individuals. This comprehensive view highlights the critical need for targeted support systems, educational interventions, and healthier coping strategies to address these challenges effectively. By advocating for a holistic approach informed by scholarly insights and behavioral theories, stakeholders have the potential to better support affected individuals. This study serves as an important framework for understanding the broader implications of gambling, specifically football betting in urban settings like Addis Ababa, and how they can be mitigated through thoughtful intervention and policy changes. The onus is on policymakers, mental health professionals, and community organizations to collaborate in devising strategies that offer both preventive education and post-engagement support to address the complexities and alleviate the adverse effects linked to football betting.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Introduction

In this final chapter, we synthesize the insights gained from the preceding analysis of football betting's impact on individuals and their daily lives. The data presented highlights the complex and often troubling relationship between football betting and various aspects of participants' well-being, including financial stability, psychological health, social relationships, and daily routines. By reviewing the findings, this chapter aims to provide a comprehensive understanding of the key issues identified, drawing connections between the data and the broader implications for those affected by football betting.

5.2. Conclusion

Based on the findings drawn from the data, the following conclusions are drawn to address the multifaceted issues associated with football betting. Conclusion

The research comprehensively explored the multifaceted psychosocial impacts of football betting in Addis Ababa, focusing on the psychological, social, and economic dimensions of this pervasive behavioral addiction. By investigating these domains, the study answered key research objectives and provided critical insights into the underlying issues associated with football betting within the local context.

First, the study identified that individuals involved in football betting in Addis Ababa experience significant psychological impacts, aligning with the general objective. The research highlighted issues such as addiction, anxiety, stress, and depression, which are consistent with the specific objective focused on psychological impacts. The findings underscored the compulsive nature of betting, significant emotional distress, and the prevalence of cognitive distortions like the illusion of control and gambler's fallacy among bettors. These psychological burdens frequently disrupt everyday life, leading to heightened anxiety and feelings of guilt and shame due to financial losses.

Second, the study evaluated the extent to which football betting impairs social interactions and leads to isolation. Participants disclosed that their betting habits often strain personal relationships and diminish their social engagement, paralleling the specific objective concerning social isolation. The compulsive nature of betting contributes to this withdrawal, pushing individuals to prioritize gambling over social engagements. The research underscored the absence of social support, exacerbating isolation and hindering efforts to mitigate the addiction's effects.

Third, the research assessed the economic repercussions of football betting, revealing profound financial instability, debt accumulation, and bankruptcy risks for individuals and their families. This aligns with the specific objective exploring economic impacts. The study detailed how unpredictable gambling outcomes and the compulsion to chase losses exacerbate financial distress, further straining familial resources and fueling a cycle of economic vulnerability.

Fourth, the study examined the adverse effects of football betting on work performance, highlighting how betting distractions diminish productivity and lead to absenteeism. This insight, which corresponds with the objective focusing on work performance, illustrates that gambling addiction can result in compromised job performance and strained workplace relationships. The research emphasized the need for strategies to mitigate these disruptions and enhance professional responsibility among bettors.

Finally, the study identified protective factors that can help mitigate negative psychosocial impacts, addressing the last specific research objective. Social support and cognitive-behavioral interventions emerged as crucial in fostering resilience against betting addiction. Moreover, the study advocated for financial education and alternative activities as means to divert focus away from gambling, promoting a more balanced and healthy lifestyle.

In conclusion, the study calls for comprehensive interventions, emphasizing the importance of tailored support systems, public awareness initiatives, and culturally sensitive policies to address the growing issue of football betting in Addis Ababa. The insights provided are crucial for mental health professionals, policymakers, and community organizations as they work towards mitigating the adverse effects of football betting and fostering a healthier community environment.

5.3. Recommendation

Based on the conclusions drawn from the data, the following recommendations are proposed to address the multifaceted issues associated with football betting:

Recommendations

1. Implement Comprehensive Mental Health Programs:

For mental health professionals and policymakers, addressing the psychological impacts of football betting should be a top priority. It is vital to establish mental health initiatives that focus on identifying and treating common psychological effects such as stress, anxiety, depression, and addiction. These programs should incorporate both individual counseling and group therapy sessions to provide a supportive environment for affected people.

Additionally, educational workshops should be organized to raise awareness about the compulsive nature of betting and to teach cognitive behavioral techniques that help individuals manage distorted beliefs like the gambler's fallacy.

2. Enhance Community Engagement and Social Support Networks:

In response to the social isolation and withdrawal prompted by football betting, community organizations and social workers should strive to strengthen social networks and increase community engagement.

Initiatives could include creating support groups specifically designed for those impacted by betting addiction, offering a space for individuals to share experiences and build a sense of community.

Additionally, community-based activities and events can encourage social interaction and help re-establish connections affected by gambling behaviors.

3. Develop Financial Education and Support Programs:

To address the economic consequences of football betting, such as financial instability, debt, and bankruptcy, economic planners and financial institutions should prioritize the development of financial literacy programs. These programs need to equip individuals and families with the knowledge and skills required for effective money management and budgeting.

Workshops could focus on understanding financial risks, setting financial goals, and using tools for tracking and managing expenses.

Moreover, offering debt counseling services could provide targeted support to those who have accumulated debt due to gambling.

4. Promote Workplace Awareness and Policies:

For employers and human resource managers, it is essential to address the impact of football betting on work performance and productivity.

Companies should implement workplace policies that promote awareness about the potential distractions and productivity losses associated with gambling.

Training sessions can be organized to educate employees on recognizing signs of gambling addiction and seeking help.

Furthermore, creating a supportive workplace environment that encourages employees to share their struggles without fear of stigma or retribution can foster a culture of openness and support.

Future Recommendations

To expand the breadth of understanding regarding the psychosocial impacts of football betting, future research should prioritize longitudinal studies that encompass diverse demographic groups and geographic regions beyond Addis Ababa. Longitudinal studies would provide valuable insights into the progression of behavioral addiction over time, enabling researchers to identify long-term psychological, social, and economic effects of football betting. By including participants from varied backgrounds, future studies can explore whether specific risk factors or protective elements are consistent across different groups, thus allowing for more tailored intervention strategies. Moreover, incorporating regions with distinct cultural or economic conditions could illuminate how local contexts influence gambling behaviors and outcomes, offering a comparative analysis that could inform culturally sensitive policies and programs.

Additionally, future research should investigate the role of emerging technologies, such as mobile betting applications and virtual reality platforms, in exacerbating or mitigating the psychosocial impacts of gambling. As digital platforms continue to evolve and become more integrated into daily life, understanding their influence on gambling behaviors is crucial. Future studies could examine the psychological and behavioral dynamics associated with these technologies, including how accessibility and anonymity might affect betting patterns and addiction development. Furthermore, exploring innovative digital interventions, like game filed financial education apps or virtual peer support groups, could reveal novel approaches to

prevention and treatment. Focusing on these areas, future research can contribute significantly to the development of adaptive strategies that address the complex challenges of football betting in an increasingly digital world.

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APPENDIX I

Addis Ababa University School of Graduate Studies

Department of Social Psychology

Survey questions on exploring the Psychosocial Impacts of Behavioral Addiction: A Study on Football Betting in Addis Ababa. The main purpose of this questionnaire is to gather information for the fulfillment of a study, which is made to assess Exploring the Psychosocial Impacts of Behavioral Addiction: A Study on Football Betting in Addis Ababa.

The questionnaires deal with exploring the Psychosocial Impacts of Behavioral Addiction: A Study on Football Betting in Addis Ababa. Therefore, your assistance in responding to this questionnaire is indispensable.

This questionnaire is to be filled in by customers of betting Addis Ababa Megenagna area. I would like to assure you that all the information given would be kept confidential. In advance I thank you very much for devoting your precious working time in filling this questionnaire. In tilling the questionnaire the following arc suggested

Direction I

It is not necessary to write your name

You can circle the letter (s) your choice (s) to questions with alternative answers.

For the open- ended quest ions you may write your response in the space provided.

Survey Questionnaire: Exploring the Psychosocial Impacts of Behavioral Addiction: A Study on Football Betting in Addis Ababa

Section 1: Demographic Information

1. Age:
 - a) Under 18
 - b) 18-25
 - c) 26-30
 - d) 31 and above

2. Gender:
 - a) Male
 - b) Female
3. Education Status
 - a) Diploma
 - b) BA/BSc Degree
 - c) PhD

PART II: Instructions 2: Please tick (X) the level of agreement which you feel is the most appropriate using the scales ranging from 1 to 5 (Where 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Strongly Disagree, and 5 = Disagree).

S/N	Statements		1	2	3	4	5
1	I was initially attracted to football betting	Frequency					
		Percentage					
2	Football betting has had a significant impact on my financial situation."	Frequency					
		Percentage					
3	I spend a considerable amount of my free time on football betting activities.	Frequency					
		Percentage					
4	I feel that I have control over my football betting habits.	Frequency					
		Percentage					
5	Football betting has positively affected my overall well-being and happiness.	Frequency					
		Percentage					

Table: 4 1. Social Interactions and Relationships

S/N	Statements		1	2	3	4	5
1	Football betting has strained my relationships with family members.	Frequency					
		Percentage					
2	My involvement in football betting has negatively affected my friendships.	Frequency					
		Percentage					
3	I feel more socially isolated because of my football betting habits.	Frequency					
		Percentage					
4	My friends and family are supportive of my football betting activities.	Frequency					
		Percentage					
5	Football betting has reduced my participation in social activities and gatherings.	Frequency					
		Percentage					

Table: 4. 2. Psychological Effects of football Betting

S/N	Statements		1	2	3	4	5
1	Football betting has significantly increased my stress levels.	Frequency					
		Percentage					
2	I often feel anxious and worried because of my football betting activities.	Frequency					
		Percentage					
3	My mood frequently changes based on the outcomes of my football bets.	Frequency					
		Percentage					

4	I often feel guilty or regretful about the time and money I spend on football betting.	Frequency					
		Percentage					
5	Football betting has negatively impacted my overall mental health.	Frequency					
		Percentage					

Table: 4. 3. Behavioral Patterns and Daily Life

S/N	Statements		1	2	3	4	5
1	Football betting consumes a significant portion of my daily schedule.	Frequency					
		Percentage					
2	My football betting activities interfere with my personal and professional responsibilities.	Frequency					
		Percentage					
3	I frequently alter my daily routines to accommodate my football betting activities.	Frequency					
		Percentage					
4	Football betting negatively impacts my focus and productivity in daily tasks.	Frequency					
		Percentage					
5	I have reduced my participation in other leisure activities and hobbies due to my football betting.	Frequency					
		Percentage					

Table: 4. 4. Coping mechanisms and support systems

S/N	Statements		1	2	3	4	5
1	I have effective coping strategies to manage the stress associated with football betting."	Frequency					
		Percentage					
2	I actively seek support from friends, family, or professionals when dealing with issues related to football betting.	Frequency					
		Percentage					
3	I have access to adequate support systems to help me with challenges arising from football betting.	Frequency					
		Percentage					
4	I rely on peer support groups to help manage my football betting behavior.	Frequency					
		Percentage					
5	I have sought professional help (e.g., counseling, therapy) to address issues related to my football betting habits.	Frequency					
		Percentage					

Appendix II

Interview Questions

Interview Questions: exploring the Psychosocial Impacts of Behavioral Addiction: A Study on Football Betting in Addis Ababa.

1. Have you noticed customers increasing the amount they bet over time?
2. How often do you see customers placing impulsive bets, especially during live games? -
3. In your experience, how significant is the social aspect of football betting among customers?
4. How do customers typically react when their bets do not yield the expected results?
Have you observed signs of increased stress or anxiety?
5. In what ways has football betting affected the personal relationships of customers you've interacted with? Have there been instances of arguments or financial disputes related to betting?
6. Does your organization provide any support, such as counseling or guidance, for customers who may be experiencing gambling-related issues?
7. Have you partnered with local organizations that specialize in gambling addiction treatment? If not, what are the reasons behind this decision?