

Assessing the Socio-Economic Implications of Sports Betting...

Addis Ababa University

School of Graduate Studies

School of Social Work

Assessing the Socio-Economic Implications of Sports
Betting among Youth in Addis Ababa in the Case of Yeka
Sub city

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I am Elias Workeshet, and this thesis, entitled “Assessing the Socio-Economic Implications of Sports Betting among Youth in Addis Ababa, in the case of yeka sub city "was submitted by me to the award of the Degree of Masters in Social Work (MSW) at Addis Ababa University. I declare that this thesis is my original work and has not been presented before for award of a degree in any other university or institution, and that all the sources that I have used have been indicated and acknowledged by means of complete references.

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Abstract

This study focuses on the assessment socioeconomic implications of sports betting on youths in Addis Ababa, emphasizing their lived experiences, social consequences, and financial implications. The study employed a cross-sectional qualitative research approach and included 24 participants, including current and past sports bettors, two critical case analysis, and one focus group discussion with eight participants. Data were gathered through in-depth interviews, and focus group discussions, and then evaluated using deductive thematic and narrative analysis. Key findings show that peer networks have a major impact on both the onset and maintenance of sports betting practices, frequently portraying it as a socially acceptable and profitable activity. The participants commonly considered sports betting as a "quick way to make money," motivated by the promise of high returns on little bets. The normalization and glamorization of sports betting, along with societal acceptability and increasing accessibility, reinforces these practices, leading to limited awareness of betting's potential consequences. The study revealed negative consequences such as the development of hazardous behaviors and psychological problems including worry and sadness. The unexpected nature of betting outcomes frequently leads to strained familial relationships, marked by a breakdown in trust and communication. Furthermore, debt, impulsive spending, and unethical actions such as borrowing or stealing exacerbate these youths' financial insecurity, locking them in a never-ending cycle of financial crisis. Finally, the study calls for action to address the challenges surrounding sports betting among youths. It promotes the development of community-based initiatives aimed at addressing taking legislative measures to reduce the accessibility and attraction of sports betting to youths. Additionally, the study emphasizes the need to promoting alternative activities is essential for positively engaging youth.

Key Words: sports betting, youths, wager

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Acronyms and abbreviations

- **NLA** - National Lottery Administration
- **MoWSA** - Ministry of Women and Social Affairs
- **MoWCY** - Ministry of Women, Children, and Youth
- **M&E** – Monitoring and Evaluation

Chapter one

1.1 Introduction

Sports betting has a long and rich history, tracing its origins back to ancient civilizations where wagers were placed on athletic events as a form of entertainment and social engagement. The ancient Greeks and Romans famously participated in betting on chariot races, gladiator games, and various athletic competitions, utilizing this practice not only for enjoyment but also as a means to display wealth and social status (López-González et al., 2021). The cultural significance of sports betting during these periods laid a foundation for its evolution, as it became interwoven with societal norms and expectations surrounding competition and risk-taking.

Over the centuries, sports betting has transformed significantly, evolving from informal bets among friends to a highly commercialized industry. The advent of modern technology, particularly the Internet, has revolutionized the betting landscape, making it more accessible to a broader audience. Online platforms have emerged, enabling individuals to place bets from anywhere, thus integrating sports betting into everyday life (Insley et al., 2004). This transformation has fueled the explosive growth of the industry, which is now estimated to be worth between \$700 billion and \$1 trillion globally (Scope of Data Science/Analytics in Sports World, 2022). The ease of access to information and analytics has further democratized betting, allowing even casual fans to engage in what was once considered a niche activity.

In recent decades, the relationship between sports and betting has become increasingly synergistic, particularly in countries like Australia and the United Kingdom. Here, major sports

leagues and teams have actively collaborated with betting companies, incorporating betting odds into broadcasts and promotional material. This strategy has normalized gambling practices in the eyes of the public, particularly among youth, leading to concerns about the potential for addiction and the erosion of healthy recreational activities (Seal et al., 2022). The increasing prevalence of mobile betting applications and aggressive marketing campaigns have contributed to a culture where sports betting is not only accepted but often celebrated, raising ethical questions about the implications for younger audiences.

The expansion of sports betting is not limited to Western countries; it has also gained significant traction in Africa, where nations like Kenya, Nigeria, and South Africa have emerged as key hubs in the industry. Factors such as a widespread enthusiasm for sports, lower barriers to entry, and insufficient regulatory frameworks have facilitated this growth. In Ethiopia, a country with a fervent passion for football, the popularity of sports betting has surged in recent years, particularly during major tournaments (Narayan, 2022). This trend reflects a broader cultural shift, where betting has become integrated into the social fabric of sporting events, further complicating the dynamics of youth engagement with sports and gambling.

However, the rise of sports betting in Ethiopia brings with it a host of social implications that warrant critical examination. While it offers potential economic opportunities and entertainment, it also raises significant concerns about addiction and its associated risks, particularly among the youth population. Studies indicate that the normalization of gambling, especially through easily accessible online platforms, can lead to problematic behaviors, impacting individuals' mental health, social relationships, and financial stability (Sewanyana & Bitanhirwe, 2018). The

absence of strong regulatory measures exacerbates these issues, highlighting a critical need for effective consumer protection and responsible gaming practices.

This study aims to assess the socioeconomic implications of sports betting among youths in Addis Ababa, with a specific focus on the Yeka sub-city. By investigating the experiences and behaviors of young bettors, this research seeks to illuminate the complex interplay between sports betting and social dynamics. Understanding these factors is essential for developing informed interventions and policies that address the challenges posed by this growing phenomenon, ultimately contributing to the well-being and social integration of youth in Ethiopia. Through this exploration, the study aspires to inform stakeholders about the potential risks associated with sports betting while fostering a dialogue about the necessity for responsible gambling practices and supportive frameworks for at-risk populations.

1.2 Statement of the problem

Sports betting has emerged as a significant global phenomenon, particularly among sports enthusiasts and youth, leading to a concerning rise in addictive behaviors. This trend is not merely a matter of personal choice; it represents a complex interplay of social, economic, and cultural factors that warrant comprehensive examination. Studies indicate that a substantial portion of bettors develop problematic gambling behaviors, highlighting the pressing need to address this issue from multiple angles. For instance, a 2018 study by Bunn et al. underscores the public health concerns associated with gambling, particularly in the context of liberalized regulations that have made betting more accessible and pervasive. The normalization of gambling through targeted advertising and sponsorships raises critical questions about societal values and the implications for vulnerable populations, particularly youth.

The magnitude of the problem is evident in various contexts. In Nigeria, Mustapha and Enilolobo (2019) found that many unemployed youths turn to gambling as a means of financial survival, leading to detrimental effects on household welfare. This reliance on gambling not only perpetuates economic instability but also diverts attention from productive pursuits, thereby increasing the risk of criminal behavior and social dislocation. Similarly, Rachel (2016) reported that 78% of university students in Kenya engage in gambling activities, primarily driven by financial incentives. Such statistics illuminate a troubling trend where gambling is increasingly viewed as a viable alternative to traditional employment, particularly among youth who may lack access to stable job opportunities.

The intersection of technology and gambling has further complicated the landscape of sports betting. Babajide (2020) highlights how advancements in technology, including mobile applications and online platforms, have facilitated the proliferation of betting activities. This accessibility is particularly concerning in regions characterized by high unemployment and poverty, as it allows individuals to engage in gambling with minimal barriers. The implications of this trend are profound, as they contribute to broader societal issues such as addiction, family instability, and financial distress. Moreover, Argay et al. (2021) demonstrate that younger individuals are more susceptible to developing online betting disorders, emphasizing the urgency of targeted interventions to mitigate the impact of gambling on this demographic.

Despite the growing body of literature addressing various aspects of gambling, there remains a significant gap in research focused specifically on the socioeconomic impacts of sports betting among youth in Ethiopia. While Estifanos (2020) examined the legal frameworks governing sports betting, revealing critical deficiencies that fail to protect vulnerable populations, empirical evidence regarding the behavioral and economic consequences of gambling is scarce. This lack

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of research limits our understanding of how sports betting affects youth in specific contexts, particularly in urban areas like Addis Ababa.

In Ethiopia, the visibility of young individuals frequenting betting establishments has become increasingly normalized, raising alarms among policymakers and community leaders. The Ethiopian Ministry of Women, Children, and Youth (MoWCY) has expressed concerns about the harmful effects of sports betting, which not only fosters addiction but also undermines youth productivity and well-being (Reporter Magazine, 2020). The potential for gambling to create a cycle of poverty and dependency among youth cannot be overlooked, as it detracts from educational and professional opportunities that are essential for personal and community development.

Furthermore, while some studies, such as those by Haji Yonas and Arefayne (2022), have explored problematic gambling in specific locales, they often overlook the intricate interactions between socioeconomic factors and gambling behaviors. The existing literature tends to focus on regulatory aspects, leaving a gap in understanding the broader social, economic, and cultural implications of betting among youth. This oversight is particularly concerning given the rapid expansion of the sports betting industry in Ethiopia, which has been fuelled by a growing passion for football and an increasing number of licensed betting companies.

The need for comprehensive research is further underscored by the financial implications of sports betting on youth and their families. Increasingly, young bettors may find themselves in precarious financial situations, leading to debt accumulation and strained family relationships. The normalization of gambling behaviors among youth can create a ripple effect, impacting not only the individuals involved but also their families and communities at large. Understanding

these dynamics is crucial for developing effective interventions that address the root causes of gambling addiction and its socioeconomic ramifications.

This study aims to fill the critical gap in research by providing a comprehensive analysis of the socioeconomic implications of sports betting among youth in Addis Ababa, focusing on the Yeka sub-city. By relying on first-hand information, this research explored the addictive nature of betting, the social dynamics of youth engagement in gambling, and the economic consequences faced by young bettors. Through this exploration, the study aims to inform policymakers and stakeholders about the potential risks associated with sports betting, fostering a dialogue about the necessity for responsible gambling practices and supportive frameworks for at-risk populations.

Ultimately, this research seeks to contribute valuable insights to the ongoing discourse surrounding sports betting and its impact on youth in Ethiopia. By examining the multifaceted nature of this issue, the study aspires to inform evidence-based policies and programs that effectively address the challenges posed by sports betting, promoting healthier lifestyles and greater opportunities for youth in the region. Through a nuanced understanding of the socioeconomic implications of sports betting, this research provided a foundation for future studies and interventions aimed at mitigating the negative effects of gambling on young people in Ethiopia.

1.3 Objective of study

1.3.1 General objective

The general objective of this study is assessing the socio-economic impacts of sports betting on youth in Addis Ababa in the case of yeka sub city.

1.3.2 Specific objectives

The specific objectives of this study were to:

1. To assess the lived experiences of youth involved in sports betting.
2. To assess the social effects of sports betting on youth relationships.
3. To investigate the financial implications of sports betting among Youth.

1.4 Research Questions

This study was aimed at addressing a fundamental research question in the following manner:

1. What are the lived experiences of youth involved in sports betting in Addis Ababa?
2. How does sports betting influence the social relationships and dynamics among youth people in the city?
3. What are the financial implications and consequences of sports betting activities for youth in Addis Ababa?

1.5 Scope of the study

The scope of this study is to examine and analysis of the socioeconomic consequences of sports betting among youths in Addis Ababa in the case of yeka sub city. To properly fulfill the study aims, numerous constraints were created, including geographical location, participant selection, and the specific topic under inquiry. This research focuses solely on the young population involved in sports betting in Addis Ababa, giving a concentrated investigation of their experiences and the resulting socioeconomic ramifications. By focusing the research on this specific setting, the study hopes to shed light on the unique obstacles and effects that young bettors experience in the capital city, while noting that the findings may not apply to other places or populations.

1.6 Significance of the Study

This study is significant as it highlights critical social work issues related to sports betting among youth in Addis Ababa. By focusing on the subjective experiences and perspectives of young bettors, the research uncovers the complexities surrounding this rapidly evolving phenomenon. Understanding these narratives is essential for social workers, as it enables them to develop tailored interventions that address the mental health challenges and social dynamics affecting these individuals. The insights gained will inform the creation of support networks that can effectively respond to the unique needs of youth engaged in sports betting.

Additionally, examining the broader social implications of sports betting is vital for understanding its impact on family dynamics, peer relationships, and community cohesion. The potential for increased social conflict and isolation among young people necessitates strategies that promote healthy connections and support systems. Furthermore, this study addresses the financial consequences of sports betting, which can jeopardize the economic stability of youth and their families. By investigating these aspects, the research aims to inform evidence-based policies and programs that enhance financial literacy and provide economic support to at-risk youth, ultimately contributing to their long-term well-being and social integration.

1.7 Limitations of the Study

One of the study's major drawbacks is the absence of sufficient research and documented legal frameworks, rules, and proclamations on sports betting in Addis Abeba. While the city has seen an increase in interest and involvement in sports betting activities, the institutional and regulatory environment appears to be changing quickly, with new limits and rules being disseminated via different media outlets rather than formal publications.

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The researcher had severe challenges in obtaining and studying the most recent legislative and policy papers on sports betting in Addis Ababa. Instead of full, publicly available frameworks, the research team frequently relied on statements made by relevant authorities on social media, websites, and television channels to comprehend the city's existing policies and limits.

This lack of centralized, accessible, and well-documented legal and regulatory information significantly limited the study's capacity to offer a complete examination of the policy climate around sports betting in Addis Ababa. The quick and sometimes complex nature of legislative changes in this stage made it difficult for the researchers to gain a thorough knowledge of the legal environment and its consequences for the experiences and practices of sports bettors in the city.

Furthermore, the negative connotations and bad opinions surrounding sports betting in the country's cultural background posed further challenges to the study method. Sports betting is frequently perceived as a hazardous and potentially addictive hobby, resulting in an absence of open conversation and documentation on the subject. This social issue has also contributed to a paucity of published literature and research relevant to the Addis Ababa environment, limiting researchers' capacity to contextualize their results within larger societal dynamics.

1.8 Definition of concepts

Sports betting- is an activity in which an interested person predicts different sports activity results, the occurrence of events during a game (for example, who scores the ball amount of a corner kick, the number of yellow or red cards, etc.) by depositing different amounts of money they bet online or in person, assuming they have the chance to win or lose money depending on the outcome of their prediction.

Betting odds- are numerical representations presented as a ratio or decimal that show the inferred likelihood of a given result in a sporting event as assessed by a betting platform. This ratio indicates the possible reward a wager may get if their forecast is correct, considering the amount gambled.

Youths- is defined as individuals aged 18 to 35 years. This age range is consistent with the limits outlined in the Ethiopian Youth Policy and the African Youth Charter, ensuring that the analysis includes an adequate understanding of betting experience and conduct among the relevant population. The researcher specifically excludes individuals under 18 years of age, as they are not legally able to provide informed consent for participation in the study.

Wager- refers to a monetary bet placed on the outcome of a sporting event or activity, where an individual predicts the result and risks a specific amount of money in anticipation of winning a greater sum based on the accuracy of their prediction.

Chapter Two

2. Literature review

2.1 The prevalence of sports betting among youth

In recent decades, the proliferation of internet gambling platforms has resulted in a huge growth in sports betting, particularly among young individuals. According to studies, sports betting has grown more normalized among young adult males in the United Kingdom, with mobile applications and broad advertising making it more accessible. This tendency is not unique to the UK; similar trends have been noticed in other nations like Australia, where sports betting has been firmly embedded in the culture of major professional sports leagues (Seals et al., 2022). Sports betting's presentation as a harmless, skill-based pastime rather than a form of gambling has played a significant role in its popularity among young people (McGee, 2020; Insley et al., 2004; Seal et al., 2022). Social media and popular culture have also played a role in the normalization of sports betting among young individuals. Celebrities and influencers frequently promote sports betting as a glamorous and lucrative hobby, tempting young people to join. Furthermore, regular exposure to sports betting odds and promos on social media platforms has numbed many young people to the dangers and repercussions of gambling (James & Bradley, 2021).

Furthermore, the widespread availability of sports betting via mobile applications and internet platforms has made it more difficult for authorities to control and monitor underage involvement. This lack of regulation has contributed to the increasing prevalence of sports betting among young people, raising worries about the long-term consequences for mental health, financial stability, and overall well-being (McGee, 2020).

2.2 Factors contributing to youth participating in sports betting

Sports betting has become more acceptable among young adults, influencing their personal experiences and well-being considerably. Studies have indicated that gambling's incorporation into the culture of major sports leagues, along with regular exposure to sports betting advertisements, might lead to a mistaken view of the dangers involved (Seal et al., 2022; Thomas et al., 2018).

Many young people consider sports betting to be a low-risk, skill-based activity rather than a form of gambling, which can give them a false sense of control and confidence in their ability to anticipate the results of athletic events. This view is reinforced by how successful sports bettors are portrayed in popular media, as well as the social recognition they receive from their peers (Matthew, 2015).

Sports betting, like other types of gambling, involves major hazards, such as financial loss, addiction, and mental health problems. The ease of access to sports betting via mobile applications and internet platforms may compound these concerns since young people are more likely to engage in impulsive and excessive betting behaviors (Di Placido & Decker, 2023).

A complex interaction of elements, including social, psychological, and environmental effects, frequently shapes the personal experiences of young people who bet on sports. The normalization and glamorization of sports betting in popular culture and media can instill a sense of excitement and opportunity in young adults, causing them to see it as a source of fun and possible profit (Seals et al., 2022).

Plus, continual exposure to sports betting incentives and odds via social media and internet platforms might numb young people to the dangers and repercussions of gambling. This desensitization might lead to an underestimation of the negative consequences of excessive

betting and an exaggerated sense of control over the results (Derevensky & Gainsbury, 2016).

In addition, integrating gambling into the culture of major sports leagues helps foster a feeling of community and belonging among young adults who engage in sports betting, increasing the activity's normalization (Seal et al., 2022).

The allure of quick and substantial winnings depicted in advertisements, combined with the dopamine rush felt during wins, may strengthen betting behavior, making it difficult for young people to recognize and address the potential negative consequences of their participation in sports betting (Nyemcsok et al. 2018).

The subjective experiences of young people engaging in sports betting highlight the importance of comprehensive education and support networks to encourage responsible gambling and reduce the possible detrimental influence on their well-being and future opportunities. Understanding the causes driving the normalization of sports betting and its impact on young adults demonstrates that solving this widespread issue requires a multifaceted strategy.

2.2.1 Motivations and reasons for youth participation in sports betting

Sports betting's increasing popularity among young people can be linked to a complex interaction of psychological and socio-cultural elements. One major motivator is the presumed skill-based character of sports betting, which appeals to many young people's competitive and analytical mindsets (López-González et al., 2021). The idea that sports betting necessitates knowledge, prediction abilities, and strategic decision-making can instill a sense of control and empowerment, presenting it as a more respectable type of gambling than chance-based activities (Insley et al. 2004). This view is bolstered by popular media depictions of successful sports bettors as clever and astute individuals, promoting the notion that one's capacity to assess and forecast results may result in financial benefit.

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The simplicity of access to sports betting via mobile applications and online platforms has reduced the barriers to entry for young people, allowing them to engage in betting activities with less effort and without the requirement for physical presence in a conventional gambling setting (Thomas et al., 2018).

Social factors also have a substantial impact on youth participation in sports betting. Gambling's integration into the culture of major sports leagues, as well as endorsements by celebrities and influencers, all add to the activity's normalization and appeal. The feeling of solidarity and closeness among peers who participate in sports betting encourages young adults to engage in this conduct by cultivating mutual passions and social acceptance within their social networks (Lister et al., 2014).

The pleasure and excitement connected with the prospect of winning and the potential for large financial benefits can be a major motivator for young people's participation in sports betting (Duggan & Mohan, 2022; Pitt et al., 2017; McGee, 2020).

Also, the appeal of possible financial advantages, particularly during a period of economic instability, might increase the incentive to participate in sports betting. The promise of rapid and big profits shown in commercials and advertising might be especially appealing to young people who want financial independence or a sense of accomplishment from their betting habits (Hing et al., 2015; Nyemcsok et al., 2018; Dean et al., 2017).

However, it is critical to recognize that the subjective experience of youths engaging in sports betting is frequently determined by a complex interaction of personal and environmental circumstances, which can have possibly negative implications if not handled.

2.3 Impact of Advertising and Accessibility on Youth Perspectives in Sports Betting

The expansion of sports betting advertising, the influence of peer groups, and the ease of access to internet betting platforms have all had a substantial impact on young people's subjective experiences and views of sports betting. Permanent exposure to sports betting commercials, which frequently include notable players, celebrities, and rich promos, might foster a glamorized and normalized perception of this practice among young people. These marketing methods can portray sports betting as an enjoyable, low-risk, and possibly rewarding activity, masking the negative effects of excessive or compulsive gambling (Thomas et al., 2018; Deans et al., 2017; McGee, 2020; Nyemcsok et al., 2018).

Furthermore, peer groups and social networks might contribute to the normalization of sports betting. Young individuals may see sports betting as a social pastime, a chance to interact with peers, or an opportunity to demonstrate their knowledge and analytical abilities. Furthermore, young people may be motivated to participate in sports betting because they want to replicate their friends' perceived success and social position, even if they are unaware of the hazards involved (Duggan and Mohan, 2022).

The convenience of access to internet betting platforms, which are frequently available at the fingertips of young people via mobile devices, can also help to normalize and boost interest in sports betting. These technological methods' accessibility and anonymity might reduce perceived obstacles to admission, allowing young people to play with and perhaps develop problematic gambling behaviors (King et al., 2014; Griffiths, 2021).

The normalization and glamorization of sports betting in popular culture and the media can have an enormous impact on young people's attitudes and behaviors. Constant exposure to

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commercials depicting successful bettors, as well as the temptation of large gains represented in promos, can help to establish a glamorous and appealing image of sports betting. These marketing methods minimize the possible hazards while emphasizing that betting on sports is a skill-based and empowering activity (Deans et al., 2017; López-González et al., 2021).

Additionally, the impact of peer groups and social networks cannot be underestimated. The drive for closeness with friends, as well as an interest in replicating peers' perceived success and social standing in sports betting, can have a substantial impact on young people's subjective experiences and perceptions. This social influence may cause people to ignore the possible negative outcomes and undervalue the dangers associated with sports betting (Pitt et al., 2017; Pitt et al., 2016).

The internet environment promotes anonymity and lowers perceived obstacles to the entrance, making it simpler for young people to experiment with and perhaps develop problematic gambling behaviors (McGee, 2020)

Overall, the combination of widespread advertising, peer influence, and ease of access has helped to normalize and glamorize sports betting among young adults, potentially masking the hazards and contributing to the growth of problematic gambling behaviors (Nelson et al., 2007; Hollén et al., 2020; McGee, 2020).

It is essential to recognize that the motivations behind youth participation in sports betting are complex and shaped by a range of psychological, social, and environmental factors. A deeper understanding of these influences is crucial for developing comprehensive educational and support systems that promote responsible gambling while mitigating the potential negative effects on the well-being and future prospects of young adults (Messerlian, 2005; Martin et al., 2015).

2.4 The impact of sports betting on youth relationships and behavior

Sports betting has a substantial influence on young people's social ties and behavioral patterns.

One of the most noticeable repercussions is the incorporation of sports betting into the social fabric of young adult societies. Sports betting is frequently viewed as a social activity, offering a shared experience and a sense of community among peers (Seal et al., 2022; Hing, 2014). Young people may engage in sports betting to interact with peers, share in the excitement of the events, and demonstrate their knowledge and analytical abilities. However, the incorporation of sports betting into social circles might have negative implications (López-González et al., 2018).

The normalization of sports betting among peers might create pressure to participate, perhaps leading young people to engage in gambling activities exceeding their means or comfort level.

Peer pressure can foster a culture in which refraining from sports betting is regarded as uncommon or uncool, resulting in greater involvement even among individuals who are not inclined to gamble. This can cause financial stress and lead to the development of problematic gambling behaviors in young adults, jeopardizing their financial stability and well-being (Hollén et al., 2020; Oksanen et al., 2018).

Including sports betting in social connections can blur the distinction between recreational and compulsive gambling. What may begin as a casual and humorous pastime in social circles may soon devolve into excessive and uncontrollable betting behavior, especially when motivated by the pleasure of winning and the need to fit in with friends (Braverman & Shaffer, 2010; Mestre-Bach et al., 2018).

Furthermore, the commercialization of sports events through betting has the potential to change the character of young people's social connections. Rather than simply enjoying the sport for its thrill and entertainment value, attention may turn to the game's financial ramifications. As the

emphasis shifts towards monetary benefits and losses, true friendship and shared experiences within social groupings may suffer (Wang et al., 2012; Wang et al. 2012; Stavros et al. 2014; Copton, 2011).

The acceptance of sports betting in social circles can also impact individual behavior, resulting in changes in decision-making processes. Young adults may begin to choose to gamble above other social or leisure activities, perhaps jeopardizing their scholastic or professional goals and leading to a change in their value systems (Emond, 2020; Anderson 2009; Lamont and Hing, 2018).

The potentially negative effects of sports betting on social relationships and behavior highlight the importance of comprehensive support systems and treatments that address peer pressure, the blurring of recreational and problematic gambling, and betting's impact on the authentic character of social interactions (Duggan and Mohan, 2022).

2.5 The Impacts of Sports Betting on Individuals and Families

The spread of sports betting, particularly among younger people, can have serious and far-reaching consequences for individuals and families. One of the most pressing issues is the possibility of developing obsessive behavior, which may have disastrous effects on individuals and their loved ones. The perceived relationship of sports betting with skill and control can make it more appealing and addictive for certain people, leading to the development of gambling addictions that can have serious consequences for their mental health, financial stability, and general well-being (McKee, 2020; Seals et al., 2022).

Problematic sports betting causes suffering that extends beyond the individual, frequently harming families and communities. Individuals with gambling issues may face strained relationships, financial troubles, and even legal implications, all of which can have an impact on their loved ones. Children of gambling-addicted parents, for example, may be at a higher risk of

emotional and behavioral disorders, as well as financial instability and even child neglect or abuse (Gupta and Pinzon, 2012; Schreiber et al., 2012; Shaw et al., 2007).

Furthermore, social pressure and normalization of sports betting within certain circles can exacerbate harmful gambling behaviors, as people may feel compelled to engage in betting activities to maintain their social standing and acceptance among their peer groups, even if it comes at a significant personal cost (Lemoine and Roland-Lévy, 2017; Gainsbury et al., 2016).

2.6 The impact of social media and online communities on youth sports betting

The pervasive presence of sports betting in digital media and online gaming contexts might increase the normalization and acceptability of these activities, especially among younger people who may be more vulnerable to peer pressure and media influence (Messerlian et al., 2004; McGee, 2020; Hing, 2014).

The power of digital media and online platforms in molding young social ties around sports betting cannot be overstated. The pervasive presence of sports betting in digital media and online gaming contexts might increase the normalization and acceptability of these activities, especially among younger people who are more sensitive to peer and media influence (McGee, 2020).

social media, for example, has become an effective instrument for promoting and discussing sports betting, with sites such as Twitter and Reddit functioning as hubs for exchanging betting tips, forecasts, and gambling-related information (James & Bradley, 2021).

Depending on the research, incorporating sports betting into various digital platforms, such as mobile apps, social media, and online gaming communities, can contribute to the development of unhealthy group dynamics and behavioral patterns that can be harmful to individual and

community well-being (James & Bradley, 2021).

Young people's perceptions of sports betting are shaped in large part by social media platforms. Social media may help to normalize sports betting as a regular and socially acceptable practice by curating information, creating online groups, and encouraging peer engagement. Young people may be exposed to a flood of information that praises and glamorizes sports betting, resulting in a distorted understanding of its hazards and consequences (Hing et al., 2015; Seal et al., 2022).

Online gaming circumstances also influence young people's attitudes toward sports betting. The combination of betting features in popular video games and online platforms further blurs the distinction between entertainment and gambling, thereby desensitizing young people to the hazards connected with betting activities. The immersive aspect of online gaming, along with the temptation of in-game prizes, can foster an atmosphere in which betting-related actions are portrayed as a natural, even desired, component of the gaming experience (Zendle et al. 2019; Kim et al. 2017).

In addition, the impact of gambling communities and online forums cannot be underestimated. These networks may encourage the discussion of betting techniques, promote the normalization of sports betting, and generate a sense of belonging and acceptability within the gambling community. For young people looking for social interaction and approval, these online communities may reinforce their sports betting participation, sustaining the cycle of normalization and acceptability (Sirola et al., 2019; Savolainen et al., 2020). comprehending the influence of digital media on juvenile engagement in sports betting is vital to establishing targeted interventions and awareness efforts. Furthermore, working with technology and social

media firms to create safeguards and age-appropriate content rules can help limit youth's exposure to hazardous gambling-related information (Morris & Katzman, 2003).

Finally, the ubiquitous presence of digital media and online platforms might have a considerable impact on younger people's social interactions connected to sports betting, emphasizing the importance of comprehensive methods to address the normalization and acceptance of these activities among younger populations.

2.7 Youth and the Financial Fallout of Sports Betting

The accessibility and convenience of online and mobile sports betting platforms might encourage young people to engage in betting activities, potentially leading to the development of harmful gambling habits that can harm their financial well-being. The economic consequences of sports betting among youngsters are significant and diverse. The accessibility and convenience of online and mobile sports betting platforms have greatly reduced the barriers to entrance for young people, exposing them beyond the act of making bets (Barrera-Algarín & Vázquez-Fernández, 2021; Elton-Marshall et al., 2016).

One of the most alarming elements is the possibility of financial hardship and debt among young people who participate in sports betting. The attraction of rapid profits and the excitement of placing bets can lead to rash and reckless financial decisions, frequently resulting in big financial losses. This can lead to a cycle of chasing losses and increasing debt, exacerbating young people's economic issues (Römer, 2010; Rosenbaum & Hartley, 2018).

Furthermore, diverting resources from other crucial life activities is a significant factor. As young people devote their financial resources to sports betting, they may overlook important costs like education, healthcare, and personal development risks. This diversion can have long-

term ramifications for their overall wellness and future chances, perpetuating a cycle of financial insecurity and wasted chances (Humphreys et al., 2017).

Sports betting has wide-ranging implications for young people's financial health. Sports betting may cause financial issues for young people, which can have an impact on their families and communities. Families may be taxed financially by helping a young person in distress, compounding the problem (Espadafor & Martínez, 2021).

The normalization and widespread popularity of sports betting on digital and online platforms contribute to the blurring of financial barriers among young people. The simplicity of transactions and seamless integration of betting activities into digital spaces might make young people less aware of the underlying financial hazards. It is critical to emphasize the long-term consequences of reckless financial behaviors linked with sports betting and to provide young people with the knowledge and skills they need to make healthy financial decisions (Hing et al., 2015).

2.7.1 The Impact of Youth Sports Betting on Education, Employment, and Finances

Young people's participation in sports betting can have serious ramifications for their schooling, job prospects, and long-term financial well-being. In terms of education, the time and money that a young person devotes to sports betting can have a direct influence on his or her academic performance and educational achievement. The quest of rapid gains through sports betting can distract from study habits, contribute to poor academic accomplishment, and even dropout rates. This, in turn, may limit their future educational and professional chances, as educational qualifications are frequently required for many job openings (Nelson et al., 2007).

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The financial burden produced by sports betting can also limit a young person's capacity to invest in their education, such as paying for tuition, textbooks, or other educational expenditures. This can lead to a vicious cycle in which financial losses from sports betting impede their capacity to gain the essential skills and credentials for a steady and well-paying job (Espafor & Martínez, 2021).

Furthermore, the reputational damage and social shame associated with compulsive gambling behaviors might harm a young person's career chances. Young people with a history of gambling-related financial problems may encounter major challenges in the labor market because employers may see them as financially reckless or untrustworthy, resulting in fewer work prospects and probable career losses (Månsson et al., 2023).

A track record of financial instability and bad sports betting decision-making might have a severe influence on a young person's employability. Employers may perceive persons with a gambling-related financial history as dangerous recruits, which might result in rejection or limited professional growth chances (Wong and Lam, 2013).

2.8 Theoretical Frameworks

2.8.1 Social Relation Theory in Sports Betting

The social relation theory provides an essential framework for studying the dynamics and consequences of sports betting activities in diverse communities. This concept focuses on how social interactions, cultural norms, and peer influences alter people's perceptions and participation in betting activities. According to research, sports betting is often regarded as a normalized and socially acceptable practice, particularly among young males. Etuk et al. (2022) stress that betting is frequently integrated into athletic rituals and cultural activities, which

reinforces bettors' feelings of identity and belonging. Nyemcsok et al. (2022) support this normalization by arguing that social cues in young men's contexts convey that betting is an acceptable activity, affecting their decision to engage.

Peer influence has a significant impact on views regarding sports betting. Shen (2023) observes that people frequently overestimate the prevalence of betting among their peers, resulting in a false consensus effect that normalizes these behaviors. Seal et al. (2022) reflect this tendency, emphasizing the role of peer socialization processes and hegemonic male norms in sports betting. Such interactions foster an environment in which betting is not only acceptable but also encouraged, particularly among youths who may see gambling as a rite of passage or a way to demonstrate social status.

These social relationships have impacts on the psychological and behavioral elements of sports betting. Valenciano-Mendoza et al. (2023) identified numerous risk factors for problematic betting, including social influences and peer acceptability. Individuals who believe they have considerable social support for their betting habits are more likely to gamble often and develop gambling-related problems. This is consistent with López-González et al. (2018), who explore the stigma associated with gambling addiction, pointing out that positive societal opinions of sports betting might complicate people's motivation to seek treatment.

Furthermore, betting organizations' marketing techniques have a considerable impact on how people perceive sports betting. the study by Deans et al. (2017), such marketing is widespread, often taking place in non-gambling situations such as live sports broadcasts. This leads to the normalization of betting practices, promoting the notion that betting is an essential component of the sporting experience.

Finally, the social relation theory gives a complete framework for analyzing the intricacies of sports betting practices in social situations. The interaction of social cues, peer pressures, and marketing efforts creates an atmosphere in which sports betting is normalized and frequently viewed as a harmless practice. Recognizing these dynamics is critical for creating effective treatments that encourage responsible gambling habits while mitigating related risks.

2.8.2 Social learning theory

Gambling or betting, based on the social learning theory, gambling or betting is a learned activity acquired by imitating an admired figure or one's peers (Bandura, 1977). Regarding social learning, they learned to gamble by imitating prominent models such as family members and peers. They watch some of these people (models) and encode their conduct before imitating it. However, it contends that evaluating online betting activity only through the lenses of social learning theory may be as basic as the theory appears to be, as a shortcoming. (Mcleod, 2016) The theory applies to this study, which revealed evidence that young individuals learned about online sports betting through observation. (Uzochukwu, C., & Ohiri, K., 2021). Based on the social learning theory, people are more prone to mimic and model those they esteem, such as their parents, siblings, classmates, and those viewed as "significant others," especially if they are rewarded for their activities. Social learning theory has been tremendously useful in understanding and explaining a wide range of human behaviors. (Rina Gupta and Jeffrey Derevensky, 1997) For this study, the social learning theory hypothesis was used as a significant component of the theoretical framework, assisting the researcher in evaluating its validity during the analytic phase. This theory proposes that people acquire habits through observation and imitation in their social contexts, highlighting the importance of peer influence and social interactions in molding teenage gambling behaviors. The principles of social learning theory

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guided the development of data-collecting techniques targeted at investigating participants' social circles, the influence of peer pressure, and the normalization of betting in their communities.

By focusing on how these social variables impact individual choices, the study hopes to give a more detailed understanding of the mechanics behind sports betting behaviors. Furthermore, the framework guided the overall research design by emphasizing the importance of context, assisting in the identification of key variables related to social influence, such as the presence of peers who wager and perceived acceptance of betting, ultimately contributing to a comprehensive understanding of the financial and ethical implications of youth sports betting.

Chapter Three

3. Research Methodology

3.1 Research design

The study assessed the socioeconomic implications of betting on youths in Addis Ababa in the case of yeka sub city. It was conducted using a descriptive, cross-sectional, qualitative study approach. A Cross-sectional study design helped to collect topic-related data at a single moment in time. The study aimed to offer a complete, one-time account of experiences of youth's betting behaviors and their socioeconomic ramifications among youths in this environment.

3.2 Research Approach

Qualitative Research Approach

This method provides a full description and investigation of the quality and substance of human experiences. Among qualitative data collection methods, this study employed particularly in-depth interviews, critical case analysis, and focus group discussions, to capture individuals' lived experiences with the phenomena described by the participants (Creswell, 2014).

Qualitative researchers are particularly interested in unearthing varied viewpoints on the topics on hand, rather than a single narrative (Heigham and Croker, 2009). The researcher looked at the subjective experiences and perspectives of young people who gambled on sports, as well as the social implications of betting on interpersonal relationships and dynamics. It also looked at the financial consequences of sports betting, offering information about how these activities affected people's financial situations and general well-being.

3.3 Research participants

This study adopted a qualitative research approach, employing in-depth interviews and observational techniques to collect comprehensive and nuanced data from participants. The research specifically targeted males aged 18 to 35 residing in the Yeka sub-city of Addis Ababa. While the researcher made efforts to include female participants, this was not feasible due to their low participation in sports betting compared to males. Instead, females tend to prefer alternative forms of gambling, a topic elaborated upon in Chapter 4.

By focusing on this demographic, the study aimed to investigate the unique experiences and behaviors of young men engaged in sports betting, an under-represented group in existing research. To ensure relevance and authenticity, participants were selected based on specific inclusion criteria, requiring them to be either current or former sports betting participants. This criterion was critical in capturing genuine insights into the motivations, challenges, and social dynamics associated with sports betting among youth. Through this targeted focus, the research seeks to contribute valuable insights that can inform the development of interventions and policies addressing the broader social and economic implications of sports betting within this demographic group.

3.4 Inclusion criteria

The study participants were meticulously selected based on their relevance to the research objectives and their ability to provide meaningful insights into the study's goals. Each participant was required to meet the following inclusion criteria:

- Be between the ages of 18 and 35.
- Actively engage in sports betting activities or have prior experience as a bettor.

- Reside in the Yeka sub-city of Addis Ababa, the designated study area.

In addition, all participants were recruited voluntarily, with the researcher obtaining their informed consent prior to their involvement. Participants were then asked to share their personal experiences with sports betting. These criteria were specifically designed to ensure the collection of focused and relevant data through precise interview procedures, aligning with the study's objectives.

3.5 Sources of Data

3.5.1 Primary source of data

The researcher collected primary data through in-depth interviews with young sports bettors in Addis Ababa, as well as critical case studies and focus group discussions. These techniques provided the study with the majority of its first-hand data. The researcher developed the data collecting tools precisely to fulfill the study's aims, ensuring that they efficiently recorded participants relevant experiences and activities. Using both primary and secondary data on the same subject improves the findings' validity, dependability, and comprehensiveness (Kothari, 2004). In addition to primary data, this thesis included secondary resources that added perspective and depth to the research.

3.5.2 Secondary sources of data

The study used secondary sources to supplement the primary data gathered from participants. Secondary data were acquired by a thorough review of published articles, books, and other sources. A thorough review of several academic articles, journals, and research reports was done to supplement the findings. The information gathered from various sources was triangulated to offer

a comprehensive grasp of the topic matter. This method ensured a complete analysis of the research topic, supplementing the findings from primary sources.

3.6 Sampling Technique and Sample Size

The researcher used snowball sampling as a recruiting approach to find relevant volunteers for this study. Snowball sampling is conceptually meant to alleviate the issues of recruiting hard-to-reach groups for research. This approach has undergone several modifications to improve its efficiency in finding hidden populations and ensuring that the final sample is more representative of the larger community in which these populations live (Magnani et al., 2005). The snowball sampling outreach approach identifies an individual (the "source," referred to as the "seed") with the required traits and leverages the person's social networks to recruit comparable participants in a multistage process. After the first source assists in recruiting respondents, the respondents recruit others themselves, initiating a process similar to a snowball rolling down a hill (Wasserman et al., 2005). Thus, the semi-self-directed, chain-referral recruitment mechanism can reach the difficult-to-reach target population in a more pragmatic and culturally competent manner. The study's sample size was 24 individuals who participated in in-depth interviews, two case studies, and one focus group discussion (FGD) with eight participant. This multifaceted strategy resulted in a rich qualitative dataset, providing deeper insights into the target population's sports betting experiences and behaviors.

Initially, 83 potential participants were approached, with a final selection of 24 for in-depth interviews, two for critical case analysis, and eight for the focus group discussion. The data saturation concept led the selection process, ensuring adequate information depth and breadth were gathered while avoiding redundancies. This methodological rigor improved the data's robustness

and increased the validity of the findings, providing a more comprehensive knowledge of the different viewpoints among juvenile sports betting participants.

3.7 Methods of data collection and instruments

Data collected through various techniques generates credible research outcomes. Keeping this in mind, the researcher collected data using the following methods: in-depth interviews, case studies, observations, and focus group discussions.

3.7.1 In-depth interview

As stated by Brounéus (2011), an in-depth interview is a unique strategy and source of information since it provides depth, insight, and perspective on a specific study topic at a given moment.

The researcher conducted 24 in-depth interviews and used snowball sampling to choose individuals depending on their level of betting activity. To ensure proper data collection, a voice recorder was used for all interviews. Each interview began with the researcher advising respondents about their rights and getting informed permission. Interviews were held for a minimum of 45 minutes in settings considered suitable and convenient by the respondents, resulting in a pleasant environment favorable for verbal conversations.

3.7.2 Focus Group Discussion (FGD)

Focus group discussions, a data collecting tool in qualitative research, elicit ideas or impressions about a subject through a free and open debate among group members and the researcher (Yeraswork, 2010). FGD enhances and supports evidence gathered through in-depth interviews, case studies, and observation. Discussants were intentionally chosen depending on their age and amount of participation in sports betting.

The discussants for the focus group discussion (FGD) were carefully chosen based on their experiences as sports bettors. These participants were chosen for their ability to express a wide range of opinions about the subjective experiences and viewpoints of young sports gamblers, as well as the social consequences of betting on interpersonal relationships and dynamics. The researcher facilitated this single focus group discussion (FGD) with eight participants. This session aims to reinforce the conclusions from the in-depth interviews and case studies while also providing new insights into the subject. The researcher encouraged open discourse, allowing the participants to openly express their opinions and improving the overall study.

3.7.3 Critical Case Analysis

The researcher used two critical case analysis to acquire a detailed understanding of individual experiences with sports betting. A case study investigates all aspects of a person's life and history, allowing the researcher to find patterns and underlying causes of behavior. This approach is especially useful in qualitative research since it allows for a thorough study of the complexity surrounding phenomena in its real-world setting (Rowley, 2002).

By focusing on two specific cases, the researcher aimed to provide deep, contextual insights into the lived experiences of sports bettors. This empirical study not only offered additional perspectives on each participant's circumstances but also enhanced the understanding of the social and economic consequences of sports betting in their lives. The case studies were selected based on their uniqueness compared to other participants, identified as critical for analysis due to their distinct characteristics and experiences within the sports betting landscape. This deliberate selection process allowed the researcher to illuminate the complexities and nuances of sports betting, enriching the study's findings and providing a more comprehensive understanding of the

phenomenon. The case analysis complemented the core data gathered through interviews and focus group discussions, thereby strengthening the overall analysis of the research issue.

3.8 Method of data Analysis

Data analysis is the systematic pursuit of meaning. The data analysis is arranging and questioning data so researchers may uncover patterns, find themes, discover links, build explanations, offer interpretations, present criticisms, or construct hypotheses (Hatch, 2002 & Nalenga, 2012). Thematic analysis is a qualitative analysis process that analyses data based on themes (Dawson, 2007).

Deductive thematic analysis was used to examine the qualitative data acquired from interviews. This methodology, often known as a "top-down" method, includes applying preset codes to the data, and systematically examining the information gathered (Bingham, A.J., 2023). Braun and Clarke's (2006) framework were used to guide this process, consisting of six distinct phases: familiarization with data, generation of initial codes, searching for themes, reviewing themes, defining themes, and writing up findings (Maguire & Delahunt, 2017).

To ensure the data's trustworthiness, the researcher carefully reviewed interview notes, listened to recorded replies and coded the data before analysis. The transcribing method entailed translating interviews from Amharic to English while maintaining participant confidentiality and correctly communicating respondents' targets. The researcher encountered difficulties translating particular Amharic phrases into English, sometimes trying to find appropriate wording. To fully comprehend the data, the researcher listened to recordings, read detailed notes, and examined transcriptions several times to extract crucial conclusions.

Significant themes were chosen based on the research objectives, and the recorded interviews were transcribed in a way that maintained the original meaning and key narrative aspects.

Throughout the process, commonalities and differences among participants were detected, which improved the theme analysis and general validity of the findings. In addition to thematic analysis, the researcher used story analysis to focus on participants' narratives regarding their sports betting experiences. This method contributed to revealing the relevance of these events for participants in a larger social and economic context.

3.9 Data triangulations

The triangulation strategy was used in-depth interviews, observation, focus group discussion, and case studies. The goal is to increase data quality by filling in the gaps or weaknesses of another data collection approach. diverse informants were triangulated utilizing diverse data sources to offer a full picture of the attitudes and activities of those under study and target demographics (Lincoln and Guba, 1985; cited in Shenton, 2004).

Triangulation is also an attempt to examine and describe complex human behavior using a variety of methodologies to present a more balanced explanation to readers. (Noble and Heale, 2019), and so the researcher used both empirical and theoretical triangulation to validate the findings.

3.10 Data trustworthiness

Several methods were used to ensure the quality of the qualitative data. Building rapport, clarifying the study's aims to respondents, treating respondents courteously, creating trust, and honoring the participants' cultural values were some of the tactics used to boost the data's

credibility. (Jembere, 2018). One of the most important elements for establishing the reliability of a study is its credibility. To ensure the reliability of the data in this study, the researcher employed the trustworthiness characteristics indicated above. In addition, the researcher used the aforementioned triangulation methodologies for this research.

3.11 Ethical Considerations

Researchers must respect participants and study settings when they conduct their studies (Creswell 2009). The data collection was carried out consistent with research ethical criteria, which include the following considerations: All participants received enough information and explanations about the study's general purpose and objective, the actual and possible advantages of the research, and their informed consent. Before participating in the study, all participants were informed that they had the right to decline or withdraw from the study at any time, with no implied desperation or penalty.

All participants were informed of their right to anonymity and confidentiality of the personal information they provided during the interview, as well as the fact that the information was recorded using a sound recorder, and that pseudonyms were used to refer to specific participants' data rather than actual names. Furthermore, participating volunteers were advised of the utmost care that will be used to preserve the recorded and written materials. Finally, participants were informed that they had the right to be notified of the final study findings.

Chapter Four

4. Findings

4.1 Background information of the in-depth interview participants in this study

The in-depth interview participants (Table 1 attached in annex) represent a broad group of young males aged 19 to 35. Their educational backgrounds range from elementary school dropouts to university graduates, demonstrating a diverse range of formal education levels. Many of the participants work in low-wage positions such as drivers, barbers, and parking lot security guards, however, a handful has more specialist careers such as M&E experts or case executives. A considerable proportion of participants (15 out of 24) had been involved in sports betting for more than three years, with several having over four years of betting experience.

This group provides vital insights into the socioeconomic aspects influencing youth sports betting. Notably, people of all educational levels, from high school dropouts to college graduates, have wagered. This shows that sports betting crosses socioeconomic boundaries, perhaps appealing to individuals in insecure work or seeking quick financial benefits.

4.2 Background information of the FGD participants

The participants in the Focus Group Discussion (Table 2 attached in annex) have a wide range of education and occupations. Some have a bachelor's degree or diploma, while others have only completed high school or dropped out early. The occupations reflect a mix of employment statuses, from bank workers and engineers to those who are currently unemployed. This range

demonstrates that sports betting engages youths from a variety of sectors, from more formal employment to those without stable jobs.

The demographic statistics in both tables show that sports betting is a widespread phenomenon among Addis Ababa's youth. These participants come from a variety of socioeconomic and educational backgrounds, demonstrating that sports betting does not target a certain group but rather pervades all sectors of society. This complexity must be acknowledged when examining the larger effects of sports betting on children, particularly in terms of financial stability, social relationships, and educational or professional advancement.

4.3 Focusing on Male Sports Wagers: Reason and Justification

Despite efforts to recruit female participants, the results acquired for this study show that sports betting activities are mostly carried out by younger men. The study team tried to deliberately recruit female participants, however, feedback from the current sample suggested that female wagers are quite uncommon in this environment.

The fundamental reason for the lack of female representation is that women choose alternate gambling formats, such as keno and other animal races, over direct sports betting. This gender discrepancy in betting preferences is a substantial barrier to the participation of female participants in the current study.

Given the overwhelming male dominance in the sports betting scene among the target youth group, this study has had to limit its analysis to the experiences and actions of male participants.

While the absence of female viewpoints is disappointing. Future studies may need to look at other gambling behaviors that are more popular among young women to have a more complete picture of youth betting habits in this study area.

4.4 Motivations for Participation

One of the 24 of respondents, participant One indicated that they started sport betting as a result of peer influence. peer influence is the most important element promoting young engagement in sports betting. This view was confirmed by Participant Two, who commented on the common importance of social circles in forming people's attitudes towards betting, pointing out that their friends, neighbors, and family members were crucial in exposing them to the practice. Phrases like *"my friends were playing," "my neighborhood friends told me,"* and *"my uncle in the family was a wager"* demonstrate the deep influence of peer groups on sports betting introduction. These phrases demonstrate how young people are frequently exposed to the activity by those closest to them, resulting in an atmosphere in which betting becomes normalized and socially accepted.

In contrast, two participants (14 and 10) disagreed with some of the previous participants, noting that while peer influence is important, individual responsibility must also be recognized. They maintained that each individual ultimately makes their own betting decisions, implying that an individual's freedom plays an important part in the decision to engage in such activities. This viewpoint underlines the issue's complexity by combining societal factors with individual choices.

A similar issue was expressed by participants in the focus group discussion (FGD), who stated that they, too, were driven by financial goals and a desire to improve their economic situation. Many people stated a strong desire to improve their financial status, describing sports betting as a possible "income-generating activity." This demonstrates that the convergence of group pressure and personal ambitions produces an appealing atmosphere for sports betting, especially for individuals suffering financial difficulties. The FGD participants discussed their challenges with

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limited resources and a strong desire for financial independence, confirming the idea that desperation might cause people to engage in dangerous activities.

Some of these arguments were supported by additional findings, which demonstrated that intensive promotion and community acceptability help to normalize sports betting among youngsters. For example, one participant stated, *"The first time I saw it was on social media; it came to my phone as a notification, and I became aware of it."* This demonstrates how internet exposure supplemented peer influence in changing attitudes towards betting. The prevalence of betting commercials, particularly on social media platforms, gives the idea that sports betting is not only a frequent but also desirable activity, which entices young people to participate.

In addition, many participants expressed the belief that sports betting is a rapid approach to reaching financial success. Many indicated their peers pushed them to "bet with a little money and win a lot," promoting the assumption that significant benefits could be obtained with minimal investment. This temptation of quick financial gain is especially appealing to young people who want to acquire luxuries like stylish clothes, technological devices, and other lifestyle upgrades seen in their richer friends.

Furthermore, while the excitement of gambling was mentioned less frequently, it surfaced as an additional motivator. One participant indicated that he started betting "to win money and get the excitement," implying that the excitement and pleasure associated with gambling might be especially enticing to young people looking for adventure and novelty in their lives.

Overall, the findings indicate that youth engagement in sports betting is motivated by a mix of financial incentives, peer pressure, the excitement of gambling, and the activity's growing cultural acceptance and accessibility. Participants' responses suggest that their initial exposure is frequently from friends or family, along with the allure of immediate money benefits, all of

which lead to their involvement in this high-risk behavior. This sophisticated interaction of social influence, personal ambition, and community standards emphasizes the complexities of addressing youth sports betting.

4.5 Critical Case Analysis one:

4.5.1 The Journey into Sports Betting Addiction for Youth

Case 1 is a 22-year-old man living in Addis Ababa, currently working as an excavator operator assistant. He shares his personal experience with sports betting:

I first learned about sports betting from my friends, who seemed to have a deep understanding of it. I had seen betting happen in my neighborhood, but didn't know where my friends were getting their information. At the time, betting companies were also heavily promoting their services on television, which further piqued my interest.

Being a student then, I didn't have easy access to cash, so I wasn't heavily involved in sports betting at first. However, once I started earning a bit of money, I began frequenting betting houses to try my luck. I engaged in aggressive sports betting for around 4 years, and continued for about 2 more years after that, totaling 6 years.

The advertisements claimed that those under 18 couldn't bet, but I started when I was underage. My motivation was to be equal with my peers, as they were able to afford branded clothes, high-quality shoes, smartphones, and pocket money - things my family could not provide for me. I thought that if I could win big through betting, I could fulfill my desires and be equal to my friends.

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My family's intent was to cover my educational expenses, but they were unaware of the sports betting computations going on within my peer group. When I failed the university entrance exam, my family paid for me to attend a private university. They covered the first month's tuition, but after that, I started using the monthly school payments they give me to fund my sports betting habit. I even went far as to forge my signature on the ID card to bypass the university's payment verification process.

Eventually, I was caught and expelled from the university during a midterm exam due to non-payment. I told my family I was simply uncomfortable there, and enrolled in another private university, this time in the accounting department. However, the previous dropout weighed heavily on my moral standing, as I saw my friends properly attending their classes.

Then the COVID-19 pandemic hit, and the university shifted to online classes. Again, I used the monthly school payments my family provided to fuel my sports betting addiction. The stress of constantly betting, hoping to win big, took a toll on me emotionally. There were times when I was certain I would win, only to have the opposite happen, leaving me in a bad mood and unwilling to even eat dinner.

Despite the losses, I couldn't bring myself to stop betting. Even after losing, I would obsess over the next games, determined to make it back. Eventually, I lost everything, and that's when I decided to quit. I don't know the exact reason, “.....አቅም ሳጣ ይሁን በአስተሳሰብ ስበስል ምንም አላመጣም ብዬ ወደ ማቆም የሄድኩት አላውቅም” but I think I just reached a point where I had nothing left to lose. As a poor person, once I had blown all my money, there was nothing left for me on the field. “.... አቅም ያለው ምንም ላይጎዳ ይችላል እንደ እኔ ያለው ደሀ ግን ገንዘቡን አንድ ጊዜ ፎጭ አድርጎ ሜዳ ላይ ነው የሚቀረው::”

4.5.2 Critical case analysis two

Case 2 involves a 26-year-old man living in Addis Ababa, Ethiopia. He works as a mobile phone and electronic device repair specialist, having graduated from Bahir Dar University with a computer science degree. While he used to bet every day, he now limits his sports betting to at least two days per week.

The informant provided his opinions and experiences immediately below.

In assessing my own betting behavior, I express a sense of excessive optimism or over-reliance on sports betting. I acknowledge that my chances of winning are only around 10%, yet I plan to continue gambling. I have even revealed that I have placed bets using money intended for my job, and I tend to bet more aggressively when chewing the stimulant khat. As I put it, "ሰጉቅም የገነባኸውን ሰጉሰብር ይደረመሳል" mean "What you have built during chewing khat will crumble (destroyed) when you drink alcohol."

My gambling behavior seems to have roots in my financial struggles as a university student. With too much borrowed money for various needs, I resorted to begging my family for funds, only to then gamble away the entire amount, including money intended to pay off loans. Even when I won a substantial 9,600 birr from a 100-birr bet, I used the winnings to cover my immediate needs rather than addressing my financial problems.

I recognize that in Addis Ababa, one's worth is often judged by the amount of money in their wallet and the quality of their leisure activities. This reality is challenging for me, and I view sports betting as a means to an end—a way to ultimately build my own business. Despite the

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losses I experience, I remain confident that my efforts will eventually lead to victory, viewing the setbacks as just temporary difficulties along the way.

Interestingly, my family is aware of my gambling habits, but their concern is primarily about me not betting too much. They seem to accept wager as a common practice, and I believe that if I win, I will be able to do something for them, which would make them happy.

My friends, despite initially advising me to quit wager, ultimately seem to understand and even encourage the use of sports betting as a "shortcut" to achieving my goals given the current circumstances. My strong belief that "አለም ከብ ነች፣ ሁሉም ነገሮች ዞረው ይመጣሉ ስለዚህ የእኔም ሙከራ አንድ ቀን ወደ ድል እንደሚለወጥ አልጠራጠርም" ። "The world is round (circle), so all things come round" further reinforces my determination to persist in my gambling activities, convinced that my efforts will one day pay off.

4.6 Perceptions of Risk and Reward

The participants express a mistaken perception of the risks and advantages involved with sports betting. Notably, they admit that while they are winning, they do not consider the possibility of putting their profits to better use. This demonstrates a cognitive bias that minimizes the inherent hazards while exaggerating the potential advantages of sports betting. When confronted with losses, individuals begin to wonder if they should have invested their cash differently, indicating a developing knowledge of the financial risks involved.

The fifth participant had this view: *"Sometimes when I lose in a row, I wonder if I could have used this money for something else; I wouldn't have played, but when I keep winning, that thought never crosses my mind."* This response highlights a common tendency among competitors, that ensures the joy of victory outweighs any thought of financial ramifications. The

first case study supports this idea, since the participant stated, *"When I lose repeatedly, I don't get frustrated because betting houses display pictures of large winners weekly. When I view those photographs, it fuels my desire to wager more and more."*

The participant's comments about the visual portrayal of significant triumphs at betting shops indicate a distorted sense of the risks and benefits of sports betting. The recurrent indication of pictures representing significant monetary victories tends to increase the participant's perception of possible rewards while decreasing their awareness of the hazards associated with repeated losses. This limited focus on the appeal of winning prevents a more nuanced grasp of the true probability and risks involved with sports betting.

Furthermore, the participant's answer suggests that seeing images of large victories "aggravates" their need to risk "more and more," regardless of prior losses. This implies a strong preference for risk-taking conduct, in which the potential of future rewards overrides worries about the financial and emotional consequences of continuous gambling. The participant's willingness to continue gambling despite numerous losses demonstrates a risk-taking attitude rather than one based on caution.

The participants' replies reveal a disruptive pattern of attitudes and beliefs about sports betting, increasing the chance of addicted gambling behavior. Losses are typically viewed as transitory setbacks, with wagers remaining motivated by the promise of big wins. This viewpoint minimizes the true costs of their gambling behaviors while encouraging an excessive fixation with the outcome of betting.

Furthermore, the visual reinforcement of significant winnings "exacerbates" the participants' willingness to bet, highlighting their tendency for risk-taking. The propensity to gamble after multiple losses implies a risk-taking mentality rather than caution. These beliefs about risk and

reward, together with attitudes that encourage risk-taking over prudence, play a substantial role in the participants' problematic gambling behavior.

In the first case study, participants stated that despite recurrent losses in sports betting, they were not disappointed with the results. One participant noticed that betting establishments prominently exhibited photos of people who had won large sums of money, known as "weekly winners." The exposure of these pictures piqued the participant's interest in sports betting, supporting the notion that big earnings were possible. This demonstrates how the appeal of potential profits, aided by visual signals in betting institutions, keeps participants engaged in sports betting even during losing streaks.

In the second case study, a participant expressed a philosophical viewpoint: *"The world is round (circle), so all things come around."* This mindset boosted their will to keep gambling, meaning that even in the face of failures or losses, they thought their efforts would eventually result in success. This risk-taking attitude, illustrated by persistent optimism in future payments, keeps them involved in sports betting despite recurrent losses. Such reactions demonstrate how individual perceptions of winning and losing, as well as attitudes towards risk-taking activities, may have a major impact on decision-making and lead to a repetition of addictive behavior that threatens overall well-being.

The complicated details of the participants' viewpoints reflect an opposing point of view on the hazards of sports betting. Participant 11 admitted that they "did not spend much money" on betting, suggesting a level of financial wisdom; nevertheless, they also voiced unhappiness about losing but continued to participate in the activity, indicating a willingness to take risks. This paradox implies that the excitement and perceived rewards of sports betting may outweigh the perceived risks, especially among youths. Participant 11 went on to say, "I did not spend much

money, but if I save it, I will have enough to top up a mobile card." This demonstrates their dissatisfaction when they lose, yet they remain focused on the task, showing an internal struggle affected by their peers. In the end, data reveals a complicated interplay between risk tolerance and the appeal of prospective returns in the environment of sports betting.

4.7 Emotional Responses of participants

Case Study 1 showed an emotional story of financial hardship and mental distress caused by sports betting. The participant claimed, *"My first school tuition was 900 Birr, and I wagered 700 Birr with that money. If I had won, I would have gotten 3,400 birr, but all of my calculations were right except for one club. Swansea F.C. was the club that lost me. I anticipated them to win, but they lost, and I lost my money. I did not sleep all night that day. I was terrified since I had abandoned my school payments."* This statement emphasizes the serious psychological consequences of betting decisions, demonstrating how a single loss may cause worry, panic, and a sense of helplessness about education and future possibilities.

Furthermore, Participant 13 described a sad story that exemplifies the desperation associated with gambling addiction. He explained, *"One day, I lost all of my money while betting at a betting establishment. I witnessed a man winning and receiving his reward money. I asked him for money to gamble, and he refused. After he went, my buddies and I defeated him and stole his earnings."* The researcher observed that this individual was severely despondent, frequently using khat during the interview, and appeared physically depleted. This violent conduct exemplifies the extreme efforts that some people may take to regain losses, indicating a dangerous link between addiction and rash decisions.

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Furthermore, Participant 15 expressed frustration with the betting system: *"Once in a Liverpool game, I called for a win and over 1.5 goals; all previous games were successful, but this one ended 1-0; I was furious and believed betting was the Illuminati's (666) doing."* This statement indicates suspicion and a disconnection from reality, as the participant seeks to externalize blame for his losses rather than confront the inherent risks of betting.

Similarly, Participant 21 described the overwhelming mental burden of gambling: *"When I was playing, my mind was dominated by betting; when I lost, I hated work, everything, even people."* This sentiment reflects a profound shift in self-perception and interpersonal relationships as the participant's emotional state deteriorates as a result of gambling losses.

In addition, Participant 22 described the impact of financial stress on his motivation: *"I hated work because I was losing 500 or 600 birr; I had no energy to work for 200 birr. My non substance addiction was as strong as smoking cigarettes and chewing khat. "When I lost, my stomach burned—'ሰሸነፍ ጨጓራዬ ጭስስ ይል ነበር."* This contrast emphasizes the seriousness of his addiction as well as the physical symptoms associated with emotional discomfort, demonstrating how gambling may appear in both psychological and physiological ways.

Furthermore, Participant 14 described exceptional experience that shows dissatisfaction with near success: *"I will always remember the daily games. I gambled ten birr twice for a potential win of 3,000 birr. The last match ended 0-0 in the 89th minute; I expected both teams to score. I gave up and dumped the betting paper into the toilet. When I checked my phone, the game had ended 1-1. I couldn't believe it when they scored penalties and finished equal. I tried, but couldn't get the ticket out of the toilet"*. This story captures the emotional rollercoaster of betting when an immediate taste of joy is frequently followed by crushing despair.

Collectively, these testimonials illustrate the severe emotional suffering caused by sports betting, notably in the context of financial responsibility and personal well-being. Case Study 1 demonstrates how a single betting loss can cause worry and anxiety regarding educational opportunities. In contrast, Participant 13's violent reaction to loss highlights the desperation that can result from addiction, whereas Participant 15's fear demonstrates a lack of reasonable cognition.

Furthermore, Participants 21 and 22 emphasize the impact of sports betting on emotional health, describing sentiments of contempt for work and life in general as their gambling losses build. These stories depict major emotional variations caused by betting activities, such as worry, despair, anger, and a lack of control. Overall, the participants' experiences demonstrate how these emotional shifts can have a significant impact on well-being, possibly leading to a disastrous cycle of addiction and harmful behaviors.

4.8 Impact of Sports Betting on Peer Relationships

Participants' replies show how sports betting can have major effects on peer relationships and social dynamics. In the first scenario, Participant 19 describes a fortuitous encounter at a betting house that resulted in the formation of a new friendship based on sports betting. The competitor recalls, *"Once, the boy we met when we went to bet in a betting house said that I didn't know how to bet, so I and my friend showed and made us his ticket for that day, and the next day, when we won and came to receive our money, he came to receive a 7,000 Birr winning prize, and we met there."* This first interaction, inspired by supposed wagering competence, led to the new acquaintance offering to buy the players drinks and collecting their contact information. The

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ensuing correspondence demonstrates that the friendship was nurtured by a mutual interest in gambling.

However, the sudden relationship appears to be dependent on the individuals' long-term betting performance. According to Participant 19: *"He phoned us every week, copying what we were doing and inviting us for a long time, but we didn't win after the first time, so then he stopped contacting us."* This implies that the friendship that developed via sports betting was breakable and vulnerable to variations in luck, emphasizing the fragility of connections formed under such conditions.

Similarly, Participant 14 notes how sports betting created new connections, mentioning, *"I met wonderful individuals; they copied what I generated and won, and I copied theirs and won."* This suggests that sports betting may be a common interest, forging ties through shared experiences and accomplishments.

The focus group discussions (FGDs) provide more evidence that sports betting can foster a sense of connection among participants. The report concludes: "FGD participants ensure they create a group by informing them of betting issues, and after that, the bond with them increases through betting." This shows that the social contacts associated with sports betting might serve as a stimulus for the formation of solid peer groups.

However, the data suggest that sports betting might cause disagreements and strain in relationships. The account of the new friend's decreased interest following the gambler's early success implies that connections built via sports betting might be fragile and readily destroyed by the unpredictability of betting outcomes. Furthermore, the possibility of money losses and the

emotional misery that might result may produce tensions and disconnections inside these betting-focused social groups.

In conclusion, the participants' comments indicate that, while sports betting can help to build new friendships and social ties, it can also strain existing relationships owing to the unpredictable nature of betting outcomes and the emotional effect of losses. Although the sports betting community can provide a sense of connection and camaraderie, the financial and psychological implications of the activity can erode these social bonds.

4.9 Impact of Sports Betting on Family Relation

The participants' findings indicate considerable effects of sports betting on family dynamics and relationships. The financial consequences of betting cause significant stress and conflict.

Participant 24 said, *"My family knew that I was wagering, but I used to hide the betting ticket because it might discomfort them when it was too much."* This demonstrates an understanding of parental disapproval and the possible financial pressure caused by excessive betting, prompting the participant to hide their actions.

Comparably, Participant 22 stated, *"My family noticed the betting ticket and urged me again. My family believed that gambling would not benefit me in the future, and when things became worse, they chose to kick me out"*. This declaration emphasizes the serious implications of sports betting, such as the risk of family separation and the likelihood of displacement owing to financial carelessness and neglected commitments. The participant's admission of promising to quit but then continuing to wager in secret underlines the cycle of conflict and dishonesty that can result from gambling activity.

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The responses also indicate a mixed family attitude toward the financial benefits of betting. One participant said, *"My family tells me to stop, and I say ok, but they don't do it, but when I win a bet and give them some money or buy something and go home, they are happy."* This exemplifies the complexities of family relations, in which short-term financial gains can momentarily overcome worries about the long-term consequences of betting.

Furthermore, sports betting has a significant influence on family trust and openness. The thirteenth participant told me, *"My family had no idea I was wagering, but I wear my uniform from home and go to the betting house, and I miss school a lot."* This participant's deception of skipping school and imitating a parent with a stranger demonstrates a breakdown in family trust and communication.

The FGD shows the extent participants take to hide their betting habits from family members. The participants stated, *"We try to hide from the family our betting habit, and our family members most of the time do not use technology, so that helps us to convince easily."* This demonstrates a substantial breakdown in trust and communication, as individuals take advantage of their family's lack of technical knowledge to keep their gambling secrets.

Furthermore, the admission that "some of our elder brothers are also wagers" implies that sports betting may become an intergenerational issue within families, normalizing the practice and complicating efforts to get treatment or quit.

In conclusion, the data highlight the significant strain that sports betting puts on family relationships, resulting in financial disputes, trust concerns, and potential fractures in familial relationships. The amount to which people conceal their gambling tendencies exacerbates the situation, making it difficult for families to handle the issue constructively. Overall, the study

indicates sports betting's widespread detrimental influence on family relations, emphasizing the emotional and financial pressures that can result from this practice.

4.10 The Role of Betting in Shaping Social Networks

Their responses of the participants demonstrate the significant influence that social networks and community dynamics have on people's participation in sports betting. Participant 20 recalls a colleague who was becoming financially burdened by gambling, saying, *"My friend was losing money because he spent his salary on betting when he didn't have enough money to eat"*. This circumstance not only causes financial hardship but also causes social stigma, as the buddy feels ashamed in front of colleagues when he is unable to share meal expenses. Based on the participant's view, gambling may cause a schism between individuals and their social networks, leading to feelings of isolation and contributing to poor job performance as a result of the stress that relates to financial instability.

Also, Participant 19 clarifies the dynamics of peer influence in gambling behavior, stating, *"My friends who know I wager are the ones that gamble with me. If I tell them I don't have any money, they will take me to the betting shop and say, 'We'll pay for you.'"* This implies that people may purposefully seek out friendships with others who share their gambling interests, promoting a sense of belonging and friendship. However, these surroundings can also facilitate and perpetuate problematic betting behaviors, since peers may push one another to wager despite the possible bad consequences.

The intertwining of social identity and betting behavior is evident in the participants' narratives. Participant 19 reflects, *"When I was betting, I didn't think about any other thing beyond betting."* This focus on gambling at the expense of academic and personal relationships underscores how

betting communities can become central to individuals' identities, often blurring the line between self-perception and group affiliation.

Furthermore, the social stigma attached to addictive betting practices can exacerbate isolation. Participant 20 underlines the repercussions of this stigma, mentioning that his friend faces social exclusion from coworkers. This alienation can weaken existing social bonds and support networks, resulting in a vicious cycle that worsens wagering problems.

The FGD shows that bettors frequently form or join particular "betting groups" that promote a feeling of community via shared gambling behaviors. These groups not only allow for collaboration in betting methods, but they also provide communal reinforcement of gambling activity, which can further entrench individuals in the gambling lifestyle.

In summary, the study demonstrates the complicated connection between sports betting, social relationships, and personal identity. While betting fellowships might provide a sense of belonging, they frequently result in financial reliance, social isolation, and decreased connections to larger community networks. The study demonstrates how capture in a betting-oriented peer group can isolate people from their non-gaming friends, resulting in stigma and confusing their connection with both gambling and their social identities.

4.11 Sports Betting and Financial Management

The remarks made by each of the participants provide insights into how sports betting has a substantial influence on financial actions and management. Participant 24 discloses a troubling pattern of supporting their wager habits through a variety of sources, including earnings from referee pool games and financial assistance from relatives for everyday needs. This reliance on various financing streams demonstrates a lack of financial discipline and a preference for betting

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over careful financial planning. The participant's remark, *"I used to get the money by refereeing and playing gambling at the pool house,"* demonstrates that he depends on betting as a key source of income.

Moreover, Participant 19 demonstrates an inability to save and long-term financial stability by saying, *"I never save money; if I had 20 Birr, I wouldn't say I would drink coffee with it."* Their view on a single case in which they chose to spend their limited income on betting rather than transportation reveals a problematic attitude that prioritizes immediate pleasure through betting above wise financial decisions. This action demonstrates a lack of expectation and a preference for short-term betting activities.

Furthermore, peer influence appears as a crucial component in financial decision-making among the betting community. Someone else admits: *"I wasn't much of a player compared to my close friends, but I had a friend who, when my friend bet, I would wager because I saw him and trusted his influence."* This demonstrates how social dynamics can cause people to make rash financial decisions based on the behavior of others rather than their judgment. The recognition of "negative peer pressure" exemplifies the negative influence that social interactions may have on financial priorities, causing people to devote money to gambling that could be better spent on necessary tasks.

Furthermore, FGD indicate a larger shift in financial interests among sports bettors. Participants frequently see betting as a feasible financial choice, eager to risk modest resources for the possibility of a large payout. One participant neatly reflects this mindset: *"Current economic difficulties cannot be alleviated by 20 birrs, but I can take a chance on betting, and if I win, I will profit greatly."* This attitude can lead to ignoring essential requirements and depending on the

unpredictable consequences of gambling to manage everyday costs, resulting in a precarious financial condition.

In conclusion, the participants' responses present a worrying picture of how sports betting may significantly affect financial behavior and impair proper financial management. The inclination to emphasize betting over essential demands, the effect of peer pressure, and the dependence on unpredictable gains all contribute to an unsustainable financial strategy that can result in serious suffering.

4.12 Youth Debt and Financial Strain Caused by Betting

The participants' states reveal an unfavorable portrait of the financial difficulties that young experience as a result of their engagement in sports betting. The participant said, *"I've been known to borrow money for betting; sometimes I'd steal money from family, and my friends would give me some money if they won betting."* This statement exposes a problematic pattern of unethical activity, as the participant shows a complete disdain for financial responsibility and the moral consequences of their acts. The researcher's observation that this information was communicated "without any shame or hesitation" implies that such behavior is becoming more acceptable among peers, which is extremely troubling.

Furthermore, Participant 19 stated, *"I've never thought about it because my spending isn't that much, but I've never won any money, so I'm left with only losses."* This remark stresses the futility of betting activities, highlighting a cycle of constant money loss with no substantial returns. The lack of financial education and discipline is obvious, adding greatly to their continuous financial troubles.

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Furthermore, Participant 22 emphasized on the effects of their betting activity, saying, *"I win betting, but sometimes I lose, and I even lose my fuel tank for my car and have to borrow money from someone to fill it."* This example demonstrates how the unexpected nature of betting can deplete critical resources, such as fuel, causing further financial hardship and the need to borrow money. The reliance on borrowed money to support their gambling appetites highlights a vicious circle of debt and suffering.

In addition, the FGD revealed a concerning mentality among participants, who stated that *"if they gamble on a given day, they might win, which compels them to seize the opportunity."* This viewpoint not only demonstrates a lack of financial discipline but also promotes a tendency for unethical activity, such as borrowing and stealing, exacerbating the financial problems they face.

In conclusion, the data show that youngsters' engagement in sports betting threatens both their financial well-being and their moral character. The proclivity to participate in theft and other unethical activity can have long-term implications, sustaining a cycle of debt, financial instability, and a contempt for moral standards in their communities. These practices have far-reaching consequences that may affect social values and ethical standards in addition to individual repercussions.

Chapter five

5. Discussion

5.1 Subjective Experiences and Attitudes Towards Sports Betting

The study's findings highlight the complex and deeply ingrained social, psychological, and environmental elements that impact youth's participation in sports betting, demonstrating the diverse character of this important issue. A crucial result is that peer networks have major impacts on both early and continuous involvement in sports betting. This is consistent with the literature, notably social relation theory, and social learning theory, which argue that social experiences shape conduct. Youths frequently attribute their involvement in sports betting to peer encouragement and role modeling from neighbors and family members. In these betting-centric social environments, people acquire the betting norms, methods, and perceived benefits, which they internalize and strengthen over time.

Theoretical frameworks such as social relation theory give illumination to this dynamic by examining how social interactions, cultural norms, and peer influences change perceptions and participation in betting activities. Peer influence has a big impact on attitudes towards sports betting. Shen (2023) shows that people commonly overestimate the prevalence of betting among their colleagues, resulting in a false consensus effect that normalizes these behaviors. This phenomenon is obvious in the current findings, which show that social circles play an important role in creating an environment in which betting is not only allowed but encouraged.

Moreover, the study supports earlier studies on the attraction of sports betting as a "quick way to make money." This idea is consistent with research conducted by Seals et al. (2022), which

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shows how the prospect of big rewards, particularly in the face of financial uncertainty, develops a risk-taking attitude among youth. The attraction of being able to "bet with a little money and win a lot" is particularly appealing to young people, who may ignore the inherent hazards. This demonstrates a psychological tendency in which the promise of significant earnings might outweigh immediate negative repercussions, at least in a short period.

In contrast, the findings indicate the normalization of sports betting in a larger societal context, which has major repercussions for young people's experiences. Betting has become increasingly popular in society, with the emergence of betting enterprises and more public conversation. This normalization, along with everywhere advertising and media depictions that romanticize the pleasure and financial success associated with gambling, leads young individuals to see sports betting as a feasible "income-generating activity" (McGee, 2020; Nelson et al., 2007; Hollén et al., 2020).

The social learning theory contributes credence to these findings, claiming that gambling behaviors are learned by imitating respected people and peers (Bandura, 1977). Young people frequently start to gamble by imitating important role models such as family members and friends, promoting the notion that betting is a socially acceptable manner in their communities.

However, the study additionally indicates a significant gap in young bettors' comprehension of the distinction between recreational and problematic gambling. This lack of awareness can lead to dangerous behaviors, such as substance abuse after unexpected victories, or participating in fraudulent activities, such as stealing from family members, when faced with losses. This discovery is consistent with current research on the social and financial consequences of gambling behaviors, which can worsen existing vulnerabilities in youths.

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Furthermore, the psychological impact of these experiences is significant, with many people expressing anxiety, depression, and insomnia as they struggle with resource scarcity and debt accumulation. This research emphasizes the serious and varied consequences of sports betting on young people's well-being and financial stability, highlighting that the psychological toll goes beyond simple cash loss.

Finally, the interaction of several social, psychological, and environmental elements results in a complex web of effects that significantly impact the experiences and decision-making processes of young sports bettors. While previous research has generally concentrated on certain components of these impacts, the study's findings underline the importance of a multifaceted, holistic approach to addressing the issue. This method is critical for reducing the negative effects on youth's emotional well-being, financial stability, and overall life paths. This study improves knowledge of the mechanisms at work in youth sports betting by locating these findings within current literature and theoretical frameworks, as well as emphasizing the critical need for focused interventions.

5.2 Social Impacts of Sports Betting on Youth Relationships

The findings show that sports betting has a complicated and multidimensional social impact on youth interactions, resulting in good and negative consequences for their social fabric and interpersonal dynamics.

On the one hand, existing research emphasizes the potential for sports betting to build new social bonds and a feeling of community among young people. Hing et al. (2015) and Duggan & Mohan (2022) found that sports betting may act as a shared interest that draws people together, generating platforms for fellowship and personal relationships. This is consistent with the

findings of this study, which also show that youth frequently experience a sense of belonging in sports betting-focused social circles, bonding around common interests in predicting game outcomes and discussing betting methods.

Conversely, the normalization of sports betting among peers might have negative consequences. According to López-González et al. (2018) and Bond et al. (2023), the widespread acceptance of sports betting as a mainstream activity can put pressure on those who want to avoid participating, resulting in increased involvement among people who do not have an innate desire to gamble. The findings back up this claim, demonstrating that peer pressure and the stigma associated with not betting might increase financial instability and lead to the development of harmful gambling behaviors (Hollén et al., 2020; Oksanen et al., 2018).

Furthermore, the unpredictability of betting outcomes, as well as the emotional impact of losses, can strain existing relationships. As the data show, youngsters frequently face criticism from their families for their betting habits, which may lead to considerable household friction and even relationship breakdowns. This is aligned with Hing's (2014) research, which shows how financial demands and disregard of obligations caused by gaming may destroy trust and communication in families. The findings also show that when youths gamble, they typically ignore the implications for their loved ones, resulting in feelings of betrayal and lost familial trust.

The study also shows how young wagers might use technology gaps in their families to hide their wagering habits, showing a breakdown in trust and open communication. This result demonstrates that the social repercussions of sports betting can go beyond peer networks, affecting family connections and general well-being.

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Moreover, the interaction of social, emotional, financial, and psychological components of sports betting results in a complex web of effects on youth interactions. The appeal of rapid financial advantages and the excitement of possible payoffs frequently outweigh the immediate negative effects, leading youngsters to prioritize the pleasure of sports betting above an understanding of the inherent hazards (Seals et al., 2022).

In conclusion, the social repercussions of sports betting on young relationships are multidimensional, resulting from the interaction of social, psychological, and environmental elements. While sports betting might help people form new friendships and feel more connected, it can also strain current relationships, upset family dynamics, and lead to the development of addictive gambling behaviors. This dichotomy emphasizes the importance of taking a complete strategy to address the issues caused by sports betting, including both its potential for social connection and its potential for damage.

5.3 Financial Consequences of Sports Betting Among Youth

The study presents a disturbing picture of the financial ramifications of young people's engagement in sports betting, demonstrating both parallels and differences with current studies. It illustrates how such interaction may lead to rash financial decisions, threatening their economic security and resulting in enormous debt.

One of the major difficulties raised in the literature is the appeal of the "big payoff" given by sports betting. Rosenbaum and Hartley (2018) observe that young people are frequently eager to risk their little resources to attain significant returns, motivated by enthusiasm and the perceived opportunity for rapid wealth. This is consistent with the study's findings, which show that young

bettors are drawn to the potential of rapid financial advantages and frequently prioritize betting above prudent financial management.

However, the study's findings highlight the need for a better understanding of the implications of these hasty actions. While the literature acknowledges the excitement of possible earnings, the study provides a more complete understanding of how this thinking leads to negative patterns of debt and financial distress. Römer (2010) emphasizes the possibility of falling into a vicious cycle, in which losses lead to increasing betting efforts to recoup lost assets. This is consistent with the study's findings, which show that young people frequently get confined in cycles of chasing losses and accumulating their financial problems.

Furthermore, the study investigates the ethical features of betting behaviors, finding a concerning lack of financial discipline among young people involved in sports betting, which frequently leads to unethical behaviors such as borrowing and theft. This reflects Humphreys et al.'s (2017) results, which show that such cycles can drain crucial resources and shift cash away from essential life activities. However, the study goes on to show how these unethical practices not only raise individual debt but also have larger social consequences, such as weakening trust within families and communities, which may not be adequately addressed in previous studies.

Additionally, the unpredictability of betting outcomes adds greatly to the financial hardship experienced by young wagers. The findings show that unpredictability may consume resources without providing concrete advantages, leaving people in risky financial positions. This understanding is consistent with concerns stated in the literature about how variability in betting results might impede the ability of youth to achieve their financial objectives.

In contrast, the study results show a significant trend towards online betting platforms. While McGee (2020), Barrera-Algarin & Vazquez (2021), and Elton-Marshall (2016) recognize this tendency, the study demonstrates a special concern among young people about the validity of online gambling. Many people are suspicious about obtaining rewards, asking, "How do I receive award money if they can't pay if I win?". This worry emphasizes an extra layer of anxiety that has not been fully addressed in previous studies, particularly among children in underdeveloped countries where technology use is less common.

In summary, the study's findings are consistent with the latest research on the financial hazards associated with sports betting, but they also give more in-depth insights into the ethical and social repercussions of these behaviors. The attraction of rapid earnings, the cycle of chasing losses, and a tendency for unethical behavior all-risk the financial well-being of young sports bettors. These findings highlight the critical need for focused treatments that address not just the financial, but also the social and ethical aspects of youth betting practices.

Chapter six

6. Conclusion and Implication of the study

6.1 Conclusion

This study clarifies the complicated and far-reaching effects of sports betting on children, focusing on the complex interaction of social, psychological, and economic elements that influence young people's participation in this activity. The findings show that peer groups and social surroundings substantially impact the onset and continuance of sports betting among young people. Many individuals reported being exposed to betting by friends and family members, indicating how social reinforcement sustains these habits and creates a difficult cycle to break.

The attraction of immediate financial gain appeared as a recurring theme throughout the study, attracting young people often dealing with economic insecurity to the promise of big profits. This emphasis on prospective rewards frequently outweighs a thorough comprehension of the associated hazards, resulting in negative results. Participants demonstrated compulsive gambling habits, such as borrowing money and participating in unethical methods including deception and theft, which increased their financial difficulties.

Furthermore, the normalization of sports betting in some environments exacerbates these concerns by integrating dangerous habits into the fabric of daily life, making them more difficult to manage. Aggressive marketing efforts and widespread cultural acceptability of sports betting have helped to normalize it, portraying gambling as a socially acceptable hobby despite the potential for serious financial and societal consequences.

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These habits have a major psychological impact, manifested in increased stress, depression, and strained relationships. As young people negotiate the highs and lows of gambling, the emotional effect frequently overflows over into interpersonal interactions, resulting in a breakdown of trust and communication within families and relationships.

Overall, this study emphasizes the critical need for a better understanding of the various difficulties presented by sports betting among youngsters. The interaction of societal factors, financial demands, and psychological effects needs continual study and discussion to address the intricacies of this issue. Recognizing the prevalence of sports betting in youth culture is critical for devising effective methods to reduce its negative impacts and encourage healthier behaviors in future generations.

6.2 Implication of the Study

This study has numerous important implications for social work practitioners, legislators, educational institutions, and future research initiatives, highlighting the need for a multidisciplinary strategy to address the difficulties associated with sports betting among youths.

6.2.1 Implication to Social Work Academicians and Practitioners

The findings highlight the need for social work practitioners and academics a complete understanding of the social and psychological aspects that influence youths sports betting habits. Practitioners should be trained to recognize indicators of betting addiction and the simultaneous social and psychological hardship. Interventions must address not simply the immediate effects of betting, but also the larger social circumstances that encourage such behaviors. This involves developing community-based initiatives that promote open discussions regarding the reality of sports betting, to dispel misconceptions and challenge its normalization among peers.

Furthermore, forming relationships with educational institutions can help to design outreach programs and seminars that teach young generation how to make informed betting decisions. Engaging families in discussions about the ramifications of sports betting is critical for improving support networks for at-risk adolescents. Furthermore, ongoing betting research should focus on establishing culturally sensitive intervention techniques that can be customized to the particular requirements of varied juvenile groups.

6.2.2 Implication to policy and Program

Policymakers must take a proactive approach to addressing the growing concern about sports betting among youths. It is critical to strengthen legal frameworks to limit betting's accessibility and attraction, notably through stronger regulations on gambling-themed advertising and sponsorships. Public health campaigns should be launched to increase awareness about the dangers of sports betting, focusing not only on youths but also on their families and communities. This advertising should emphasize the long-term impacts of sports betting.

In addition, promoting alternative activities is essential for positively engaging youth.

Encouraging the development of structured recreational programs such as sports, arts, and community service initiatives can effectively divert attention away from betting. These activities not only offer constructive outlets for energy and creativity but also foster healthier social connections among participants. By providing meaningful alternatives, communities can support youth in making positive choices and developing skills that contribute to their overall well-being.

Furthermore, it is critical to provide secure platforms for young people to participate in non-gambling activities. Policymakers should consider implementing obligatory instructional programs in schools that emphasize the hazards of gambling and foster financial literacy.

Support services, such as hotlines and counseling, should be easily accessible to persons struggling with gambling addiction, ensuring that assistance is available when required.

6.2.3 Implication for Further Study

The results of this study open the path for future research projects. Longitudinal studies are especially important for tracking the long-term consequences of sports betting on youths, and exploring how these habits affect their psychological health, social connections, and financial stability over time. Research should also look at the effectiveness of other intervention measures, such as community-based programs and educational efforts, in lowering the prevalence of betting among young people.

Exploring the role of technology and social media in encouraging sports betting might yield useful insights, particularly in terms of how these platforms can be used to combat gambling addiction. Comparative research across cultural and socioeconomic contexts can help us understand how many factors impact betting habits and create targeted interventions that work in a variety of situations.

To summarize, the varied nature of youth sports betting needs a comprehensive and coordinated strategy that combines social work, policy, education, and continuing research. By tackling this issue holistically, stakeholders may collaborate to reduce the harmful effects of sports betting on young generation lives and promote healthy decision-making habits. This joint effort is critical for building an atmosphere that empowers adolescents to make educated gambling decisions and improves their overall well-being.

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Appendix (I): Questions (Tools)

Addis Ababa University

College of social science and humanities

School of Social Work

In-depth interview guide

Consent Form

I'm Elias Workeshet, a master's student in social work at Addis Ababa University. Currently, I am working on a thesis paper to complete my studies. The study aims to “Exploring the Lived Experiences of Youth Involved in Sports Betting: A Qualitative Investigation in Addis Ababa”. As a result, the interview's goal is to collect information from you, the informants, based on your observations and experiences. Your active participation in this research is much welcomed. I request that your response be honest since the quality of information you provide me will heavily influence the study's outcomes. The researcher would like to assure you that the information gathered will only be used for the purposes of this research.

Dear informant(s), I would like to notify you that your participation in the study will not result in any cash return or rewards. The information you provide will be written as notes, and a pseudonym will be used to protect your privacy. If you have any confusing questions, ask the surrounding data collectors for clarification. The interview will be approximated. It takes at least 30 minutes to complete these interview questions. If you fully understand the study's contents and decide to participate, please express your consent here.

Signed: _____ Date: _____

Part I: Background information

- Sex _____
- Age _____
- Educational Background _____
- What is your current employment or source of income? _____
- What is your current professional position? _____

Part II: Main interview questions

1. Please share your sports betting experiences in sport betting. How did you get started and what inspired you? How many years have you been betting?
2. How frequently do you engage in sports betting? Do you have favorite sports or events you bet on more regularly?
3. What factors or information do you examine before betting? Explain your decision-making process, including any tactics you employ.
4. How do you feel emotionally when you win or lose in sports betting? Share particular sensations or responses you've experienced.

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5. Have you experienced any negative outcomes or issues as a result of sports betting? Give examples and explain how they affect your life.
6. How has your involvement in sports betting impacted your personal relationships, academic performance, and other aspects of your life?
7. Have societal or group pressures affected your participation in sports betting? What are your friends and social circles' perceptions about sports betting?
8. Have you requested assistance or support for sports betting-related concerns? If so, what kind of support did you receive, and how did it affect your experiences?
9. Discuss any tactics you take to regulate your betting habits or keep track of how much money you spend? How effective are these initiatives?

FGD GUIDE Subjective experiences and perspectives of youth involved in sports betting:

- 1, Can you share your own experiences and thoughts on sports betting as a youth in Addis Ababa?
- 2, What elements first led you to sports betting, and how have your motives and opinions to evolved?
- 3, How do you believe your participation in sports betting has affected your entire life?

The Social Impact of Sports Betting on Young Relationships:

- 1, How has your engagement in sports betting influenced your relationships with family, friends, and peers?

Assessing the Socio-Economic Implications of Sports Betting...

2, Can you explain any disputes, tensions, or social dynamics changes that have resulted from your sports betting activities?

3. How has sports betting affected your time with family and friends and the quality of your interpersonal relationships?

Financial Implications of Sports Betting for Youth:

1. What are the financial expenses and implications of your sports betting activities?
2. How has sports betting influenced your overall financial stability, educational or job objectives, and prospects?

Participants' Background Information

Table 1: In-Depth Interview Participants' Background Information

Code	Sex	Age	Edu. Background	Occupation	Years Betting
P1	M	33	Diploma	Driver	4 (until now)
P2	M	35	MSc	M&E Expert	5 (until now)
P3	M	26	BSc	Unemployed	2
P4	M	26	BA	Sales	1
P5	M	20	High School	Student	1
P6	M	29	Diploma	Machine Operator	3
P7	M	35	Diploma	Music Composer	3
P8	M	33	Level 3	Construction	5
P9	M	25	High School	Barber	4+ (until now)

P10	M	30	Grade 10	Light Man	1
P11	M	24	Grade 10	Barber/Catering	4+ (until now)
P12	M	19	Dropout (Grade 7)	Unemployed	3+ (until now)
P13	M	21	Diploma	Student/Waiter	3
P14	M	34	Diploma	Driver	4+ (until now)
P15	M	21	Grade 10	Football Player	5
P16	M	20	High School	Photographer	1+ (until now)
P17	M	20	Dropout (9)	Sales Driver	4+ (until now)
P18	M	26	LLB	Case Exec./Cafe Owner	1
P19	M	26	LLB	Unemployed	5
P20	M	23	Dropout (11)	Car parking Security	5
P21	M	25	BA	Meter Taxi Driver	5
P22	M	23	Grade 10	Meter Taxi Driver	4
P23	M	24	Diploma	Driver/Alum. Expert	5
P24	M	27	BSc (Physics)	Teacher	4+ (until now)

Table 2: Focus Group Discussion (FGD) Participants Background Information

Code	Sex	Age	Edu. Background	Occupation
FGD P1	M	29	BA	Banker
FGD P2	M	32	HS	Broker

FGD P3	M	25	Grade 10	Unemployed
FGD P4	M	22	Grade 10	Carpenter
FGD P5	M	22	HS	Waiter
FGD P6	M	27	BA	Unemployed
FGD P7	M	26	BSc	Engineer
FGD P8	M	25	Diploma	Teacher

Amharic version of tools guide

የጥልቅ የቃለ መጠይቅ መመሪያ

የስምምነት ቅጽ

እኔ ኤልያስ ወርቅሽት የተባልኩ በአዲስ አበባ ዩኒቨርሲቲ የሶሻል ወርክ የማስተርስ ተማሪ። በአሁኑ ጊዜ ትምህርቴን ለማጠናቀቅ የመመረቂያ ወረቀት እየሰራሁ ነው። ጥናቱ ዓላማው “በአዲስ አበባ በስፖርት ውርርድ ላይ የተሳተፉ (የሚሳተፉ) ወጣቶችን የቀጥታ ተሞክሮ መዳሰስ።” ነው። በውጤቱም፣ የቃለ-መጠይቁ ግብ ከእርስዎና፣ መሰል መረጃ ሰጪዎች፣ ምልክታ እና ልምድ ላይ በመመስረት መረጃ መሰብሰብ ነው። በዚህ ጥናት ውስጥ ያለዎት ንቁ ተሳትፎ በጣም ጥሩ ነው። የሚሰጡኝ መረጃ ጥራት በጥናቱ ውጤቶች ላይ ከፍተኛ ተጽእኖ ስለሚያሳድር ምላሽዎ እውነተኛ እንዲሆን እጠይቃለሁ። ተመራማሪው የተሰበሰበው መረጃ ለዚህ ጥናት ዓላማ ብቻ እንደሚውል ላረጋገጥለዎ እወዳለሁ።

ውድ መረጃ ሰጪ(ዎች)፣ በጥናቱ ላይ ያለዎት ተሳትፎ የገንዘብ ከፍ ወይም ሽልማቶችን እንደማያስገኝ ላሳውቅዎ እወዳለሁ። ያቀረቡት መረጃ እንደ ማስታወሻ ይጻፋል፣ እና የውሸት ስም የእርስዎን ግላዊነት ለመጠበቅ ጥቅም ላይ ይውላል። ግራ የሚያጋቡ ጥያቄዎች ካሉዎት ማብራሪያ እንዲሰጡ አጠገበዎ የሚገኘውን የመረጃ ሰብሳቢዎችን ይጠይቁ። እነዚህን የቃለ መጠይቅ ጥያቄዎች ለማጠናቀቅ ቢያንስ 30 ደቂቃዎችን ይወስዳል። የጥናቱን ይዘት ሙሉ በሙሉ ከተረዱ እና ለመሳተፍ ከወሰኑ፣ እባክዎን ፍቃድዎን እዚህ ይግለጹ።

ፊርማ: _____ ቀን: _____

ክፍል አንድ: ዳራ መረጃ

- ጾታ _____
- ዕድሜ _____
- የትምህርት ደረጃ _____
- አሁን ያለህበት ሥራ ወይም የገቢ ምንጭ ምንድን ነው? _____

ክፍል II : ዋና የቃለ መጠይቅ ጥያቄዎች

1. እባክዎ በስፖርት ውርርድ ላይ የእርስዎን የስፖርት ውርርድ ተሞክሮ ያካፍሉ። እንዴት ጀመርክ እና ምን አነሳሳህ? ለምን ያህል ጊዜ ተወራርደህ (ምን ያህል ቆየህ)?
2. በስፖርት ውርርድ ምን ያህል ጊዜ ትሳተፋለህ? በመደበኛነት የሚወዷቸው ስፖርቶች ወይም ዝግጅቶች አሉዎት?
3. ከውርርድ በፊት የትኞቹን ነገሮች ወይም መረጃዎች ይመረምራሉ? የትኛውንም የሚቀጥሯቸውን ስልቶች ጨምሮ የውሳኔ አሰጣጥ ሂደትዎን ያብራሩ።
4. በስፖርት ውርርድ ስታሸንፍ ወይም ስትሸነፍ ስሜታዊነት ምን ይሰማሃል? ያጋጠሟቸውን ስሜቶች ወይም ምላሾች ያጋሩ።
5. በስፖርት ውርርድ ምክንያት አሉታዊ ውጤቶች ወይም ጉዳዮች አጋጥመውዎታል? ምሳሌዎችን ስጥ እና እንዴት ህይወትህ እንዴት እንደሚነኩ አስረዳ።
6. በስፖርት ውርርድ ውስጥ ያለዎት ተሳትፎ በግላዊ ግንኙነቶችዎ፣ በአካዳሚክ አፈጻጸምዎ እና በሌሎች የህይወትዎ ገጽታዎች ላይ ምን ተጽዕኖ አሳድሯል?

Assessing the Socio-Economic Implications of Sports Betting...

7. የማህበረሰብ ወይም የቡድን ግፊቶች በስፖርት ውርርድ ላይ ያለዎትን ተሳትፎ ጎድተዋል? ስለ ስፖርት ውርርድ የጓደኞችዎ እና የማህበራዊ ክበቦች እይታዎች ምንድናቸው?

8. ከስፖርት ውርርድ ጋር ለተያያዙ ጉዳዮች እርዳታ ወይም ድጋፍ ጠይቀሃል? ከሆነ፣ ምን ዓይነት ድጋፍ አግኝተሃል? እና በእርስዎ ተሞክሮዎች ላይ ምን ተጽዕኖ አሳድሯል?

9. የውርርድ ልምዶችዎን ለመቆጣጠር (ለማቆም) ሞክረው ያውቃሉ? ምን ገጠሞት? ምን ያህል ገንዘብ እንደሚያወጡ ለመከታተል የሚጠቀሟቸው ስልቶች ካሉ ያስረዱ ? እነዚህ ተነሳሽነቶች ምን ያህል ውጤታማ ናቸው?