SOCIAL MEDIA SURVEY FINAL REPORT

Project name: Gambling free feed - Creating preventive attitudes against gambling harms for young people

Acronym: Gambling free feed

Project Number: 2022-1-FI01-KA220-YOU-000088658

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Prepared by:

Contents

1. Introduction

This report outlines the findings of a survey conducted within the framework of the Erasmus+ project "Gambling Free Feed" (Project code: 2022-1-FI01-KA220-YOU-000088658). The current survey tried to explore how young people are exposed to gambling-related content on social media, both direct advertisements and indirect references. Thus, through an analysis of responses from different countries, this study intends to identify general patterns of exposure, perceptions of gambling content, and their possible risks associated with such exposure.

Data collected through the survey instrument included information on participants' social media usage, frequency, and type of gambling content contacted; personal thoughts about advertisements related to gambling; and participants' self-rated ability to critically analyze the content involving gambling. Additional issues investigated were opinions on what regulatory measures should be taken in relation to reduction of the effect of exposure among young people.

The survey included responses from participants in Portugal, Cyprus, Spain, and Finland, capturing diverse perspectives from young individuals across different national contexts. In all, 268 respondents from the four countries participated in the survey. The age brackets of 18-24 years, 13-17 years, and 25-30 years were the most represented. Most participants were young adults and university students who are active users of social media. These data provide a well-rounded perspective on how gambling-related content is encountered and perceived by young audiences across different national contexts.

The current report aims to comparatively analyze the findings from different countries with a focus on key trends, differences, and common concerns. The findings help understand how gambling-related content influences young audiences and provide insights to inform recommendations for regulatory and educational initiatives looking toward the reduction of gambling-related harms within the digital environment.

2. Portugal

2.1. Introduction

This report provides an overview of the survey conducted in Portugal, including the total number of respondents and their demographic profiles. The questionnaire was shared through Pista Mágica social media and newsletter. It is worth mentioning that due to

formatting errors in the graphs automatically generated by Google Forms, some graphs were manually created for the analysis of the responses.

The findings reflect the perspectives of 89 people from the general public, with 88 responses from individuals of Portuguese nationality and 1 from a French national. Nearly half of the participants who responded to the questionnaire were young adults, aged between 18 and 24 (42 young people). Among the participants, 24 were between 13 and 17 years old, and 23 were between 25 and 30 years old.

2.2. Responses and Results

2.2.1. Social Media Use

#### 2.2.1.1. Which social media platforms do you use regularly?
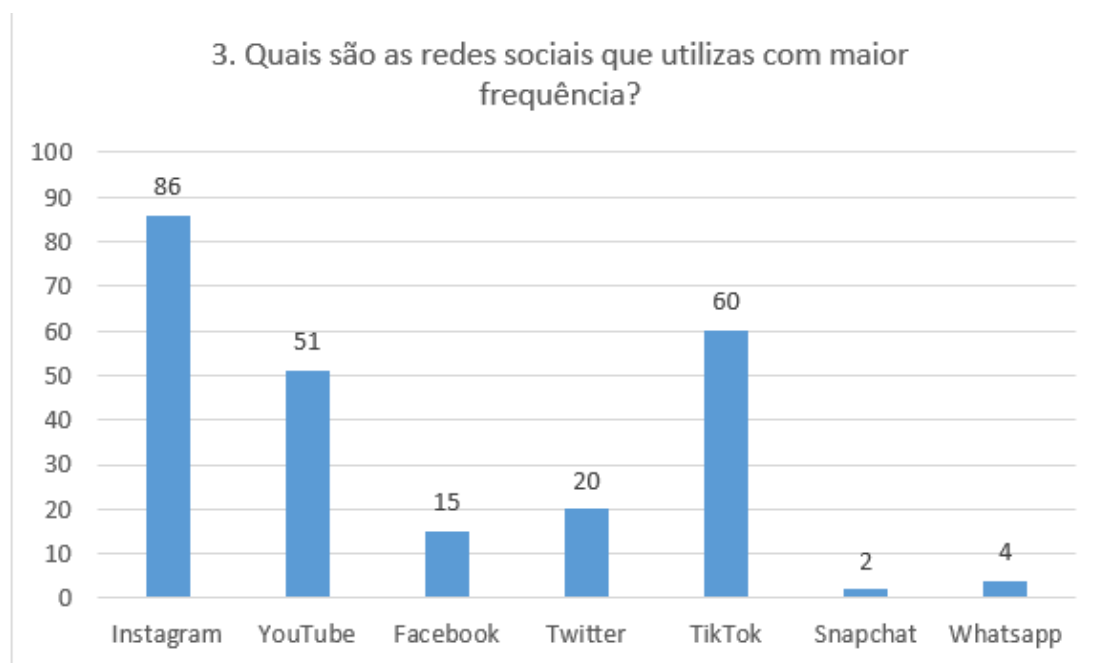
The most used social media platform among participants is undoubtedly Instagram. However, it is worth mentioning that only 2 people listed WhatsApp in Portugal. It is possible that many participants also use this platform, as it is one of the most widely used social media networks in Portugal, though people don't always refer to it as a social media platform. In addition to Instagram, more than half of the participants also mentioned using YouTube and TikTok.

2.2.1.2. How many hours per day do you spend on social media?

4. Quantas horas costumas gastar, em média, por dia, nas redes sociais?
89 respostas

- Menos de 1 hora
- Entre 1 a 2 horas
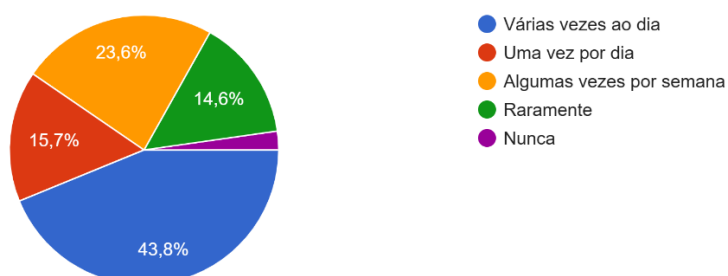- Entre 3 a 4 horas
- Mais de 4 horas

48,3%
12,4%
39,3%
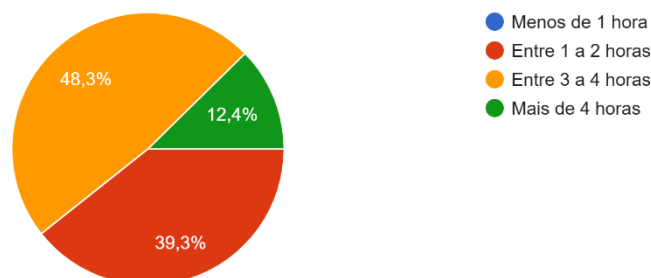
Overall, the people who responded to this questionnaire are active social media users. Nearly half of the group (43 participants) use social media for 3 to 4 hours a day, 35 participants use it for 1 to 2 hours a day, and 11 participants spend more than 4 hours a day on social media.

2.2.2. Exposure to Gambling Content

2.2.2.1. How often do you encounter gambling-related content while using social media?

5. Com que frequência encontras conteúdo relacionado a jogos de sorte/azar, ao utilizares as redes sociais?
89 respostas

- Várias vezes ao dia
- Uma vez por dia
- Algumas vezes por semana
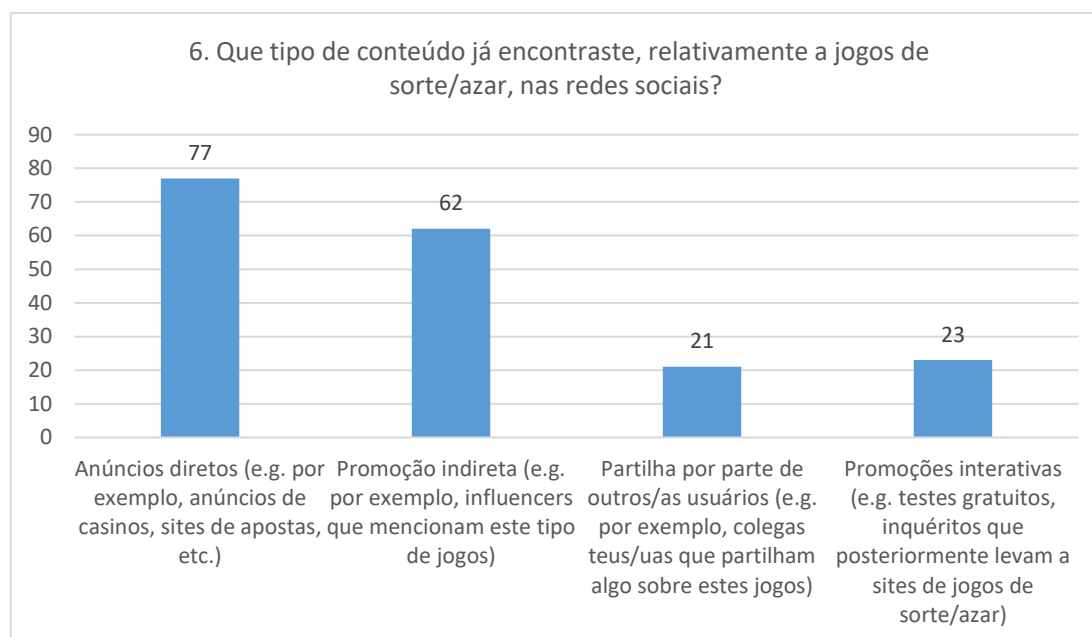- Raramente
- Nunca

23,6%
15,7%
14,6%
43,8%

The option with the highest percentage of responses was "Several times a day" (39 participants). Regarding the other responses, 14 people answered "Once a day," 13 people answered "Rarely," 2 people answered "Never," and 21 people answered "A few times a week."

Although some responses suggest that these users encounter gambling-related content less frequently, we may wonder whether these answers are accurate or if they reflect a low level of literacy regarding games of chance and their consequences in Portugal. It is also worth

noting that this question was asked before examples of content related to gambling advertisements were shared, which may have influenced the responses.

2.2.2.2. What types of gambling content have you encountered on social media?

6. Que tipo de conteúdo já encontraste, relativamente a jogos de sorte/azar, nas redes sociais?

Regarding the type of content found, 77 responses indicated direct advertisements and indirect promotions mentioning these types of games. Overall, participants do not seem to receive shares from other users related to these types of games, nor do they encounter interactive promotions that lead to gambling sites.

2.2.2.3. Have you ever come across a celebrity, pop star, or influencer online who gambles themselves?

7. Segues e/ou conheces algum/a influencer, ou celebridade, que jogue jogos de sorte/azar?
89 respostas
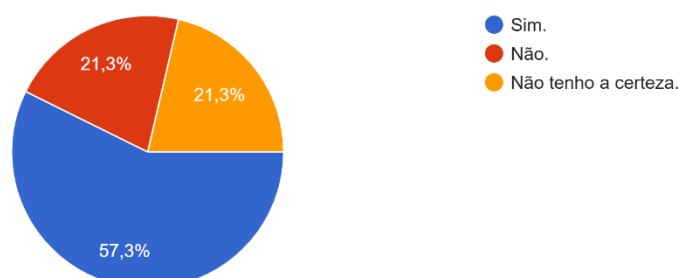
When asked if they follow any influencers or celebrities who play games of chance, more than half of the participants answered "Yes" (51 participants), 19 answered "No," and 19 were unsure.

2.2.2.4. Have you ever encountered a celebrity, pop star, or influencer online speaking positively about gambling or mentioning their own gambling experiences?

8. Já alguma vez encontraste um/a influencer, ou celebridade, que falasse sobre jogos de sorte/azar e a sua experiência com estes?
89 respostas

- Sim.
- Não.
- Não tenho a certeza.

65,2%
23,6%
11,2%
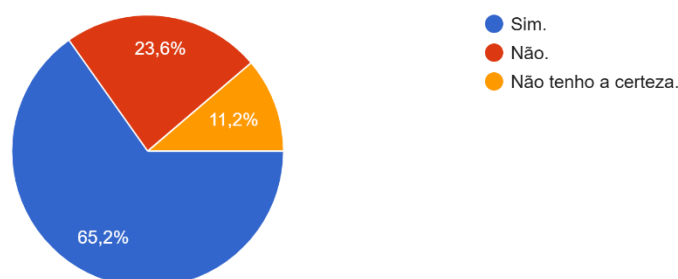
To this question, more than half of the participants answered "Yes" (58 participants), 21 answered "No," and 10 were unsure.

2.2.3. Perceptions of Gambling Advertising

2.2.3.1. I feel that gambling advertising is prevalent on social media.

9. Quanto utilizo as redes sociais, sinto que os anúncios de jogos de sorte/azar estão em todo o lado.
89 respostas
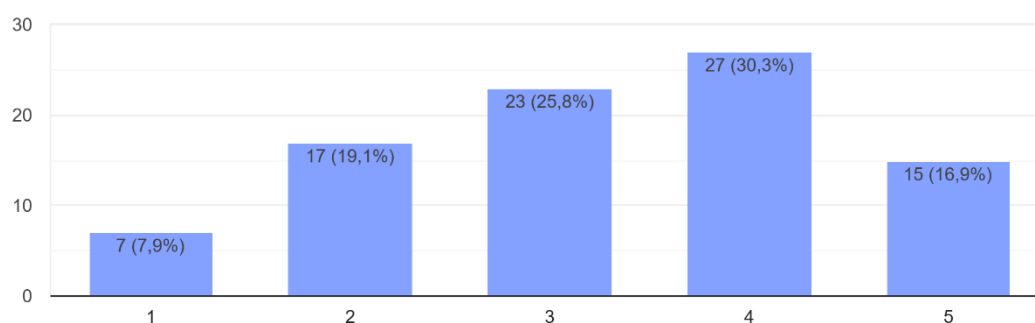
When asked about "When I use social media, I feel that gambling ads are everywhere," the

most frequent responses were "Agree" (4), with 27 responses, and "Neither agree nor disagree" (3), with 23 responses. The average response score was 3 – "Neither agree nor disagree."

2.2.3.2. I can distinguish between direct advertisements and indirect gambling content.

10. Consigo perceber quando alguém está a promover a prática de jogos de sorte/azar, direta ou indiretamente, bem como a diferença entre estas duas formas de publicidade.
89 respostas
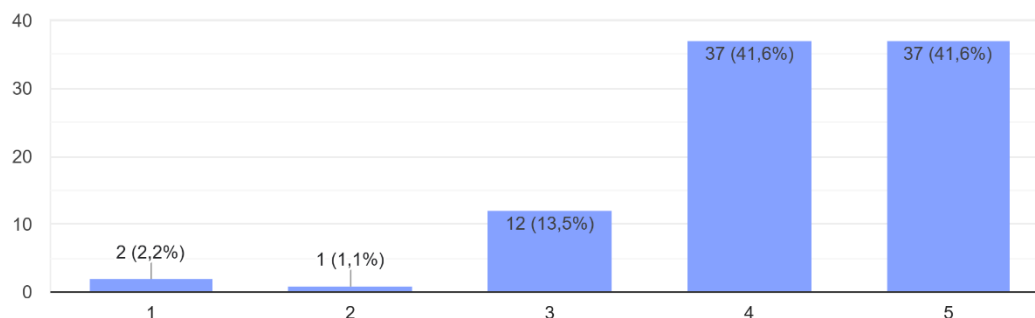
The average response score to this question is 4 (Agree). Both scores 4 and 5 received the same number of responses (37), which generally indicates an awareness among participants regarding the different forms of advertising.

2.2.3.3. Gambling-related content on social media encourages people to gamble.

11. Sinto que a presença de conteúdo relacionado a jogos de sorte/azar, nas redes sociais, faz com que as pessoas joguem mais.
89 respostas
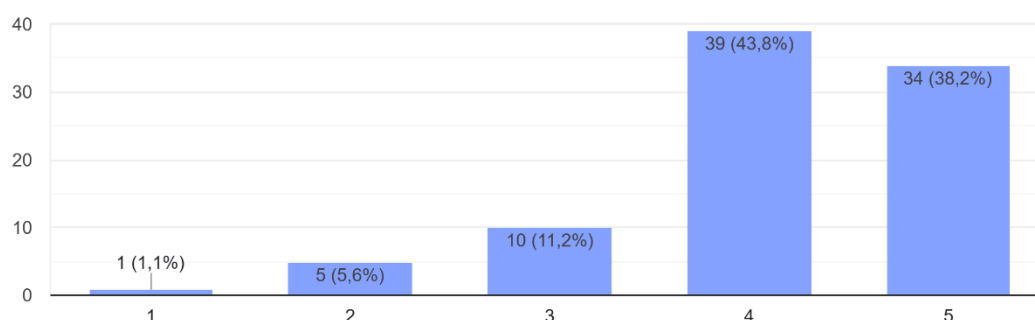
Regarding this statement, the average response score is 4 (Agree), which is also the most common response, with 39 answers. Only one person strongly disagrees with this statement.

2.2.3.4. Social media platforms should regulate gambling content more strictly.

12. As redes sociais deviam monitorizar, com mais frequência, conteúdo relativo a jogos de sorte/azar.

89 respostas
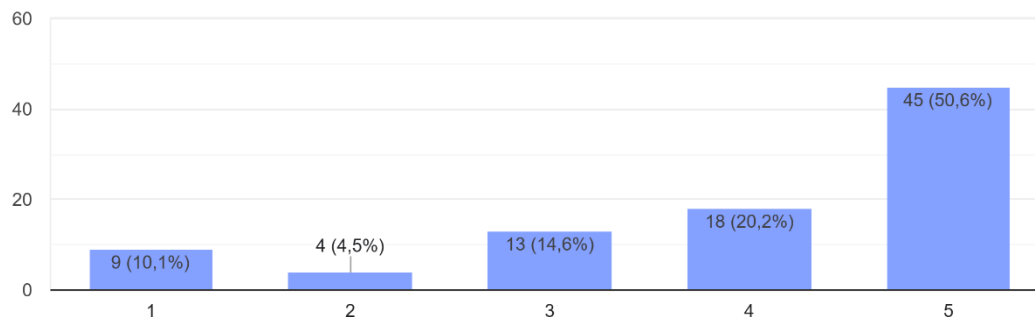
The average score for this question is 4 (Agree). The majority of responses show that participants "Strongly agree" with this statement (45 participants). Out of all the participants, only 13 indicated that they "disagree" or "strongly disagree."

2.2.3.5. Gambling can be a safe activity if done responsibly.

13. Jogos de sorte/azar podem ser seguros, se forem praticados de forma responsável.

89 respostas
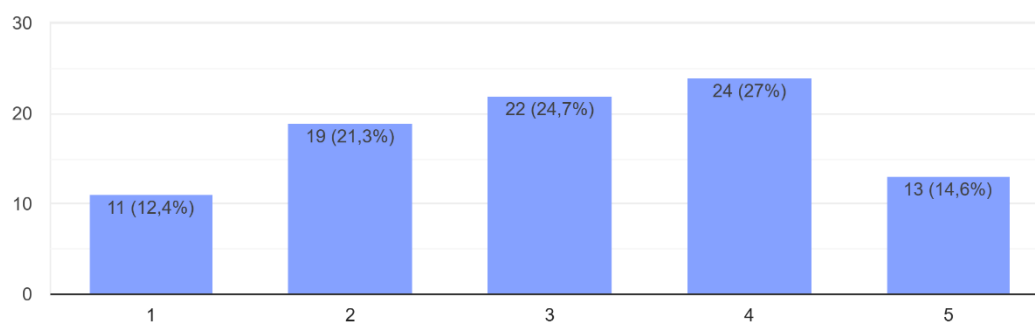
Regarding this question, the average response score is 3 (Neither agree nor disagree). Of the participants, 38 agree or strongly agree with this statement, while 30 disagree or strongly disagree.

2.2.3.6. Gambling can negatively impact one's mental health and financial stability.

14. Jogos de sorte/azar podem afetar, negativamente, a saúde mental e a estabilidade financeira de uma pessoa.

89 respostas
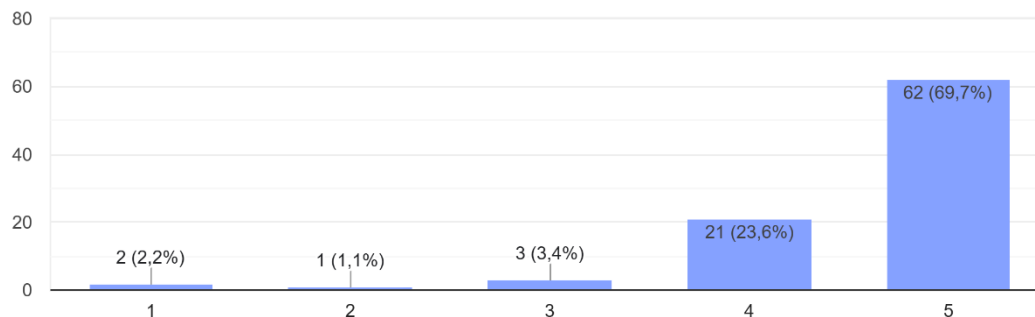
Regarding this question, it is clear to participants the harmful consequences that these games can have on a person's mental health and financial stability, with 83 participants agreeing or strongly agreeing with this statement. The average response score to this question is 4.6.

2.2.3.7. Young people are at higher risk of gambling addiction due to social media exposure.

15. Jovens são um dos grupos mais propensos a desenvolver comportamentos aditivos face ao jogo, devido à sua exposição nas redes sociais.
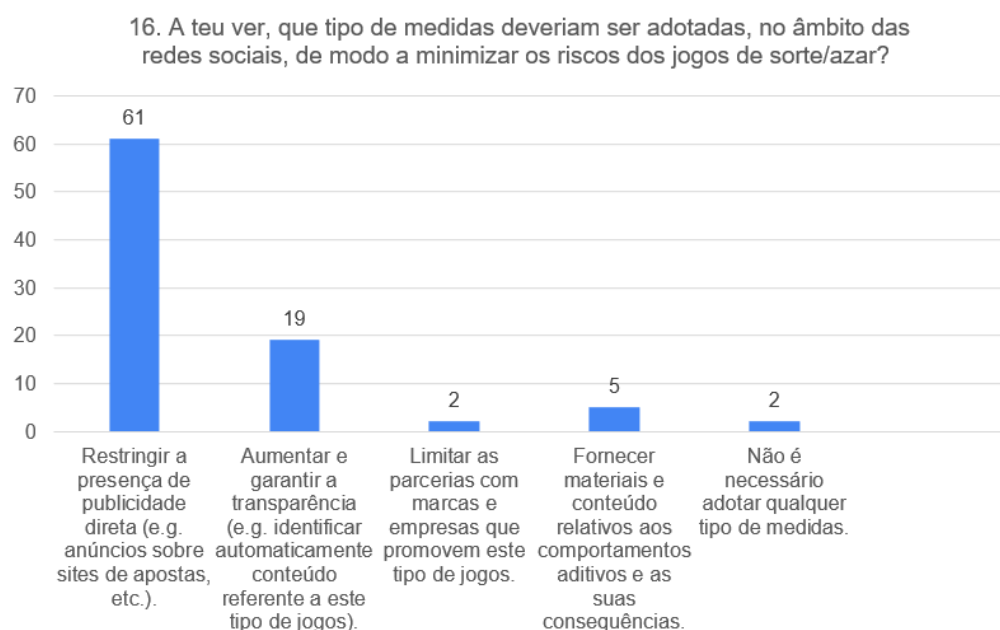
89 respostas
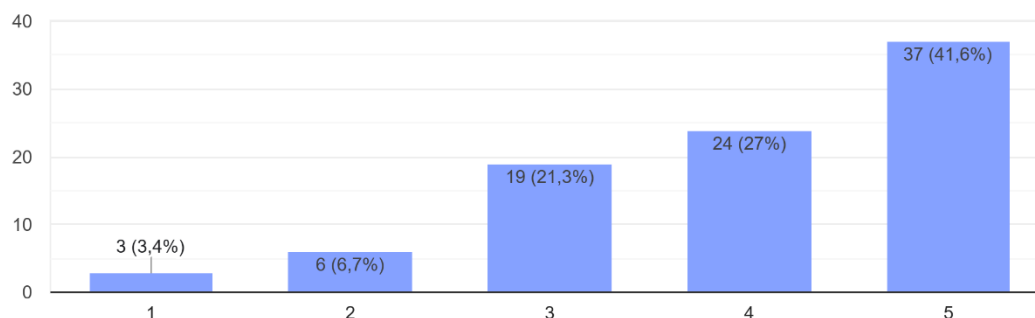
The average response score to this question is 4 (Agree). The responses also clearly reflect the perception that, due to their exposure to social media, young people are more likely to develop addictive gambling behaviors, with 61 participants "agreeing" or "strongly agreeing" with this statement.

2.2.4. Awareness and Prevention

2.2.4.1. What measures would you like to see social media platforms take regarding gambling content?

16. A teu ver, que tipo de medidas deveriam ser adotadas, no âmbito das redes sociais, de modo a minimizar os riscos dos jogos de sorte/azar?

Regarding participants' opinions on measures to minimize the risks of gambling, it was found that the majority of participants (68%) consider "Restricting the presence of direct advertising" to be an appropriate measure.

2.2.4.2. Do you feel that you have the tools to critically evaluate gambling content on social media?

17. Sentes que tens as ferramentas necessárias para avaliar, criticamente, conteúdo relativo a jogos de sorte/azar, nas redes sociais?
89 respostas

- Sim, sinto que tenho ferramentas suficientes.
- Sinto que tenho algumas ferramentas, mas que não são suficientes.
- Não, é muito difícil para mim.
- Não tenho a certeza.

Regarding this question, 43.8% of participants (39 participants) feel they have sufficient tools to critically evaluate content related to gambling.

Information shared by participants on the topic:

- "I think people who share this kind of content should be more explicit in explaining how these games really work, and not just encourage downloading the game via a link and playing."

- "These types of games should be played responsibly... it shouldn't be a source of pleasure that leads to gambling addiction."

- "In my experience, I believe the main factor driving gambling companies is partnerships, along with direct or indirect advertising related to the topic."

- "I don't have any."

- "The initial bonuses are just a more eye-catching way to attract people, who then, willingly or not, make the mistake of turning it into a habit or even an addiction."

- "I only saw one person talking about gambling once, and they even warned that it was for those over 18. However, I remember a few years ago, I was playing children's games on my phone and there were ads for gambling."

2.3. Conclusions

The analysis of the results from this questionnaire revealed important insights into participants' behavior regarding social media use and exposure to content related to gambling. The majority of participants who completed the questionnaire are young adults, with a strong presence of social media users in the 18 to 24 age group, and Instagram is the most used social network. Additionally, most respondents spend between 1 and 4 hours daily on social media.

Although some participants reported encountering content related to gambling infrequently, it is important to consider the accuracy of these responses. Digital literacy on the topic may be a factor influencing participants' perceptions, especially considering that the question was asked before concrete examples of gambling ads were shared, which may have influenced the responses. However, the answers provided indicate a growing awareness of the negative consequences of gambling, particularly in relation to mental health and financial stability, with the majority of participants agreeing with this statement.

Another important point is the perception that constant exposure to social media makes young people more susceptible to developing addictive gambling behaviors. To mitigate these

risks, most participants suggested restricting direct advertising related to these games as the main measure. While 43.8% of participants believe they have sufficient tools to critically evaluate content related to gambling, the responses show general concern over the lack of transparency in the promotion of these games, which often leads users to develop harmful habits.

In summary, the results point to an increasing need to enhance young people's digital literacy, raising awareness of the risks associated with gambling, and implementing stricter measures for regulating and controlling advertising on social media platforms.

3. Cyprus

3.1. Introduction

This report provides an overview of the survey conducted in Cyprus, including the total number of respondents and their demographic profiles. The questionnaire was shared through Pista Mágica social media and newsletter. It is worth mentioning that due to formatting errors in the graphs automatically generated by Google Forms, some graphs were manually created for the analysis of the responses.

The findings reflect the perspectives of 53 people from the general public, with 50 responses from individuals of Cypriot nationality, 2 of Greek nationality and 1 of Spanish nationality. 23 of the participants who responded to the questionnaire were young adults, aged between 18 and 24. Among the participants, 19 were between 25 and 30 years old, and 11 were between 13 and 17 years old.
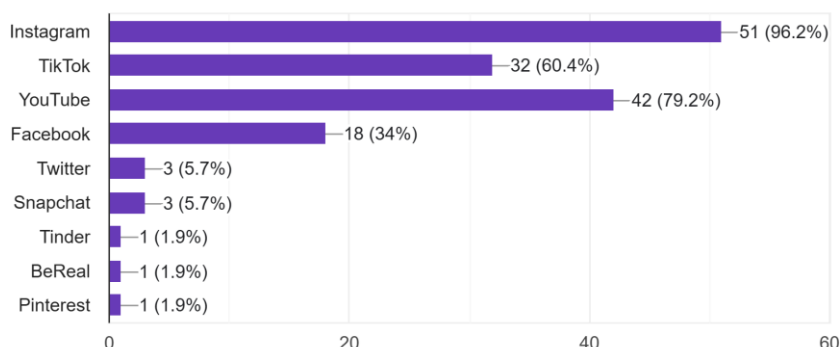
3.2. Responses and Results

3.2.1. Social Media Use

3.2.1.1. Which social media platforms do you use regularly?

3.Which social media platforms do you use regularly? (Select all that apply)
53 responses

The most used social media platform among participants is undoubtedly Instagram (51 participants).

In addition to Instagram, 42 of the participants also mentioned using YouTube and 32 of them TikTok. Finally, 18 of the participants reported using Facebook.

3.2.1.2. How many hours per day do you spend on social media?

4. How many hours per day do you spend on social media?
53 responses
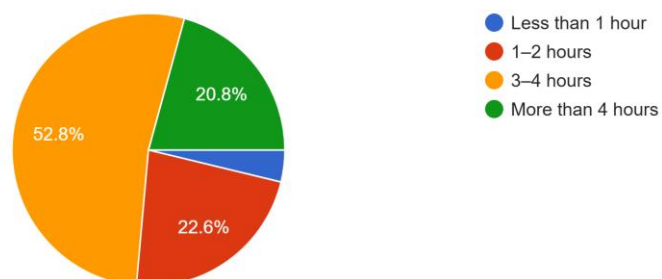
Overall, the people who responded to this questionnaire are active social media users. More than half of the group (28 participants) use social media for 3 to 4 hours a day, 12 participants use it for 1 to 2 hours a day, and 11 participants spend more than 4 hours a day on social media.

3.2.2. Exposure to Gambling Content

3.2.2.1. How often do you encounter gambling-related content while using social media?

5.How often do you encounter gambling-related content while using social media?
53 responses

- Multiple times a day
- Once a day
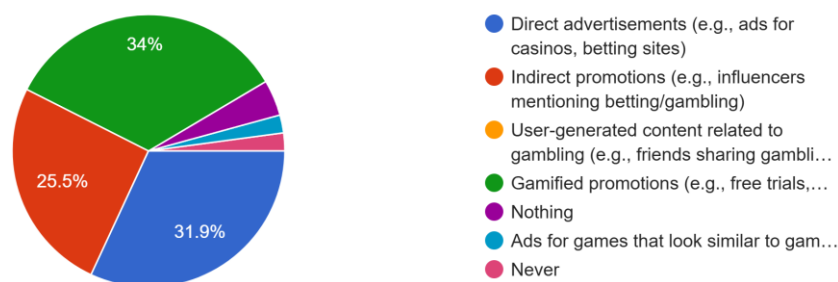- A few times a week
- Rarely
- Never
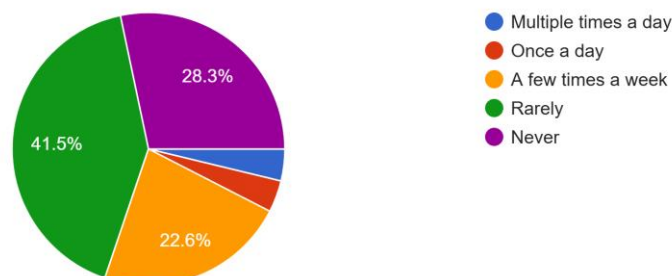
The option with the highest percentage of responses was "Rarely" (22 participants). Regarding the other responses, 2 people answered "Multiple times a day", 2 people "Once a day," 12 people answered "A few times a week" and 15 people answered "Never". Although some responses suggest that these users encounter gambling-related content rarely, It is also worth noting that this question was asked before the examples of content related to gambling advertisements were shared, which may have influenced the responses.

3.2.2.2. What types of gambling content have you encountered on social media?

6. What types of gambling content have you encountered on social media? (Select all that apply)
47 responses

- Direct advertisements (e.g., ads for casinos, betting sites)
- Indirect promotions (e.g., influencers mentioning betting/gambling)
- User-generated content related to gambling (e.g., friends sharing gambli...
- Gamified promotions (e.g., free trials,...
- Nothing
- Ads for games that look similar to gam...
- Never

Regarding the type of content found, 16 responses indicated direct advertisements and gamified promotions. 12 of the participants indicated indirect promotions. Overall, participants do not seem to receive shares from other users related to these types of games, nor do they encounter ads for games that look similar to gambling.

3.2.2.3. Have you ever come across a celebrity, pop star, or influencer online who gambles themselves?

7. Have you ever come across a celebrity, pop star, or influencer online who gambles themselves?
53 responses
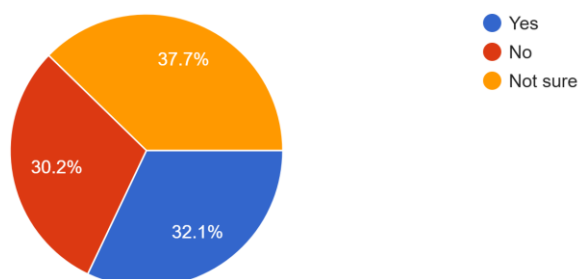
When asked if they came across to any influencers or celebrities who gamble, the highest percentage (20 participants) answered "Not sure". 17 of them answered "Yes" and 16 "No".

3.2.2.4. Have you ever encountered a celebrity, pop star, or influencer online speaking positively about gambling or mentioning their own gambling experiences?

8. Have you ever encountered a celebrity, pop star, or influencer online speaking positively about gambling or mentioning their own gambling experiences?
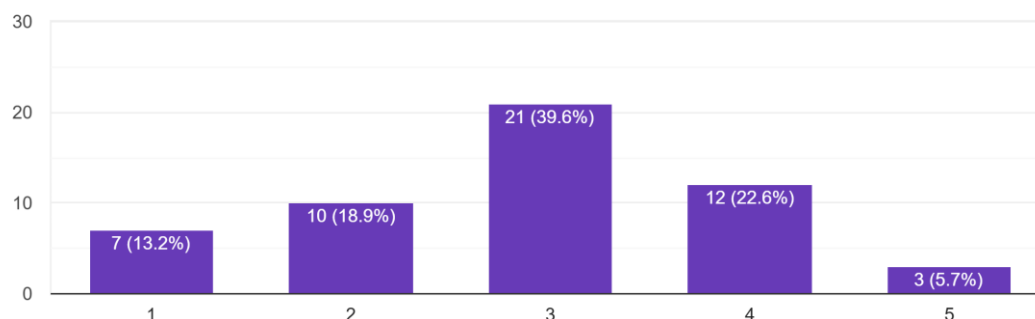53 responses
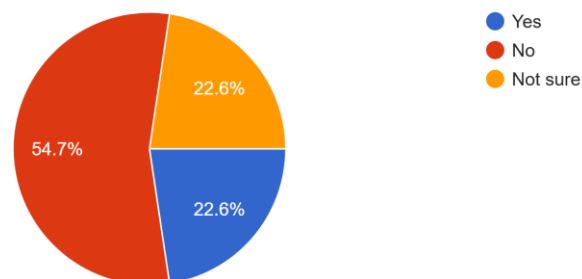
To this question, more than half of the participants answered "No" (29 participants), 12 answered "Yes," and 12 were unsure.

3.2.3. Perceptions of Gambling Advertising

3.2.3.1. I feel that gambling advertising is prevalent on social media.

9. I feel that gambling advertising is prevalent on social media.
53 responses

When asked about "I feel that gambling advertising is prevalent on social media," the most frequent responses were ""Neither agree nor disagree" (3)" with 21 responses. 12 of the participants answered "Agree" and 10 participants answered "disagree". Also, 7 of the participants answered "Strongly Disagree" and 3 of them answered "Strongly Agree".

3.2.3.2. I can distinguish between direct advertisements and indirect gambling content.

10. I can distinguish between direct advertisements and indirect gambling content.
53 responses
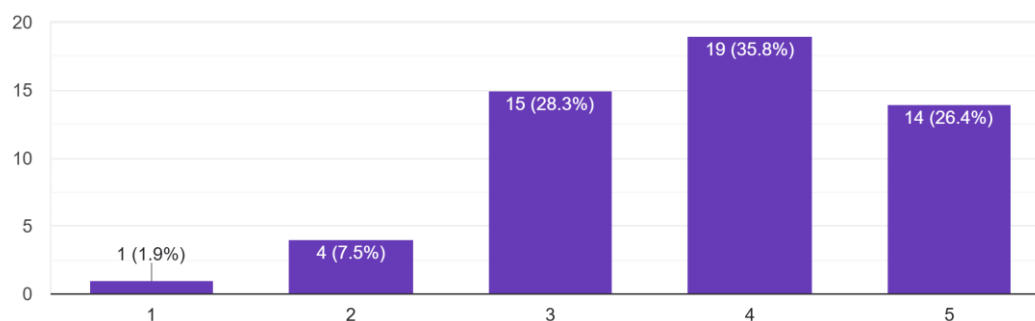
The most prevalent response to this question is 4 "Agree" (19 participants). Second most prevalent response is "Neither Agree Nor Disagree" with 15 participants. 14 participants answered "Strongly Agree". These responses show us that even though some participants were neutral, most of them seem to be able to distinguish the differences between direct and indirect advertising.

3.2.3.3. Gambling-related content on social media encourages people to gamble.

11. Gambling-related content on social media encourages people to gamble.
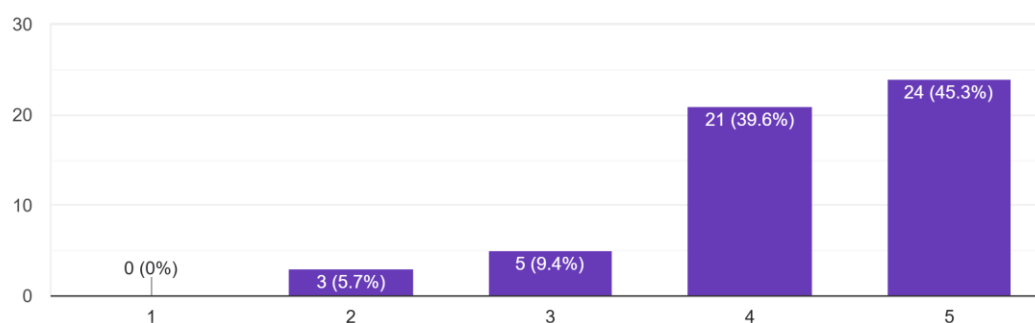53 responses
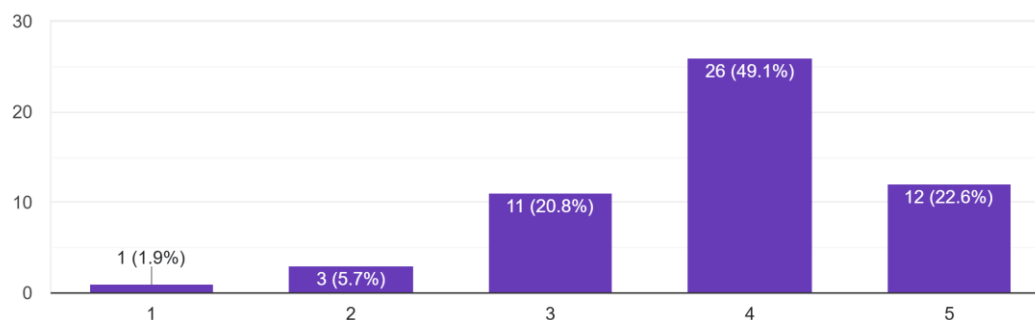
 Regarding this statement, almost half of the participants answered "Agree" (26 participants), 12 participants stated ""Strongly Agree" and only one person strongly disagreed.

3.2.3.4. Social media platforms should regulate gambling content more strictly.

12. Social media platforms should regulate gambling content more strictly.
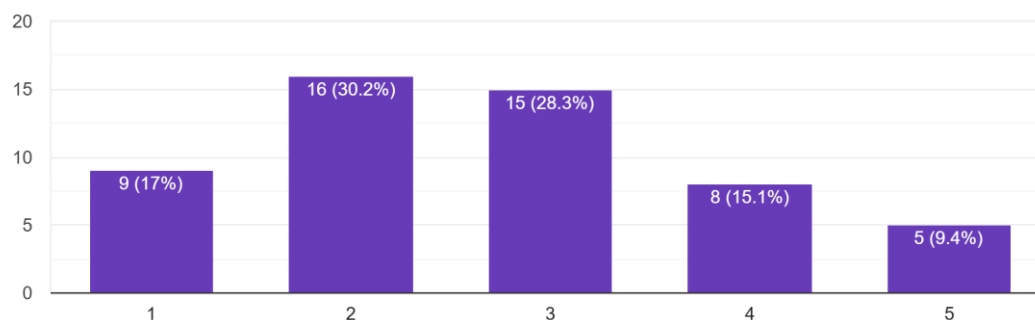53 responses

 Concerning the above statement, the majority of the respondents answered "Strongly agree" (24 participants). 21 of them answered "Agree" and only 3 of them disagreed. None of them responded "Strongly Disagree".

3.2.3.5. Gambling can be a safe activity if done responsibly.

13. Gambling can be a safe activity if done responsibly.
53 responses

Regarding this question, the majority of the respondents answered "Disagree" (16 participants). Close to the majority (15 participants) answered "Neither agree nor disagree". 9 of the participants responded "Strongly Disagree" and only 5 of them responded "Strongly Agree".

3.2.3.6. Gambling can negatively impact one's mental health and financial stability.

14. Gambling can negatively impact one's mental health and financial stability.
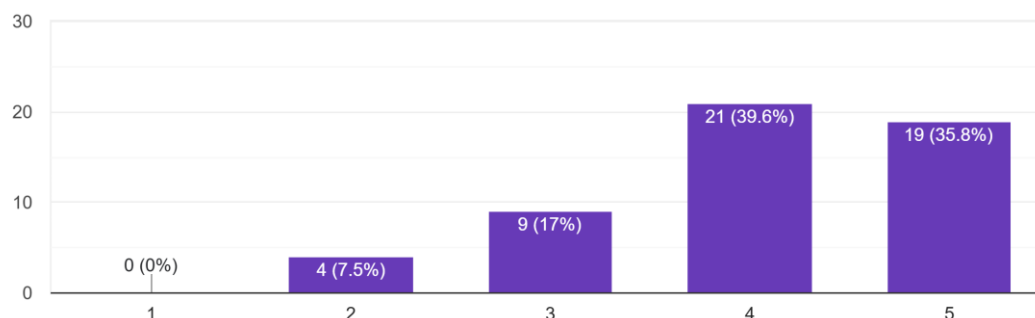53 responses
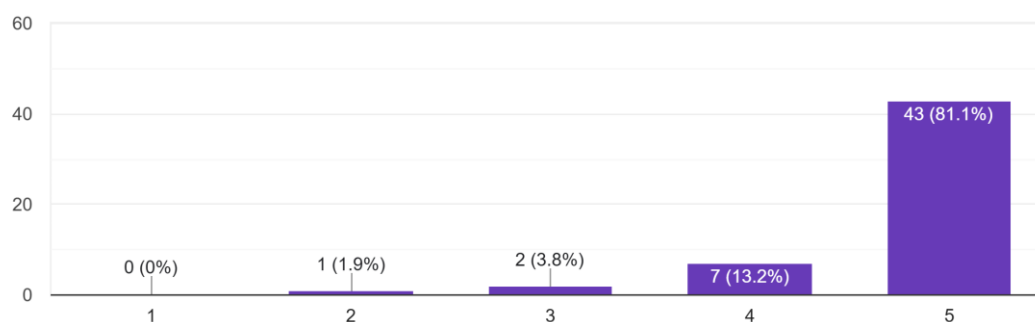
43 out of 53 of the respondents answered "Strongly Agree" to this statement. Only one person stated "Disagree", which shows us that the majority of the respondents are aware of the impact of gambling to one's self.

3.2.3.7. Young people are at higher risk of gambling addiction due to social media exposure.

15. Young people are at higher risk of gambling addiction due to social media exposure
53 responses

The responses to this statement clearly reflect the perception that, due to their exposure to social media, young people are more likely to develop addictive gambling behaviours, with 21 participants "agreeing" and 19 participants "strongly agreeing" with this statement.
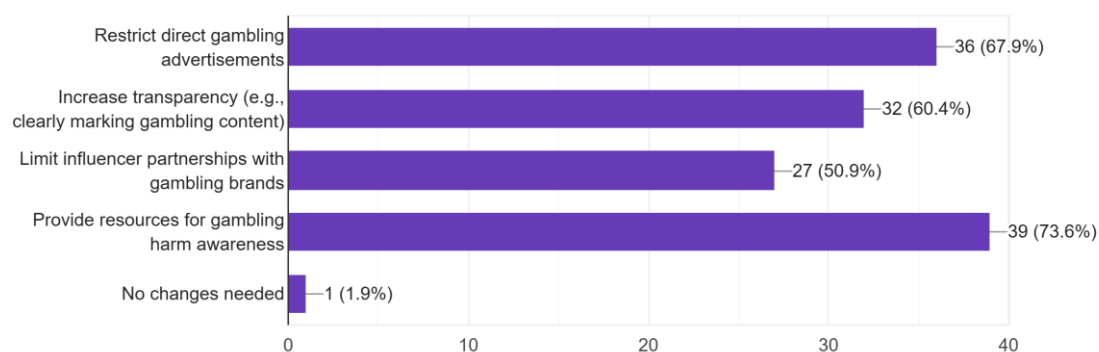
3.2.4. Awareness and Prevention

3.2.4.1. What measures would you like to see social media platforms take regarding gambling content?

16. What measures would you like to see social media platforms take regarding gambling content? (Select all that apply)
53 responses

Regarding participants' opinions on measures to minimize the risks of gambling, it was found that the majority of participants (73.6%) consider "Providing resources for gambling harm awareness" to be an appropriate measure. Also, many of the participants answered "Restricting the presence of direct advertising" (36 participants) and 32 of them answered "Increase transparency".

3.2.4.2. Do you feel that you have the tools to critically evaluate gambling content on social media?

17. Do you feel that you have the tools to critically evaluate gambling content on social media?
53 responses

- Yes, I feel well-equipped
- Somewhat equipped
- No, I find it difficult
- Not sure

39.6% 13.2% 43.4%
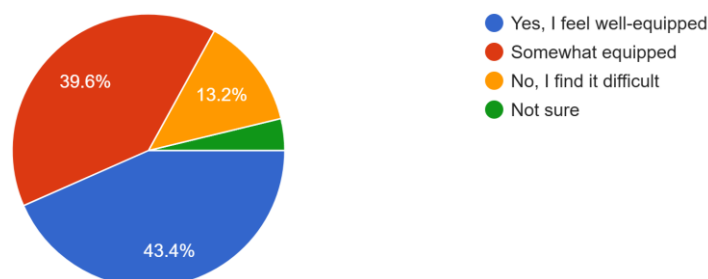
Regarding this question, more than half of the participants (23) feel they have sufficient tools to critically evaluate content related to gambling and 21 of them said that they were "somewhat equipped".

Comments shared by participants on the topic were:

- "Very interesting. The other day I saw an ad for gambling on instagram and I got angry and said to myself that there are people who are addicted, this can't be allowed...."

- "Influencers advertising gambling apps rarely"

- "I haven't been a victim before but close to fall for a trap"

- "Companies being sponsored by gambling sites"

- "Don't have any"

- "Personally I skip every gabling content on sm"

3.3. Conclusions

The analysis of the results from this questionnaire revealed important insights into participants' behavior regarding social media use and exposure to gambling content. The majority of participants who completed the questionnaire were young adults, aged 18-24, with a strong presence on social media, Instagram being the most used social network. Additionally, most respondents spend between 1 and 4 hours daily on social media.

Most of the participants indicated that they rarely encounter content related to gambling on social media. It is important to note though that this question was asked before sharing examples of gambling advertising, which may have influenced the participants' responses.

Considering the harmful effects of gambling, the answers provided indicate a growing awareness of the negative impact of gambling on one's mental health and financial stability, since most of the participants agreed to the statement "Gambling can negatively impact one's mental health and financial stability."

Also, most of the participants agreed with the perception that constant exposure to social media makes young people more susceptible to developing addictive gambling behaviors. To prevent these risks, most participants suggested to provide resources for gambling harm awareness and to restrict divert advertising. Most of the participants believe they have sufficient tools to critically evaluate content related to gambling.

Lastly, it is important to note that most of the respondents are University Students (third year of studies and above), indicating that respondents are educated.

4. Spain

4.1. Introduction

This report provides an overview of the survey conducted in Spain, including the total number of respondents and their demographic profiles. The findings reflect the perspectives of universities students and young people.
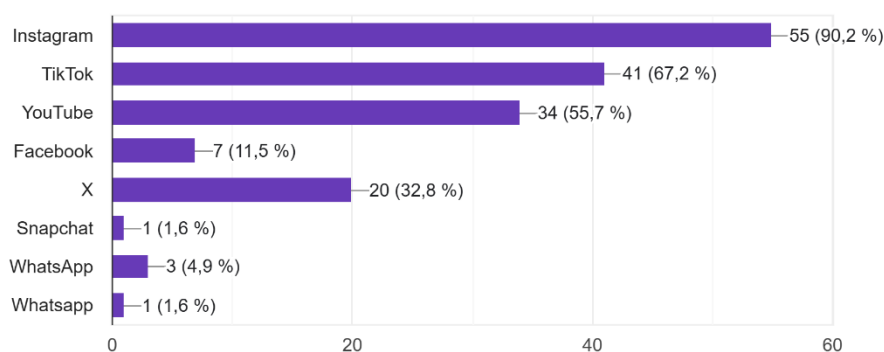
4.2. Responses and Results

4.2.1. Social Media Use

4.2.1.1. Which social media platforms do you use regularly?

3. ¿Qué plataforma de redes sociales utilizas habitualmente? (Puedes seleccionar varias opciones)
61 respuestas

The graph shows Instagram as the most used platform (90.2%), followed by TikTok (67.2%) and YouTube (55.7%). X (32.8%) and Facebook (11.5%) have moderate usage, while Snapchat and WhatsApp are rarely used (<5%).

Instagram clearly dominates, while platforms like Snapchat and WhatsApp are much less popular among the respondents.

4.2.1.2. How many hours per day do you spend on social media?

4. ¿Cuántas horas al día dedicas a las redes sociales?
61 respuestas
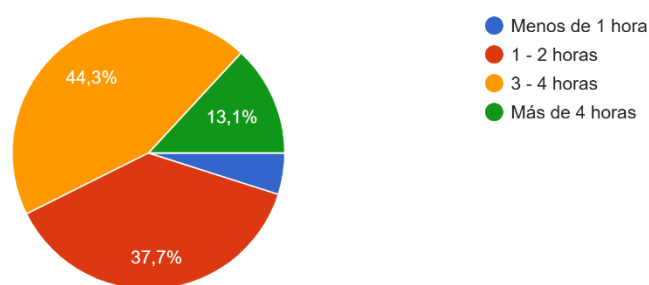
Respondents spend varying amounts of time on social media daily, with the majority spending between 1–3 hours, followed by those using it for less than 1 hour or more than 3 hours.

4.2.2. Exposure to Gambling Content

4.2.2.1. How often do you encounter gambling-related content while using social media?

5. ¿Con qué frecuencia encuentras contenidos relacionados con el juego en las redes sociales?
61 respuestas

- Varias veces al día
- Una vez al día
- Varias veces por semana
- Rara vez
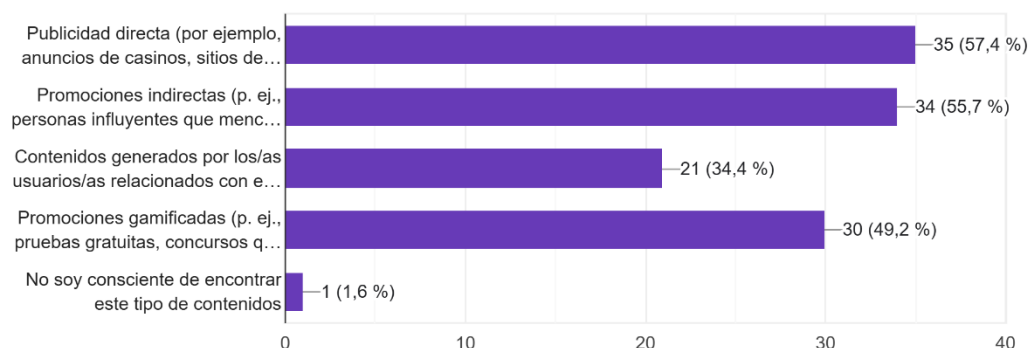- Nunca

34,4%
26,2%
9,8%
27,9%
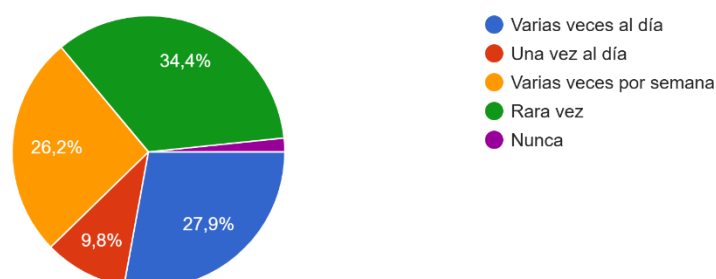
Many respondents encounter gambling-related content on social media occasionally, while a significant portion encounters it frequently or very frequently.

4.2.2.2. What types of gambling content have you encountered on social media?

6. ¿Qué tipos de contenidos sobre apuestas has encontrado en las redes sociales? (Seleccione todos los que procedan)
61 respuestas

Publicidad directa (por ejemplo, anuncios de casinos, sitios de… — 35 (57,4 %)
Promociones indirectas (p. ej., personas influyentes que menc… — 34 (55,7 %)
Contenidos generados por los/as usuarios/as relacionados con e… — 21 (34,4 %)
Promociones gamificadas (p. ej., pruebas gratuitas, concursos q… — 30 (49,2 %)
No soy consciente de encontrar este tipo de contenidos — 1 (1,6 %)

The most common types of gambling content include advertisements, promotions by influencers, and discussions about gambling experiences.

4.2.2.3. Have you ever come across a celebrity, pop star, or influencer online who gambles themselves?

7. ¿Te has encontrado alguna vez con un/a famoso/a, estrella del pop o persona influyente en Internet que apueste por sí misma?

61 respuestas
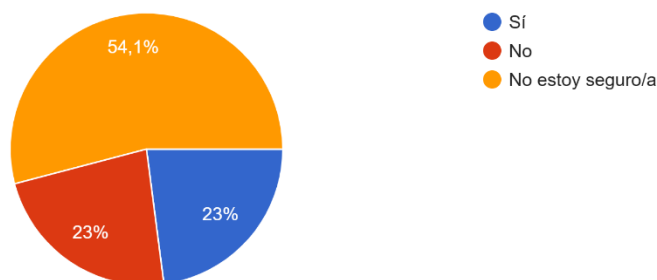
A notable percentage of respondents (23%) have seen celebrities or influencers engaging in gambling or promoting it positively on social media.

4.2.2.4. Have you ever encountered a celebrity, pop star, or influencer online speaking positively about gambling or mentioning their own gambling experiences?

8. ¿Ha visto alguna vez en Internet a una persona famosa, estrella del pop o persona influyente hablando positivamente sobre el juego o mencionando sus propias experiencias de juego?

61 respuestas
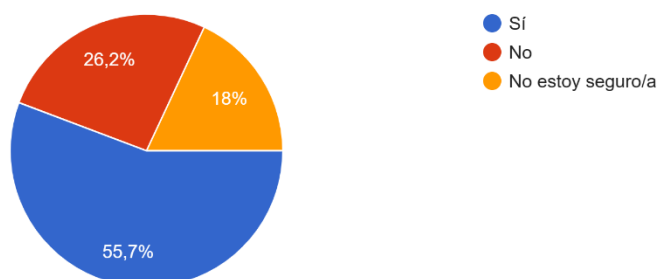
Respondents largely agree (55,7%) that gambling advertising is prevalent and can influence behavior. Many advocate for stricter regulation of such content on social media platforms.

4.2.3. Perceptions of Gambling Advertising

4.2.3.1. I feel that gambling advertising is prevalent on social media.

9. Creo que la publicidad del juego es frecuente en las redes sociales.
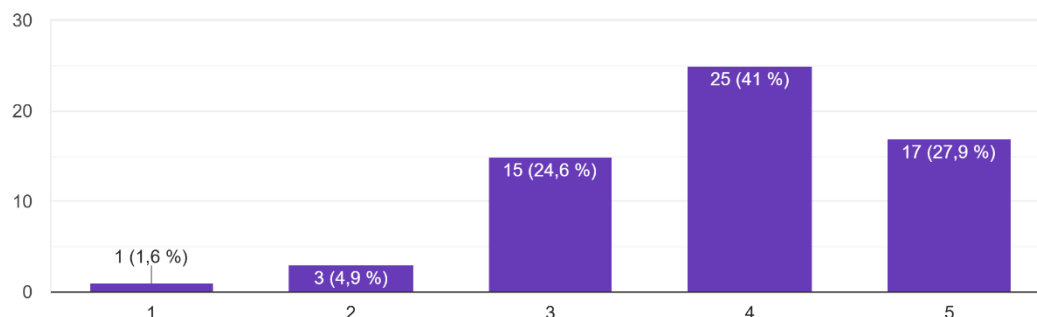61 respuestas
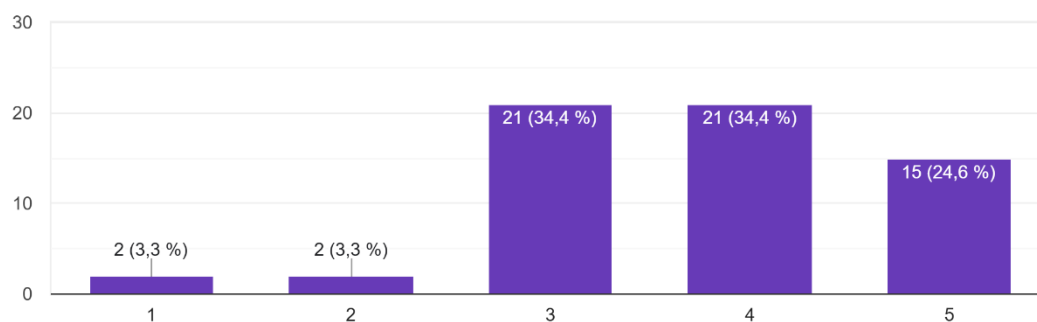
A large percentage of respondents agree that gambling advertising is frequent on social networks.

4.2.3.2. I can distinguish between direct advertisements and indirect gambling content.

10. Sé distinguir entre publicidad directa y contenidos de juego indirectos.
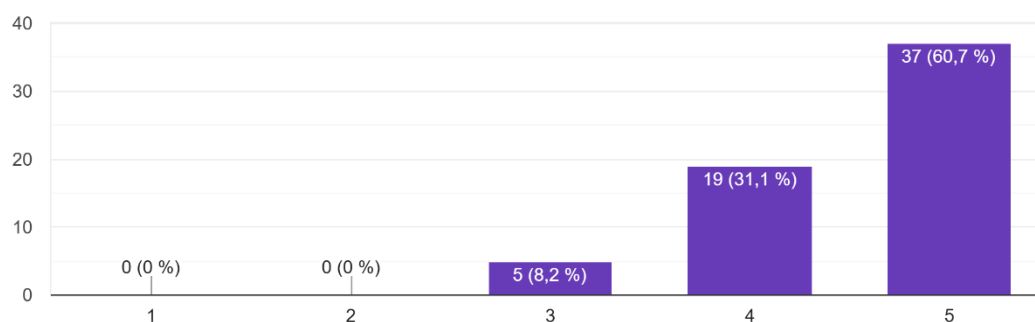61 respuestas

The vast majority of responses indicated that they can defend themselves in knowing how to differentiate between direct and indirect games.

4.2.3.3. Gambling-related content on social media encourages people to gamble.

11. Los contenidos relacionados con el juego en las redes sociales animan a la gente a jugar.
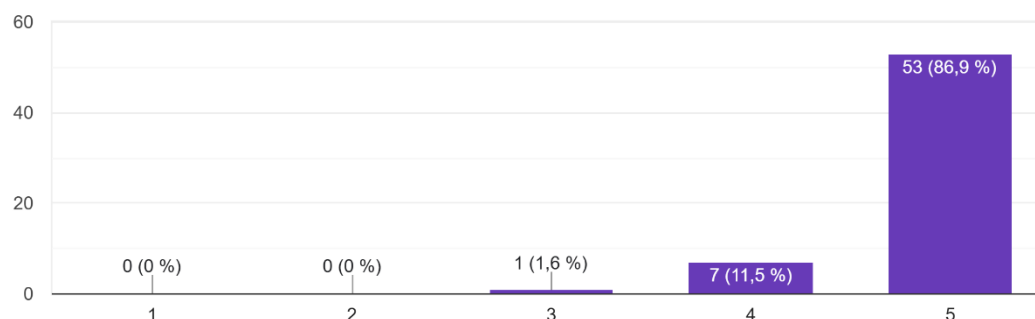61 respuestas

The majority of responses indicate that social media content related to gambling encourages others to gamble.

4.2.3.4. Social media platforms should regulate gambling content more strictly.

12. Las plataformas de redes sociales deberían regular más estrictamente los contenidos sobre apuestas.
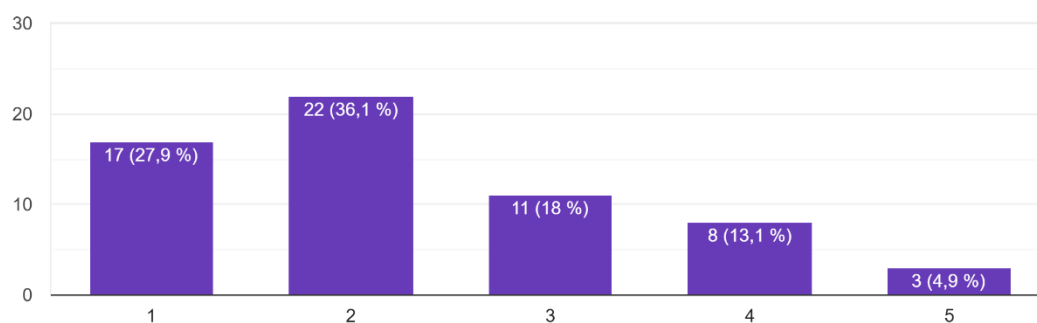61 respuestas

86.9% agree that social media platforms should be more strictly regulated in relation to gambling content.

4.2.3.5. Gambling can be a safe activity if done responsibly.

13. El juego puede ser una actividad segura si se hace de forma responsable.

61 respuestas

On this question, there is a very diverse range of responses with 27.9% indicating that they disagree that gambling can be a safe activity if done responsibly. 36.1% show that they do not completely disagree but do not agree either, and only 4.9% strongly agree with this statement.

4.2.3.6. Gambling can negatively impact one's mental health and financial stability.

14. El juego puede tener un impacto negativo en la salud mental y la estabilidad financiera de la persona.

61 respuestas
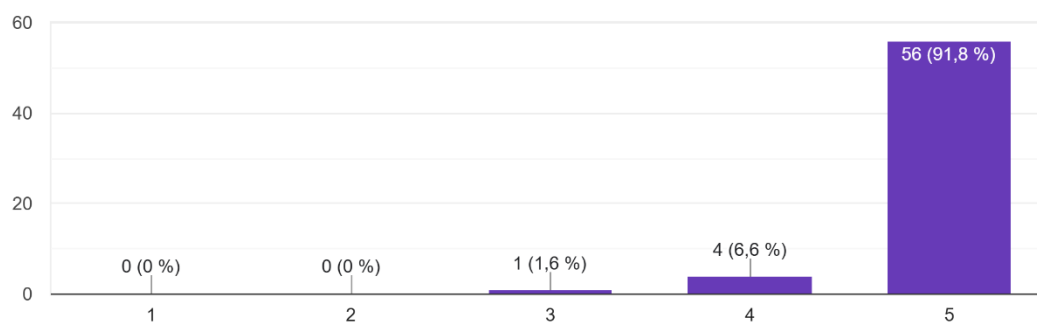
There is a strong consensus that gambling can negatively affect mental health and financial stability and that young people are particularly vulnerable to gambling addiction due to social media exposure.

4.2.3.7. Young people are at higher risk of gambling addiction due to social media exposure.

15. Los/as jóvenes corren un mayor riesgo de adicción al juego debido a su exposición a las redes sociales
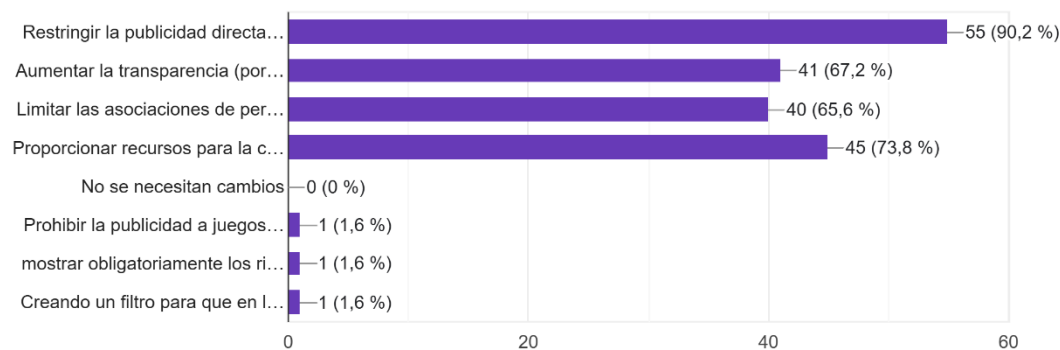
61 respuestas
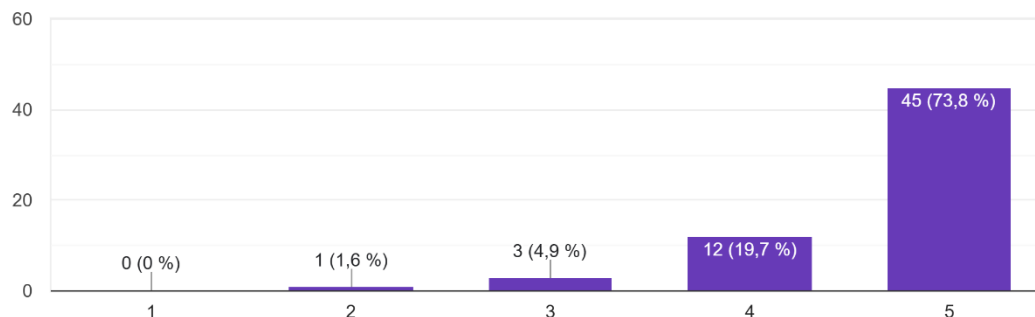
4.2.4. Awareness and Prevention

4.2.4.1. What measures would you like to see social media platforms take regarding gambling content?

16. ¿Qué medidas te gustaría que adoptaran las plataformas de redes sociales en relación con los contenidos de juegos de azar? (Seleccione todas las que procedan)

61 respuestas

Respondents recommend clear labeling of gambling content, restricting direct gambling advertisements, and implementing stricter content controls.

4.2.4.2. Do you feel that you have the tools to critically evaluate gambling content on social media?

17. ¿Crees que dispones de las herramientas necesarias para evaluar de forma crítica los contenidos sobre juegos de azar en las redes sociales?

61 respuestas

- Sí, me siento preparado/a
- Sí, pero no mucho
- No, lo encuentro difícil
- No estoy seguro/a
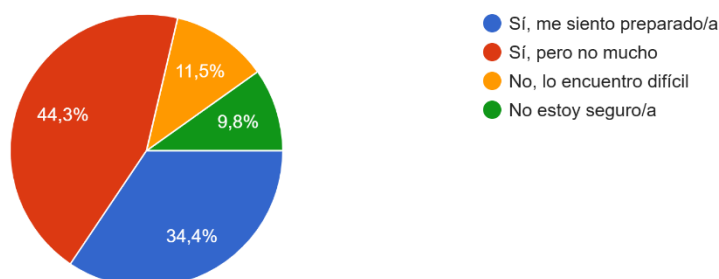
While some respondents feel equipped to critically evaluate gambling-related content, many acknowledge the need for further improvement in these skills.

4.3. Conclusions

Respondents were from Spain, with age groups ranging mainly between 18 and 30 years old.

Social Media Usage:

- Popular platforms include Instagram, YouTube, TikTok, and X.

Perceived Risks of Gambling:

- Participants highlighted that young people are at a higher risk of gambling addiction due to exposure to gambling content on social media.

Proposed Measures, suggestions for social media platforms include:

- Increasing transparency (e.g., clear labeling of gambling content).
- Restricting direct advertising of gambling activities.
- Implementing stricter controls on gambling-related content.

Critical Evaluation Skills:

- Most participants feel somewhat equipped to critically assess gambling content on social media, though there is room for improvement.

5. Finland

5.1. Introduction

This report provides an overview of the survey conducted in Finland, including the total number of respondents and their demographic profiles. The findings reflect the perspectives of young users of social media applications, 63 survey participants in total, divided into the following four age groups: 13-17 63 (9 respondents),18-24 (21 respondents), 25-30 (22 respondents), and over 30 (11 respondents) years of age.
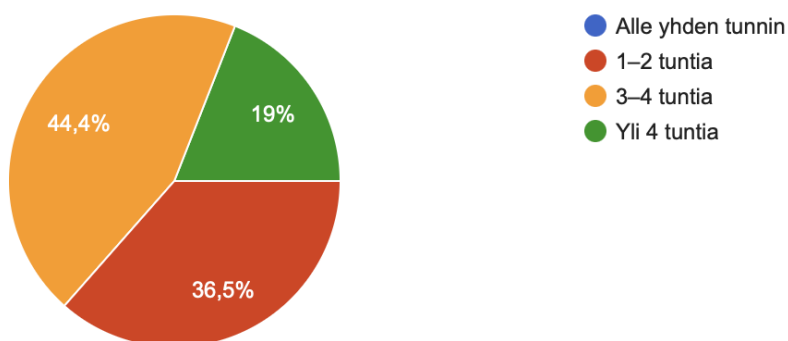
5.2. Responses and Results

5.2.1. Social Media Use

5.2.1.1. Which social media platforms do you use regularly?
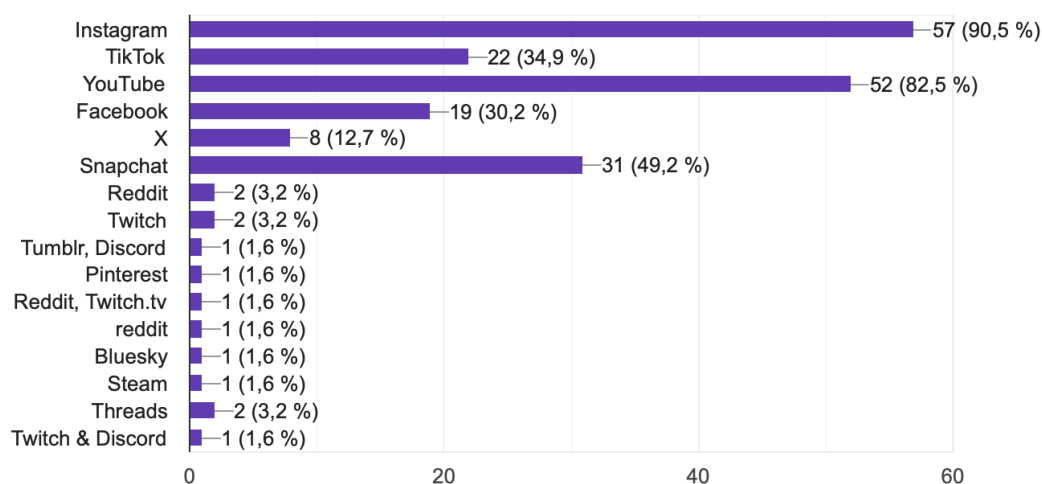
Instagram (90,5%) along with YouTube (82,5%) is used by the vast majority of all participants followed by snapchat (49,2%) and TikTok (34,9%). Facebook (30,2%) and X (12,7%) is less regularly frequented by the survey participants.
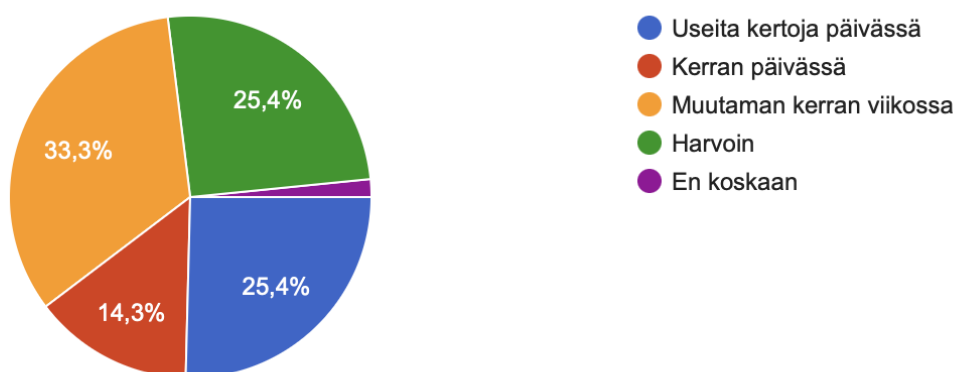
5.2.1.2. How many hours per day do you spend on social media?

Legend:
- Alle yhden tunnin (blue)
- 1–2 tuntia (red)
- 3–4 tuntia (orange)
- Yli 4 tuntia (green)

44,4% · 19% · 36,5%

All the participants spend at least 1-2 hours daily, while almost every second (44,4 %) is 3-4h and about one fifth over 4 hours per day on social media.

5.2.2. Exposure to Gambling Content

5.2.2.1. How often do you encounter gambling-related content while using social media?

Legend:
- Useita kertoja päivässä (blue)
- Kerran päivässä (red)
- Muutaman kerran viikossa (orange)
- Harvoin (green)
- En koskaan (purple)

25,4% · 33,3% · 14,3% · 25,4%

73% is exposed to gambling content on a regular basis: One third (33,3 %) is encountering gambling content several times a week, approximately a quarter (25,4%) several times a day and 14,3 % about once per day. Only 1 of 63 respondents (purple wedge) never encounters gambling related content and some 16 (25,4 %) rarely.

5.2.2.2. What types of gambling content have you encountered on social media?
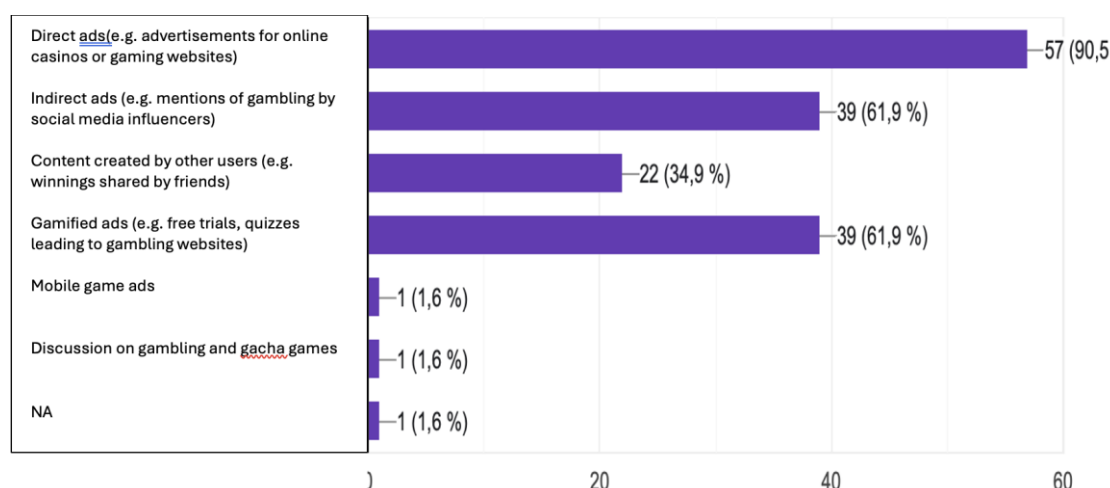

The vast majority with 90,5 % experiences direct advertising followed by indirect and gamified gambling advertising, each encountered by 61,9 %. About every third respondent experiences how other regular users share gambling related content e.g. friends share about their winnings. One respondent also mentioned mobile game ads, gacha games and discussions on gambling as their experience.

5.2.2.3. Have you ever come across a celebrity, pop star, or influencer online who gambles themselves?
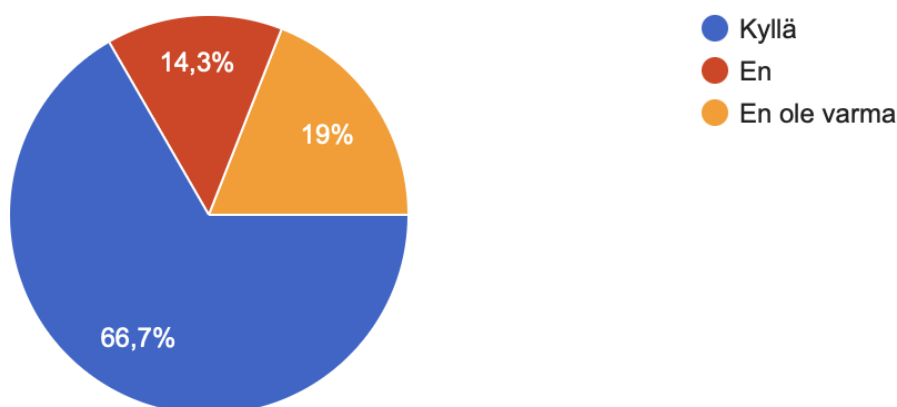
Two thirds responded with yes, while 19% weren't sure if so and 14,3 % did not come across a celebrity, pop star, or influencer online who gambles themselves.

5.2.2.4. Have you ever encountered a celebrity, pop star, or influencer online speaking positively about gambling or mentioning their own gambling experiences?

- ● Kyllä
- ● En
- ● En ole varma
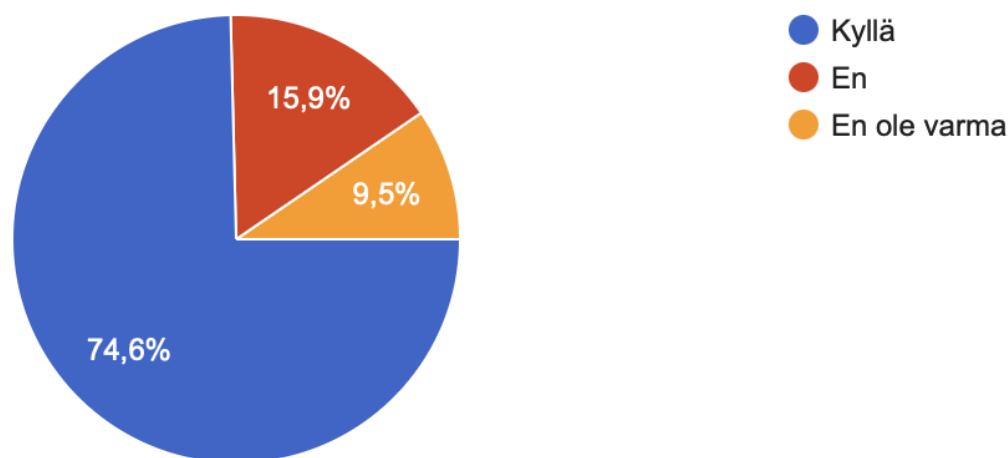
About three quarters of all respondents have come across *a celebrity, pop star, or influencer online speaking positively about gambling, while 15,9 % didn't and 9,5 weren't sure about that.*

5.2.3. Perceptions of Gambling Advertising

*5.2.3.1. I feel that gambling advertising is prevalent on social media.*
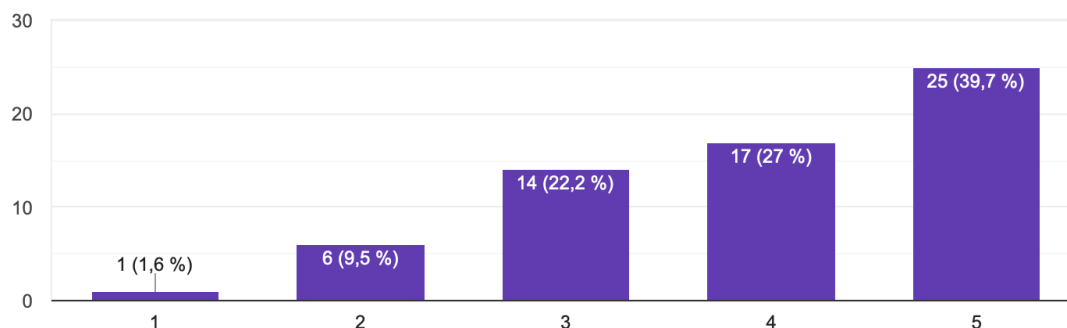
On a scale from 1-5, while 1 is strongly disagree and 5 strongly agree, two thirds agreed (27% + 39,7 %) with gambling advertisement being prevalent on social media. Some 22,2 % weren't sure whether they agree to the statement, while a small number 7 out of 63 respondents couldn't fully agree.

5.2.3.2. I can distinguish between direct advertisements and indirect gambling content.
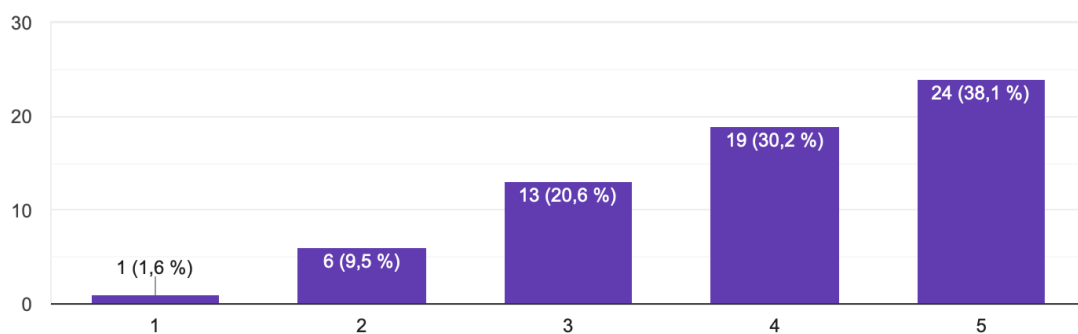

Here we have a very similar result in comparison to the previous question: More than two thirds know how to distinguish while a few don't and around every fifth respondent wasn't sure about their ability to distinguish between direct and indirect gambling advertising.

5.2.3.3. Gambling-related content on social media encourages people to gamble.
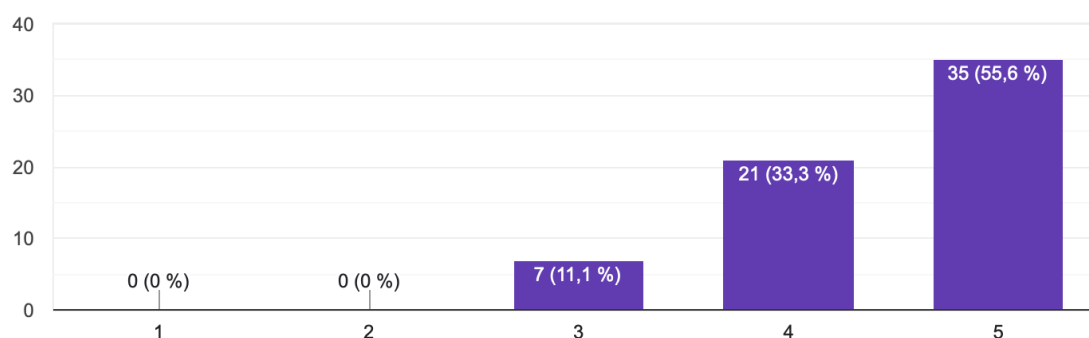
Here the results were indicating that only 11,1 % weren't able to agree or disagree, almost 89% are of the opinion that Gambling-related content on social media encourages people to gamble.
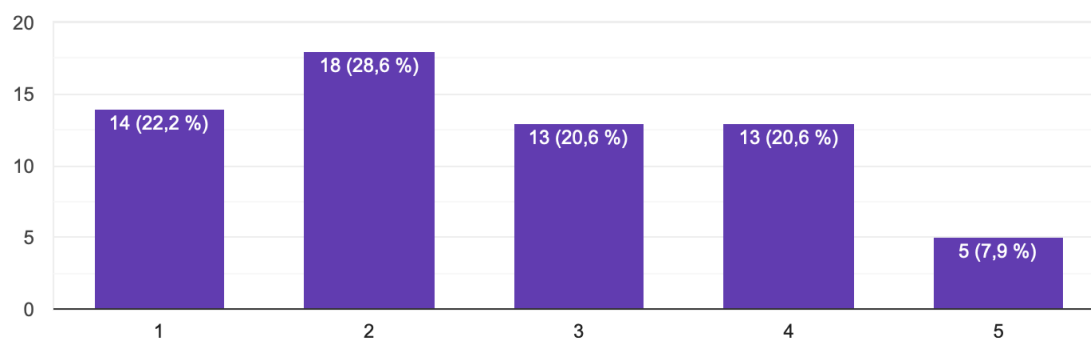
5.2.3.4. Social media platforms should regulate gambling content more strictly.
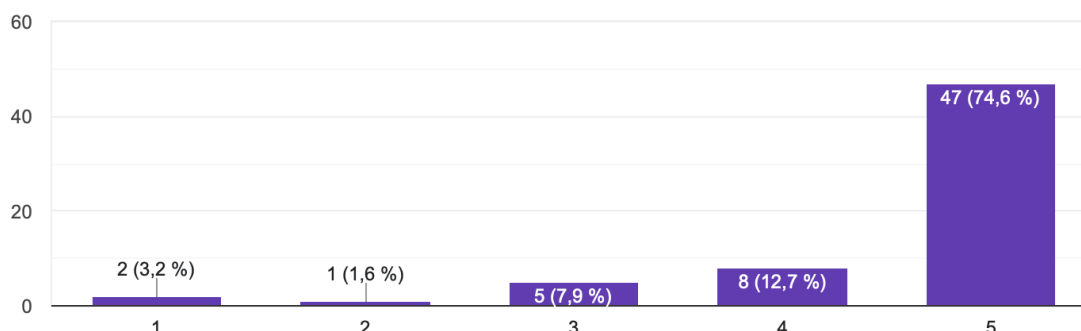
As much as 74,6 % of the respondents were firmly agreeing with the statement and another 12,7 also agreed, putting the score of supporting the statement up to 87,3%. 3 out of 63 couldn't support the statement and 5 weren't sure about it.
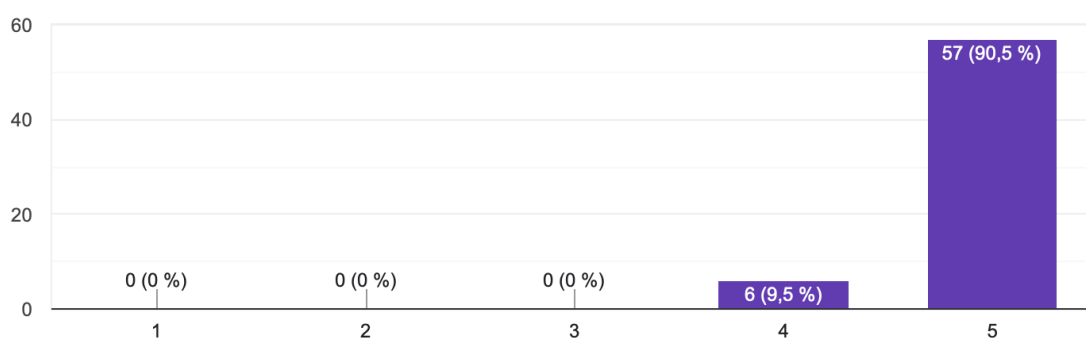
5.2.3.5. Gambling can be a safe activity if done responsibly.

Here the response-ratios were more scattered although about half (50,8%) couldn't agree in contrast to 28,5 % who supported the idea. 20,6% neither agreed nor disagreed.

5.2.3.6. Gambling can negatively impact one's mental health and financial stability.

The results reflect the survey participants firm believe that gambling bears risks in regards to mental health and financial stability.

5.2.3.7. Young people are at higher risk of gambling addiction due to social media exposure.
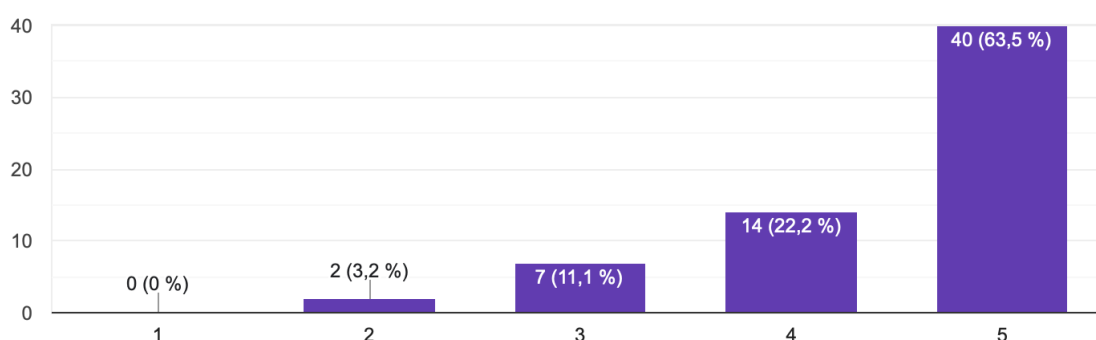
Within these results an overall support (85,7%) was expressed of the idea that young people are of higher risk to develop a gambling addiction due to their social media consumption.

5.2.4. Awareness and Prevention

5.2.4.1. What measures would you like to see social media platforms take regarding gambling content?

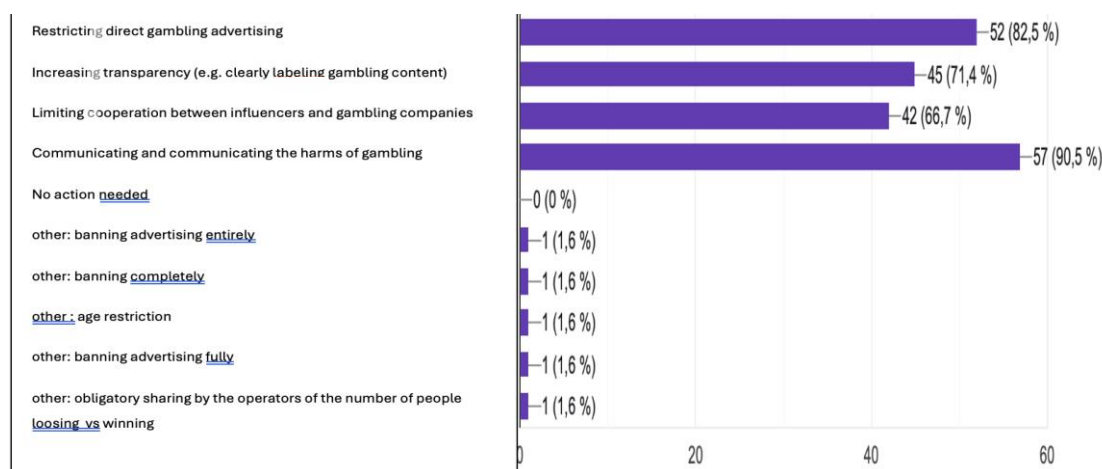All responses support taking up measures against gambling content by social media platforms. Communicating the harms of gambling (90,5%) is seen as the most important measure followed by restricting direct advertising (82,5%). Increasing transparency (71,4%) and Limiting cooperation between influencers and gambling companies (66,7%) also found general support. Three individual answers were calling for a complete ban of advertising (4,8%). One answer was suggesting age restriction and another communicating the actual number of winners and losers in a game.

5.2.4.2. Do you feel that you have the tools to critically evaluate gambling content on social media?
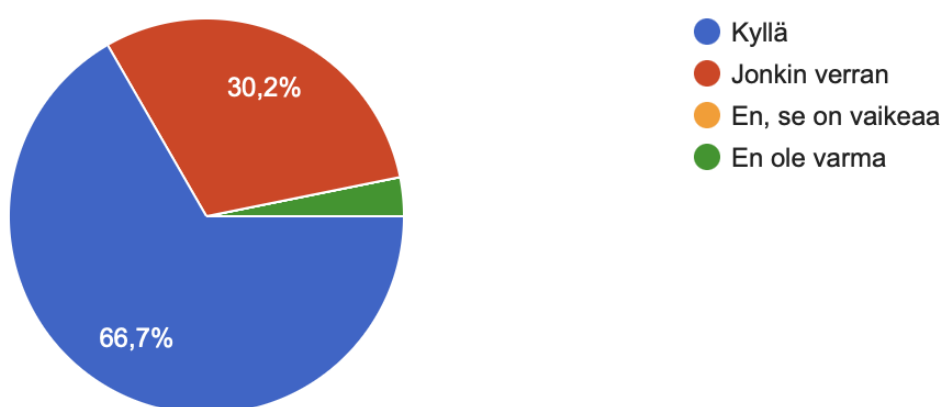
Two thirds feel that they have such tools and 30,2% are indicating to have some tools to critically evaluate gambling content on social media.

5.3. Conclusions

The respondents, of which many are minors, encounter gambling advertising on a very regular basis (73% of the respondents) throughout their preferred social media platforms such as Instagram, YouTube and snapchat. The results also show the survey participants awareness that influencers often promote gambling, sometimes with misleading claims about winnings while downplaying the risks and losses. The survey participants also expressed their awareness of the harm of such promotions and call for stricter regulation. They point out that many gambling ads are manipulative, with some influencers using their platform to promote gambling as a way to get rich, which can mislead vulnerable followers. Critique has also been raised about the advertising of gambling like games such as gacha-based games, noting how the latter can encourage compulsive spending. The results argue for increased gambling harm awareness raising and more effective restriction on gambling-related content especially towards younger audiences.

6. Overall Conclusions

Important trends and differences are highlighted here regarding the social media gambling-related content study from Portugal, Cyprus, Spain, and Finland. The responses tend to give information regarding the various uses of social media and exposure to the content, perceptions of gambling advertising, and attitudes toward prevention measures.

6.1. Social Media Usage Patterns

The most commonly used platform in general, throughout all four countries, was Instagram. In Portugal, other media used were YouTube and TikTok, while in Cyprus, Facebook ranked highly along with Instagram and YouTube. For Spain and Finland, the most used was Instagram, followed by TikTok and YouTube. According to these results, the most active age is between 18 and 24 years, and most spend from 1 to 4 hours per day on social media; this shows a common characteristic of digital usage across countries.

6.2. Exposure to Gambling-Related Content

The degree of exposure to gambling-related messages varies widely. In Portugal and Finland, an overwhelming majority reported seeing or hearing messages related to gambling several times a week or even multiple times a day. Cyprus was the country with the lowest exposure, where most reported seeing them very rarely or never. Spain reveals that gambling

advertisements are seen frequently, but responses were much less consistent than in Portugal and Finland.

The kinds of gambling promotional content reported include, in order of frequency, direct advertising, followed by endorsements through social media influencers and, thirdly, indirect talk about gambling. In Finland, gamified promotions of gambling products were considered to have a very high visibility, whereas in Portugal and Spain, interviewees often mentioned influencer endorsement of gambling.

6.3. Perceptions of Gambling Advertising and Influence

The most prominent concern from participants of all four countries was related to the influence of gambling content on young people. There was the highest support for the idea that social media contributes to the risk of addiction in Finland (85.7%) and Spain, whereas the levels of agreement were a little lower in Portugal and Cyprus. However, overall, there was a high proportion of respondents who considered that young people were at a greater risk of gambling-related harm due to social media exposure.

If one asks whether such content from gambling promotes one to gamble, then the agreement in Portugal and Finland is at almost 90%, whereas Cyprus presented more neutral answers with a bigger portion of respondents who were not sure how big of an impact the gambling content was having.

6.4. Regulation and Prevention Measures

All four countries agreed on the need for social media operators to enhance regulation of gambling content. Finland had the highest agreement level at 87.3%, followed by Spain at 86.9%, Portugal, and Cyprus. Suggestions for all the participating countries included banning direct gambling adverts, increasing transparency, and availing resources for awareness on harm resulting from gambling.

In relation to the self-assessed digital literacy, the critical assessment of the gambling content sometimes differs. Finnish and Portuguese respondents were more confident in telling the difference between direct and indirect gambling content. In Cyprus, a large number of respondents remained uncertain, thus showcasing the need for increasing the use of digital literacy initiatives in raising awareness.

6.5. Key Differences and Common Themes

While Portugal and Finland showed a good level of exposure to gambling-related content and strong views on its negativity, Cyprus only reported low exposures and neutralised attitudes. The responses given by Spain showed mixed trends and were closely matched with those of Portugal in terms of concerns over influences promoting gambling.

Regarding this, a common theme that cut across all four countries was that gambling advertisements-again, especially those advocated by influencers-are manipulative. They articulated their opinion strongly on the need for greater regulations and harm awareness campaigns. Despite some differences in exposure and the ability to critically consider the material, the overall impression is that gambling-related content is rampant and dangerous for a young audience.

6.6. Conclusion

The results of this survey reflect the pressing need for the implementation of stronger regulatory frameworks to manage the current increasing proliferation of gambling-related content on social media. Educational and awareness efforts need to be furthered, particularly in countries with low levels of digital literacy with respect to gambling advertising. The fact that there was a strong agreement among participants from the different countries suggests that gambling protection at the European level should be harmonized to safeguard against gambling exposure risks effectively on social media.