

INDEX

- Accountability, 84–85
- Age, 21
- Aktiebolaget Trav och Galopp (ATG), 60, 65
- Alcohol, 94
- Alleged feminisation of sports betting globally and in the United Kingdom, 146–149
- Animal welfare
 - issues, 70–71
 - organisations, 70–71
- Ante-post auction, 14
- Anti-gamblers, 18
- Asian bookmaking company, 132
- Asian gambling companies, The, 132–133
- Asian gambling market, The, 134, 137
- Asian sports gambling market, 131–132
 - fixers work, 140–141
 - globalisation of corruption, 137–140
 - Hill’s rule, 139
 - lack of governance, 139–140
 - legal and illegal markets, 132
 - low vig, zero taxes and know-your customer, 132–134
 - market for games, 137–138
 - methods, 130–131
 - relative exploitation, 138–139
 - structure of illegal Asian sports gambling industry, 134–136
- Athletes, 48–49
- Australian Football League (AFL), 173
- Aztecs, 12
- Baseball, 20–21
- Bet365 (British gambling firm), 1–2, 27, 48, 185, 188
- BetMGM, 2
- Betting, 146–147
 - companies, 188
- Betting, Gaming and Lotteries Act (1961), 20
- Betting Houses Act (1853), 19–20
- Betting Offices, 20
- Big Data, 43
 - economy, 50
- Big Gambling, 186, 189
- Bivariable analysis, 96
- Bivariable associations, 98–99
- Bookmaking, 21
- Booming industry, 75–76
- Bovril, 26
- Boxing, 139
- Brand activation strategies, 34–35
- Brand engagement in digital age
 - advertising and marketing in football, 26–27
 - English premier league clubs and gambling partners, 27
 - evoking cultural tradition, 30–31
 - findings, 30–35
 - methods, 28–29
 - Newcastle United and FUN88, 28
 - promoting gambling and generating business globally, 31–33
- Britain’s National Lottery, 14–15
- British Select Committees, 12–13, 18
- Broadcasters, 173
- Cambridge Analytica, 46
- Casinos, 12
- Celebrity endorsements, 177
- Celestial Church of Christ, 114–115
- Charter of Player Data Rights, 42

- Children, normalisation of gambling
for, 174–178
- Christian Social Council, 18–19
- Christianity, 122
- Churches Committee on Gambling,
18–19
- Class, 21
- Club fandom, 90–91
- Clubs, 82–83
- Collective Bargaining Agreement, 42
- ‘Commercial determinants of health’
concept, 186
- Commodification of data, 45–46,
51–52
- Comprehensive public health
approach, 171, 178–179
- Continuous control, 189
- Corruption, globalisation of, 137–140
- Court of Justice of the European
Union (CJEU), 62
- COVID-19, 64
- Cricket, 149
- Cultural justifications of horse racing
sectors, 63–66
- ‘Cut soap for me’ phenomenon, 120
- Cutting edge technology, 188–189
- Data, 28–29, 51
critical questions for future of data
governance, 50–53
revolution, 6, 42–43
and societal discontents, 43–46
- Datafication
of society, 43
of sport, 46–50
- Datified society, 45–46
- Deconstructing gambling as ‘normal’
and ‘risk-free’ activity, 82
- Denormalising gambling, 81
in sports clubs, 80–84
- Digital data, 47
economy, 46
sets, 43
- Digital gambling ecosystem, 2
- Digital products, 59
- Digital technologies, 43, 50
- Disembedded gambling, 188–189
- Dismantling gambling-related
language, 83–84
- E-bay, 132–133
- EAGS, The, 150–152
- Economic pressure, 85–86
- Educational sessions, 82
- Educational strategies, 179
- Eire betting offices, 15
- Electronic gambling machines
(EGMs), 59
- Elite athletes, 46
- Emerging adult, 151–152
- English Football Association, 18
- English Premier League (EPL), 26
clubs and gambling partners, 27
- EU Rural Development Programme,
59–60
- European Commissioner for
Consumer Protection, 44
- European contexts, 62
- European Enlightenment, 13
- European Free Trade Association
(EFTA), 62
- European Trade Agreement (ETA),
62
- Exploratory research design, 113
- Fancy, The, 15–16
- Fetish, 110
- Fetishism, 110
- FIFA World Cup (1970), 32
- FIFA World Cup (2018), 138
- FIFPRO, 42
- Financial harms, 159
- Financial justifications of horse racing
sectors, 63–66
- Finland, 59
- Finnish Veikkaus, The, 63–64
- Five-star system, 140–141
- Folk religion, 110
in Nigeria, 111–112, 120, 122
realities of folk religion in
gambling among young
Nigerians, 116–117

- Football, 26–27, 90, 149
 advertising and marketing in, 26–27
 banter, 35
 data, 49–50
 gamblers, 34–35
 pools, 14–15, 20
 self-reported motivations for placing football bets, 98
 talk, 35
- Football Association, 48–49
- Football betting
 bivariable associations, 98–99
 data analysis, 96
 design and participants, 93–94
 measures, 94–96
 methods, 93–96
 multivariable associations, 99–100
 onset and source of initiation of, 97
 platforms, 90
 prevalence estimates, 97
 procedure, 96
 research questions, 93
 results, 96–100
 sample characteristics, 96–97
 self-reported motivations for placing football bets, 98
- French Pari Mutuel Urbain (PMU), 68
- FUN88, 28–29, 31–32, 34
- GambleAware, 34
- ‘Gamblification’ of sport, 1, 48, 75–76, 90, 147, 185
- Gambling, 33, 53, 58, 63, 75–76, 91–92, 110–111, 119
 advertising strategies, 170–171
 adverts, 119
 alignment between gambling products and promotions and sporting contexts, 172–173
 brands, 30, 48
 companies, 42, 101–102, 185
 corporations, 188–189
 dismantling gambling myths and deconstructing normalising sports cultures, 83–84
 firms, 42–43
 football and male gamblers, 34–35
 gambling-related match-fixing, 78
 and generating business, 31–33
 harms and women, 150–151
 industry, 189–190
 normalisation of gambling for children and young people, 174–178
 normalisation of gambling in sports clubs, 77–80
 partners, 27
 products, 172
 realities of folk religion in gambling among young Nigerians, 116–117
 role of marketing in normalisation of gambling for young people, 175–178
 sponsorship, 149
 systematised in Nigeria, 120–122
- Gambling Act (2005), 20, 27, 31–32, 48, 147–149
- Gambling Commission, The, 147, 185
- Games, market for, 137–138
- Gaming, 12
- Gaming Act (1845), 19–20
- Gaming Act (2006), 91–92
- Gender, 21
 determinants of sports betting among young people and relationship with, 149–150
- General Data Protection Regulation (GDPR), 42, 44, 51
- German-based Croatians, The, 140
- Ghana, 91–92
- Ghana Football Association (GFA), 137
- Ghana Gaming Commission, 91–92
- Ghanaian context, 92–93, 103–104
- Glaser’s grounded theory (Glaser’s GT), 114
- Global leisure economy, 1–2

- Global public health threat,
 - normalisation of gambling as, 171–172
- Globalisation, 135–136
 - of corruption, 137–140
- Globalised sports gambling market, 137–138
- Google, 28–29
- Google Forms, 96
- Google Scholar, 28–29
- Governance, lack of, 139–140
- Governments, 21
- Grassroots European sports clubs, 76
- Grassroots sports clubs, 76
- Gross gambling revenue (GGR), 61–62

- Hill's Rule, 139
- Historical justifications of horse racing sectors, 63–66
- Hong Kong Jockey Club, 132
- Horse industry, 59–60
- Horse racing, 15–16, 57–58, 69, 71
 - animal and jockey welfare issues, 70–71
 - costs of operation, 66–68
 - data, 61
 - expansion and prospects of Nordic horse racing industries, 68
 - historical, cultural and financial justifications of horse racing sectors, 63–66
 - impression management and justifications, 69
 - income statement analysis, 62–63
 - industry, 59
 - limitations and suggestions for further studies, 71
 - methods, 59–63
 - provision, 61
 - results, 63–68
 - surplus for state and to sector, 69–70
 - text analysis, 61–62
- Horse sector, 58
- House of Lords Select Committee on Betting in 1902, 19–20
- Human–material nexus, 52–53
- Hustling, 112
- Hyper-commodification, 26–27

- Igbominas, 113
- Illegal Asian market, 137
- Illegal Asian sports gambling industry, structure of, 134–136
- Illegal bookmakers, 134
- Illegal markets, 132
- Illegal sports gambling networks, 136
- Impression management, 61
 - and justifications, 69
- Incision, 121
- Income statement analysis, 62–63
- Income statements (IS), 61
- India's Calcutta Turf Club Derby, 14
- Indices of Multiple Deprivation (IMD), 152
- Inducement marketing, 176–177
- Inductive content analysis (ICA), 114
- Industry stakeholders, 59
- Industry-funding streams, 3
- Integrity matters, 80–84
 - deconstructing gambling as 'normal' and 'risk-free' activity, 82
 - dismantling gambling myths and deconstructing normalising sports cultures, 83–84
 - normalisation of gambling in sports clubs, 77–80
 - tackling social norms and pressures, 82–83
- International Federation of Horse Racing Authorities (IFSA), 57–58
- International sport, 137
- Internet betting, 92–93
- Internet of Things, 45–46
- Islam, 122

- Jockey Club, The, 16

- Jockey welfare issues, 70–71
 Juju, 110
- Kayan mata* products, 111–112
 Kenilworth cigarettes, 11–12
 Key informants (KI), 113
 Know-your customer, 132–134
 Knowledge, 51–52, 122
 Kwara State Bureau of Statistics, The, 113
- Ladbrokes, 17
 Lancet Commission, 179
 Landmark University Centre for Research, Innovation, and Development (LUCRID), 113–114
- Laws, 19
 Legal inequalities, 19
 Legal markets, 132
 Legality, 132–133
 Leicester City FC, 27
 Logistic regression models, 155
 London's White Conduit Club, 16
 Low vig, 132–134
 Low-commission business model, 133
 Luck, 122–123
- Madman Welfare, 121
 Major League Baseball (MLB), 42
 Male gamblers, 34–35
 Market(ing)
 costs, 67–68
 for games, 137–138
 role in normalisation of gambling for young people, 175–178
 strategies, 122–123
- Mass Observation study, 15
 Match-fixing, 130
 Mathematical probability, 13
 Middle-class commentators, 18
 Middle-class credit betting, 17
 Middling groups, 17
 Mobster, 134
- Moral and Social Reform Council, 18–19
 Multivariable analysis, 96
 Multivariable associations, 99–100
 Murky market, 138
- National Anti-Gambling League, 18–19
 National Lottery Authority (NLA), 91–92
 Neoliberal capitalism, 187–191
 Newcastle United, 28, 31
 match programme, 30
 Twitter, 28–29
 Newcastle United Football Club (FC), 28
- Nigeria
 folk religion and gambling systematised in, 120–122
 folk religion and sports betting in, 111–112
- NodeXL Pro application, 28–29
 Non-gambling revenues, 62
 Nordic horse racing industries, expansion and prospects of, 68
- Normalisation
 of gambling as global public health threat, 171–172
 of gambling for children and young people, 174–178
 of gambling in sports clubs, 77–80
 role of marketing in normalisation of gambling for young people, 175–178
 of sports betting globally and in United Kingdom, 146–149
 young people's support for action, 178
- North American tribal societies, 12
 Norway, 59
- Observational learning, 174
 Online gambling, 112

- Online sports betting markets, 75–76
- Paddy Power, 48, 188
- Pari-mutuel system, 14
- Peer-to-peer betting, 13
- Peers, 102
- People's Republic of China, 13
- Performance data, 42–43
- Personal analytics, 45
- Personnel costs, 68
- Post-industrial economies, 187
- Power, 186
- Premier League, 42
 - broadcasting, 35
 - club, 80
- Prevalence estimates, 97
- Problem gambling, 3, 91
- Productivity harms, 159
- Profits over earnings (P/E), 130–131
- Project Red Card, 42, 49–51
- Public health, 171
 - concern, 147
 - researchers, 170–171
- Pugilistic Society, The, 16
- Qatar World Cup (2022), 82–83
- Quantitative method, 131
- Racecourse Betting Control Act (1928), 20
- Ready Money Football Betting Act (1920), 20
- Relationship harms, 159
- Relative exploitation, 138–139
- Research, 21
- Responsibility, 84–85
- Responsible gambling, 3, 7, 64, 83–84, 179
- Return to players (RTP), 61
- Rights of individuals, 44, 51
- Royal Commissions on gambling, 12–13
- Rugby, 149
- Safeguarding, 80–81, 84–85
- Sapinas, 140
- School-based gambling education programmes, 84
- Secular objections, 18
- Self-reported motivations for placing football bets, 98
- Shaggi's testimony, 116
- Silicon Valley, 46
- Singaporean-based Chinese, The, 140
- SkyBet, 48
- Soap making, 120, 123
- Social networks, 15–17
- Social pressure, 85–86
- Social theory, 4
- Society's acceleration, 43–44
- Socio-demographic variables, 94
- Sociological imagination, 186–187
- Sociologists, 45
- Sociology, 4
- Solitary betting, 17
- South American tribal societies, 12
- Sponsorship managers, 26
- SportRadar, 138–139
- Sports, 13–14, 50, 75–76, 170–171, 173, 178–179, 191
 - datafication of, 46–50
 - dismantling gambling myths and deconstructing normalising sports cultures, 83–84
 - integrity, 80–81
 - leagues, 82–83
 - lottery, 14, 20
 - organisations, 80, 82–83
- Sports betting, 90–91, 158
 - change over time in sports betting systems, 13–15
 - changing regulation of, 19–21
 - consumption, 188–189
 - in context, 187–191
 - determinants of sports betting among young people and relationship with gender, 149–150
 - expansion, 190–191
 - in Nigeria, 111–112
 - opposition to, 17–19

- rise, normalisation and alleged
feminisation of sports
betting globally and in
United Kingdom, 146–149
- surveillance and control, 189–190
- Sports clubs, 76, 80, 82
 - denormalising gambling in, 80–84
 - normalisation of gambling in,
77–80
- Sports gambling, 13, 15, 17, 189
 - change over time in sports betting
systems, 13–15
 - changing regulation of sports
betting, 19–21
 - class, age and gender, 21
 - critical questions for future of,
50–53
 - industry, 52
 - opposition to sports betting, 17–19
 - products, 188
 - social networks and sports
gambling, 15–17
- Strengthening the Reporting of
Observational Studies in
Epidemiology (STROBE),
93–94
- Sub-Saharan Africa (SSA), 90, 110
- Sub-Saharan African territories, 2
- Surplus for state and to sector, 69–70
- Sweden, 57–59
- Swedish market, 14–15
- Sweepstakes, 20
 - tickets, 14
- Tackling Gambling Stigma project,
163–164
- Taxation, 187–188
- Technology, 27, 43
 - firms, 46
- Tennis, 138
- Thematic analysis, 29
- Tradition, 31
- Traditional media, 29, 33
- Traditional oath-taking, 111
- ‘Trans-local’ stadia, 2
- Triangulation, 130–131
- Trickle-down effect, 53
- Twitter, 28–29
- UEFA European Women’s Football
Championship (2022),
34–35
- UK Gambling Act (2005), 52–53
- Unhealthy commodity goods, 76
- Unhealthy commodity industries
(UCIs), 186
- Unibet, 2
- UNICEF, 179
- United Kingdom, The, 13, 52–53
 - data and methodology, 151–152
 - determinants of sports betting
among young people and
relationship with gender,
149–150
 - football pyramid, 42
 - gambling harms and women,
150–151
 - relationship between harms and
women sports bettors,
158–159
 - results and analysis, 152–155
 - rise, normalisation and alleged
feminisation of sports
betting globally and in,
146–149
 - UK Gambling Commission, 80
 - women sports bettors, 155–158
- United Kingdom’s Industry Group
for Responsible Gambling
(IRRG), 34
- United States Department of Justice,
The (DoJ), 139
- Univariable analysis, 96
- University of Ghana, 93–94
- US consumer survey report (2019),
101
- US Supreme Court, 2
- Virginia tobacco, 11–12
- Virtual betting, 59
- Welfare society model, 59

- Wet Kansspelen Op Afstand (KOA),
76
- Whilst sampling bias, 163–164
- WHO, 45, 179
WHO/Lancet/UNICEF
commission, 174
- Women, 150–151
- Women sports bettors, 155–158
relationship between harms and,
158–159
- Yahoo plus*, 111–112
- Yahoo yahoo*, 112
- Young adults, 91
- Young gamblers in Nigeria, 119
- Young Nigerians
concepts developed from study,
122–123
ethical consideration, 113–114
folk religion and gambling sys-
tematised in Nigeria,
120–122
folk religion and sports betting in
Nigeria, 111–112
- gamblers, 122–123
method, 113–115
realities of folk religion in
gambling among, 116–117
results, 114–115
sampling, 113
site selection, 113
- Young people, 177
determinants of sports betting
among young people and
relationship with gender,
149–150
marketing in normalisation of
gambling for, 175–178
normalisation of gambling for,
174–178
support for action, 178
- Youth gamblers, 112
- Youth gambling, 91–92
- Youth sport, 80
- Zero taxes, 132–134