



ABSTRACT

Sports-betting is a trend that cannot be overlooked most especially by the youths, with the reward of thousands that could possibly lead to millions of naira promised. This has transformed the sports world particularly with the involvement of the media in the promotion of sports betting and betting business. Hence, the need for the study on the Influence of radio sports programmes on

INFLUENCE OF RADIO SPORTS PROGRAMMES ON THE PROMOTION OF SPORTS BETTING AMONG YOUTHS IN NIGERIA

***JEGEDE, OMOLAYO O. PhD; **OHWESI, OYINDAMOLA EJIRO; & *EKPO, PEACE**

**Department of Mass Communication, Veronica Adeleke School of Social Sciences Babcock University, Ilishan-Remo, Ogun state. **Kean University, School of Communication, Media and Journalism, 1000 Moris avenue, Union, NJ 07083, USA*

Introduction

Africa is no doubt enthused about soccer and in Nigeria, a careful observer will notice the tight grasp of a white piece of paper- a betting ticket among sports fans at viewing centres and agent outlets - all in the bid to 'hammer', and get a reward for the love of the game. The media, most especially radio has not only paid keen attention to this interest but has also created air space for programmes that promote the betting act and its industry. This among other things has led to the astronomical growth of sports betting and betting business in Nigeria

According to Tyler (1935) in Stefanyshyn and Kendell (2012), radio broadcasting is one of the finest tools which have ever been positioned at the disposal of civilized man. It is an instantaneous means of communication. It is not a new art, but it



is a method of multiplying the performance of oral communication. Just as the printing press expanded the effectiveness of the written words, radio has certain decided advantages over the printed page which is in part supplanted and in element supplements. Akoja, Adekoya and Jegede (2017) identified radio as a potent media tool of socialization and mobilization in most countries of the world. The major functions of media are to inform, educate and entertain. Radio in performing its entertainment function encompasses music, stories and sports in its day-to-day broadcast hour. Sports being, full of fun, has over time been an instrument for entertainment, though its adaptation varies from culture to culture. Similarly, Akanle & Fagbenyinbo (2015) citing

the promotion of sports betting among youths in Nigeria. The study aimed at critically examining the extent to which sports betting is accepted, understanding of the sponsored sports programme (popular side), the drive behind sports betting and the anti-social behaviours promoted as a result of betting. The social credibility and uses and gratification theories underpinned this research work. The study adopted the survey method-questionnaire and interview guide were used as instruments of data collection. The study found that the major drive for continuous betting among youths is money and the highest population in the betting world are students; this is worrisome as they ought to be in school or in some vocational trainings. Also, certain anti-social behaviours like stealing, smoking, and drinking are predominant among sports betting punters. Most revealing is that, radio does not have so much influence in promoting sports betting. The study, therefore, recommends that schools should organize seminars to redirect students with a keen interest in money to the essence and dignity of labour. Betting companies should also put in place correction plans for problem gamblers.

Keywords: Sports Betting, Punters, Drive, Promotion, Youths, Anti-social, Sports



Giulianotti (2004) opines that Sports is increasingly becoming boundless to the extent that it affects the technological, physical, social, economic, psychological, and conflict spaces of humans in Africa and globally. Football is probably the most popular sport used for recreational activities in Nigeria, amongst other sports like boxing, basketball, gymnastic, racket games, and so on.

Sports betting involves punters predicting the final results of matches and getting their bets to correspond with the stakes. If predictions are correct, the bets are rewarded with stipulated winnings. Sports betting came to the spotlight in Greece over two thousand years ago; at that time, sports betting was only done for the fun of it Turcu, Burcea, Diaconescu, Barbu, Popescu & Apostu (2020). Afterward, bets started taking place over the telephone until they became informed in the country. Despite the notion that sports betting kicked off in Nigeria only recently in 2009 when Nairabet was introduced by Oloye Akin (*This Day Newspaper* April 22, 2021), the earliest sports betting firms recorded their first entry into the market in 2007 (Stears Business August 21, 2017). Today, sports betting is not only legalised in most countries but is also a multi-million dollar business Turcu et al (2020).

There were existing local gambling in the country like Baba Ijebu, pool, and casino centres known as kalokalo before sports betting evolved. The pool is about predicting the results of 49 top-level English matches that take place in the week. It is usually played by middle-aged and elderly men and was tagged as a game for failed men, who despite their little earnings still try their last chance in life. Baba Ijebu in an attempt to modernise local gambling business, involves players forecasting numbers that will win and this unlike the pool, was played by not only the old men but youths in general. However, sports betting has changed the market and in fact, dominated the gambling system in the country. It appears that the number of sports betting companies seems to be growing faster than the economy of Nigeria, with the likes of Merrybet, 360Bet, 1960BET, Bet9ja, Surebet247, Nairabet, Bet365NAIJA, Betcolony, Stakerden, Winnersgoldenbet, having flooded the sports industry with their various activities and one of which is sponsoring radio sports programmes. For example, Popular side (Murphy Ijemba), Fans



Cross Fire (Bankole Kibati) on Brilla FM, Femi, and the gang on Nigerian Info are sponsored by Bet 9ja and Merrybet respectively.

Radio offers a two-way convenience to its listeners and founder since radio listening is convenient and its programming flexible. Sports betting companies have then taken advantage of the flexibility of programmes on radio to project their purpose to the convenience of the youths who are also listeners or fans. Radio with its ubiquitous and interactive characteristics, is undoubtedly, a powerful mass medium in reaching large and widely dispersed audience (youths inclusive), as it also cuts across the barriers of literacy, age and so on. Hence, this study sought to identify the influence of radio sports programmes in promoting sports betting among the youths in Nigeria.

Research Questions

This study sought to find answers to the following questions:

1. To what extent is sports betting accepted by the youths?
2. To what extent is the programme understood by youths?
3. What is the drive behind consistent betting among Nigerian youths?
4. To what extent do Nigeria youths engage in anti-social behaviour as a result of sports betting?

Theoretical Framework

This study is anchored on the Source Credibility Theory stating the assumptions of the theory and relevance to the study.

Source Credibility Theory

Source credibility in its literal sense can be seen as an instance where message authenticity is dependent on the credibility level of the sender in the minds and eyes of the one receiving the message. This theory was propounded in 1951 by Carl Hovland and Walter Weiss, and in Anaeto et al (2008,) assumes that:

One of the variables in a communication situation over which the communicator typically has some control is the choice of the source...when you select an effective



source to speak for your idea or product, you are essentially using the propaganda device of the testimonial (pp. 75-76).

According to Wilson and Sherrell's (1993) meta-analytic study cited in Eisend (2006), it revealed that source credibility has a positive persuasive impact, 'on average; 7.4 percent of the explained variance of the dependent variables were due to a low versus high source credibility manipulation'.

On a similar note, McCroskey et al (1974) in Umeogu (2012) noted that communicators with high credibility in the eyes of message receivers are more likely to have respect and their words are readily acceptable.

Coman et al. (2006) in Umeogu (2012,) in his discuss noted key visible elements that positively influence source credibility. He submitted that:

...three key dimensions of credibility: trustworthiness, competence, and goodwill. These three are not empirical realities but perceptions that can be created, managed and cultivated. This requires a coordinated approach to message design, delivery, and most importantly adaptation to the given audience and current media situation (p113).

In summary, the source credibility theory has been seen producing heterogeneous results with respect to persuasion which can be partly explained by the various measures used (Eisend, 2003).

This theory explains why youths build on messages they get from the radio sports programme being studied, as the host and station are perceived to be high-credible sources, having the major dimensions of source credibility (trustworthiness, competence, dynamism, and goodwill).

Role of Sports Programmes in Promoting Sports Betting

Sports programmes are important parts of every media organization so much so that no matter the size and reach, all operate sports



departments as parts of their editorial teams, staffed by specialist sports journalists. Also, Andrews (2005) opine that, at both the national and regional levels, sports is one of the three traditional departments in the newsroom (news, features and sports).

According to Sproston, Henley, Brook, Hing and Gainsbury (2015), in the marketing of betting, various channels, and devices, ranging from traditional media to other innovative approaches are employed. Some of which are; traditional media advertising, celebrity endorsement, social media advertising, promotion of odds during live commentary (either on television or radio), and creation of loyalty programmes to mention a few.

Radio is one medium that is often time preferable to television in terms of its personal, and portable attributes. Every radio station has specific time allocated to their sports news or programmes not just because it is a part of the traditional departments in the newsroom but because Nigeria is a sports-loving country.

Larry Izamoje is one of the notable pioneers in the world of sports in Nigeria, when he created the first and still only full-fledged sports radio (Brilla 88.9 FM) in Nigeria in the year 2002 in Lagos. It has grown with various branches in Abuja (2007), Kaduna (2011), Onitsha (2011). The radio station's content-enrichment is in agreement with some notable organizations like SkySports News Radio UK and Team Talk UK.

One of the programmes on Brilla FM (Lagos) is Popular Side hosted by Murphy Ijemba popularly known as radio paparazzi. He was the Most Popular Radio Sportscaster 2012 and 2015 from Nigerian Broadcasters Merit Awards and Nigerian Broadcasters Nite respectively. Popular Side runs every weekday between the hours of 5PM TO 11PM and the programme type can be said to be a discussion programme. That is, issues around the world of sports, trending topics, updates, and others are discussed with his team. This programmes, based on word of mouth is one of the best sports programmes

There are various segments in the show, and one of the segments is sponsored by Bet9ja. During this short period, testimonials are usually read and the odds for games are critically analysed and stated based on their knowledge and expertise in the world of sports. This segment



entertains questions from callers and sometimes winners receive various prizes. This is one major promotion for bet9ja as quite a number, many listeners have learnt about betting as a result of this sponsorship. This summarily says that the messages picked up in various sponsored sports programmes have the tendency of attracting more punters and affecting them negatively.

Studies on Sports Betting

Turcu,, Burcea., Diaconescu., Barbu., Popescu & Apostu (2020) observed that with the onset of new millennium and rapid advancement in technology, sports betting has developed astronomically, transforming what was once a mere leisure activity to a multi-billion euro deal. The paper titled "The impact of the betting industry on sports" highlighted the history and types of sports games. It also examined the current status of sports games with a look at the history of the Romanian sports games.

Parke and Parke (2019) in a study on the transformation of sports betting into a rapid and continuous gambling observed a growing interest in online sports betting with potential for harmful consequences. They observed among other things, the need for proper acquaintance with the disordered sports betting method in the online space. Such acquaintance would bring about the development of approaches that can mitigate potential harm that sports' betting portends to the sports betters. It recommends a reduction in the practice of features that are capable of fuelling disordered play.

In a study conducted for the Gambling research program by Palmer (2013), the study set out to find the trends and motivation of sports betting, the financial implication of betting and its promotions, the prevailing community attitude to sports betting, and the risks involved especially on the vulnerable groups as a result of betting. The research method used was a focus group interview conducted with the use of telephone and face-to-face communication among respondents in Australia. The findings of this study suggest that there is a clearly identified market for sports bettors while young men, children and adolescents are potentially at risk of being associated with sports



betting. Also, sports betting is seen as a challenge to the probity of sports in Australia. In conclusion, this study states that sports betting poses a serious threat to the probity and integrity of sports in Australia, most especially at grassroots and semi-professional or sub-elite levels. The study on Prevalence and 'Determinants of Gambling Behaviours among undergraduates of Federal University, Oye Ekiti by Eboh (2015), examined the prevalence and determinant of gambling behaviour among undergraduates of the Federal University, Oye Ekiti. Findings revealed that the major reason people gamble is to make money despite coming from privileged and educated homes.

An empirical study of gender differences in online gambling by McCormack, Shorter and Griffiths (2014) set out to develop a better profile of female gamblers and to identify the gender differences in gambling in terms of how, why and how frequent they gamble. The study was done by posting of 32 international online gambling websites completed by 975 gamblers out of which 175 were female gamblers. The result revealed that there is a stigma attached around gambling activities which was evident among the female study. It showed that the females gamble online but for a shorter duration compared to males because of the increased feelings of guilt and shame for gambling among females and possibly because men are more interested in football.

Gordon and Chapman (2014) in their study of 'Brand Community and Sports Betting in Australia' set out to examine the potential impact of brand community on sports betting. Community brand according to Gordon and Chapman is a community of consumers formed on the basis of affection for and connections to a particular brand.

The methodology for this work used content analysis of contemporary sports betting marketing on sports website and during live coverage of sports and also employed the focus group methodology which included young gamblers between the age of 18 and 30.

The findings showed that sports betting seems to be heavily embedded within community cultures having sports which usually use the language of the game, identified rituals and also the spirit of togetherness and belonging which is present in sports to project their image.



In conclusion, this study suggests that gambling marketing has a role to play in socialising consumers to sports betting.

Ahaibwe, Lakuma, Kantunze and Mawejje (2016) in their study ‘Socio Economic Effects of Gambling: Evidence from Kampala city Uganda’ set out to determine the level of participation in the gambling industry, the impact of gambling on various aspects of welfare and the economy, and the adequacy and effectiveness of the current regulation framework in Uganda. The quantitative and qualitative survey method was used as interviews were conducted with gamblers and managers at gambling outlets, while 223 respondents were administered questionnaire. The study findings revealed that 73.3% engage in gambling as a source of livelihood, those who work are more likely to be involved in gambling, 39% of all respondents affirmed awareness of underage gambling and 20% reported a negative impact of gambling on household welfare.

In a research titled ‘football betting in Nigeria by Akanle and Fageyinbo (2015), they set out to understand how football betting phenomenally shapes social relations in Nigeria, the origin of football betting, why people are involved in it, and how football betting is organized, processed and structured.

The research method used for this study was both the quantitative and qualitative approach. The purposive and accidental sampling techniques was used under the quantitative technique, where a total of 300 questionnaires were admitted to punters at betting centres while for the qualitative approach, eight-in-depth interviews was conducted with key informants related to this study.

This study findings revealed that a very large number saw a connection between football betting and initial existence of lotto (lottery) which they felt the former was an upgrade of the latter. Majority bet to make money, show their knowledge of European football and while for others, it is to reduce poverty through possible gains and at the same time show their commitments to their clubs.

Also, punters engage in football betting on a daily basis especially when seasons are on and this has consequences on socioeconomic and deviant behaviours as well as international development. Following the capitalist exchange system, the capitalist produced a social reality of football in



exchange for economic resources from the betters, leaving them with ;an imaginary socio economic wins and factual ecstatic feeling of satisfaction while watching the games and betting’.

In conclusion, Akanle and Fageyinbo (2015) stated that European football will continue to be popular in Nigeria, and is fan base will keep increasing and its economy will grow substantially, particularly if the current unresolved socio-economic, political and regulatory regimes and environments of the country persists.

In another similar study on the ‘social impacts of gambling’ by Dr. Reith (2006), this work which was focused on Great Britain and the social impacts of gambling and casinos to the citizenry. It focused on knowing the factors influencing prevalence rate of problem gambling, the social impacts of gambling, the crime rates and financial problem caused as a result of gambling.

The researcher adopted a three-trend approach in his methodology; it involves analysis the international, UK, and Scottish data in order to get the most relevant literature of this study.

Some of the findings gotten was that gambling and gaming are features that is strongly associated with difficulties in playing and associated with the increase of problem gamblers. He stated that the fact that problem in gambling may reduce over time as communities adopt to the existence of gambling around them.

Research Methodology

The study was conducted using survey research design with questionnaire and in-depth interview guide as instruments of data collection. Surulere local government consists of Aguda, Randle, Alhaji Masha road, Ogunlana drive, Bode Thomas. Shitta, Ojuelegba streets However, five (5) of these streets (Aguda, Ogunlana drive, Ojuelegba, Randle Avenue and Shitta) were purposely selected because of the fair concentration of betting outlets in these areas. Sixty (60) Respondents were gotten from the betting outlets on each street.

Respondents were purposively selected based on the criterion that they must are involved in sports betting. As a result, copies of the questionnaire were shared at different betting sites in Surulere Local



Government Area. An in-depth interview was conducted with the bet company's agents, winners, and losers of sports betting as well as the host of the programme under study, in order to get answers on the basis of their experiences.

Findings and Discussions

To analyse data gotten from both the quantitative and qualitative approach, the descriptive and statistical methods were used. That is, percentage tables, graph, charts, and narrative approaches were used. The data were further analysed using the Statistical Package for Social Science (SPSS).

Research Question 1: The extent to which sports betting is accepted by youths?

Table 1

Question	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %	Undecided %
I am aware that sports betting is currently trending in the country	74.4	21.8	7	0	32
I know quite a number of sports betting in Nigeria	55.7	32.3	4.6	7	8.8
I am aware of bet9ja betting company	70.2	23.2	14	1.4	3.9
I bet on a regular basis	28.8	22.1	11.9	24.6	12.6

Table 1 reveals that sports betting is accepted to a very large extent by youths in Nigeria. This is further supported by the fact that the majority of the respondents interviewed (96.2%) are not only aware of sports betting but have embraced the new world of gambling. In line with Gordon and Chapman (2014) the high acceptance rate of sports betting can be associated with the existing community culture of sports which usually uses the language and love of the game. Sports betting has proven with the revelation of this finding that it has come to stay in our community and more predominant with the youths in Nigeria.



Research Question 2: To what extent is the radio programme understood?

Table 2

Question	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %	Undecided %
I am aware of the program "Popular Side" on Brilla FM	27.0	23.9	21.1	14.4	13.7
The information gotten from "Popular Side" increases my knowledge of sports betting	21.8	25.3	22.8	15.8	14.4
During his program "Popular Side", Murphy Ijemba inspires me to bet	15.4	15.1	26.0	20.0	23.5
I find the content of the sponsored segment on "Popular Side" relevant to my sports betting decision	19.3	27.7	15.1	12.6	25.3
I bet continuously because of my exposure to the programme "Popular Side"	16.1	12.6	27.7	24.2	19.3

Data in table 2 show that respondents (50.9) are aware of the “Popular Side” on *Brilla FM*. Also, statistics from the table show that punters (57.1) find the information gotten from “Popular Side” useful to them; it can be deduced that the major inspiration for continuous betting might not be as a result of listening to sponsored sports betting radio programme “popular side” on *Brilla FM* as 46% of the respondents agreed/disagreed to this notion. To buttress this, the respondents (47.0%) agreed/disagreed that the information shared on the sponsored segment of “popular side” is beneficial to them while making sports betting decision. Statistics from table 2 indicate that a combined (28.7%) strongly agree/agree that they bet continuously because of their exposure to “Popular Side. Contrary to these findings, key interviewee 5 noted that the sponsored radio programme has indeed increased their level of awareness of sports betting



Research Question 3: What is the drive behind consistent betting among Nigerian youths?

Table 3

Question	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %	Undecided %
I bet on a regular basis to make money	27.7	22.5	11.9	23.2	14.7
I see sports betting as a form of relaxation and recreation	22.8	26	11.6	21.8	17.9
I bet to showcase my knowledge of sporting events and games	28.4	21.1	13.7	22.5	23.5
Sports betting is the only source of livelihood for me	7.7	6.3	18.9	48.4	18.6

Findings from these items reveal money, recreation, and knowledge showmanship as some driving forces behind sports betting. According to one of the respondents at the betting centre, (R4) 'my friend winning of 1.5 million naira with just five hundred naira is enough reason to make and keep me betting'. Also, the quick payment of returns confirmed by all the respondents is responsible for continuous betting; this can be seen in the patronage as over one hundred (100) punters visit the betting outlets daily (Respondent 2).

Research Question 4: To what extent do Nigerian youths engage in anti-social behaviours as a result of sports betting?

Table 4

Question	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %	Undecided %
I steal to fund the stake I place on my bet	5.3	5.3	20.0	58.9	10.5
I get depressed after a spoilt ticket	16.5	21.8	16.5	15.8	29.8



I sometimes exhibit violent acts during a game especially one I bet on	9.1	13.0	22.5	41.8	13.7
I often leave school/work/business to place my bets	7.4	10.9	21.8	47.4	12.6
Betting has opened way for other behaviours like smoking and drinking	9.8	9.8	19.6	50.2	10.5
I am in so much debt as a result of sports betting	8.1	8.1	19.6	52.3	11.9

The findings reveal that, though statistically insignificant, betting has promoted anti-social behaviours among Nigerian youths. This is supported by the fact that due to sports betting, some of the respondents (10.6%) engage in theft to fund their bets, quite a large number of the respondents (38.3%) are usually depressed over a spoilt ticket, 18.9% leave school/work/business to place bets, 19.6% affirmed that betting has introduced other anti-social behaviours like smoking and drinking to them, 16.1% are in so much debt as a result of sports betting. Reith (2006) in her study also affirms that certain traits of anti-social behaviours are bound to happen but with a specific focus on increases in crime rates and financial problems. In addition to 21.1% respondents who agreed/strongly agreed, respondent two also affirms an exhibit of violence among some punters during sports betting.

The study's submission based on the findings from respondents is that there is already an existing anti-social behaviour exhibited by sports punters and there is a possibility of an increase as the trend continues to evolve.

Discussion of Findings

An analysis of the demographic information reveals that majority of those involved in sports betting are predominantly youths aged between 18 and 21 years and between the ages of 22 and 25. This is quite worrisome since these age groups are supposed to be or either already in institutions of higher learning or are just out of one. This affirms



Valentine's (2008) findings that there is a high percentage of young people involved in gambling (76-91%). Also, Palmer (2013) affirms the potential risk of young adults being associated with sports betting.

Also, majority of the respondents are males (84.9% as against 15.1% that are females). This finding is, as expected, given that males are generally more attracted to sports (especially football) than females. Although McCormack, Shorter and Griffiths (2014) attached this results to stigma associated with the female gender issue, it is safe to say that the sporting world is making drastic effort in totally eradicating this with the rise of female sports journalists in the country.

The results also show that singles are predominantly involved in sports betting than their married counterparts. These statistics can be totally understood based on the most populated age group in this study (18-21). The youths here constitute of students and probably very few graduates who are not ripe for marriage. Furthermore, we also find that high school graduates and those who are in the university or are have obtained an ND/NCE form majority of the youths involved in sports betting. This further establishes earlier discussed results that students, are predominantly involved in sports betting. Finally, the demographic information also reveals that majority of those who are involved in sports betting do not earn any income above ₦50,000. This suggests that this group of earners are students and youths who do not earn much but still bet with the little they have.

Findings reveal that sports betting is accepted to a very large extent by youths in Nigeria. This is supported by the data gathered through questionnaire and interview that majority of the respondents (96.2%) are aware of sports betting; majority of the respondents (86%) know quite a number of sports betting companies; majority of the respondents (86%) also know sports betting company "Bet9ja" and majority of the respondents (60%) bet on a regular basis. In line with Gordon and Chapman (2014) the high acceptance rate of sports betting can be associated with the existing community culture of sports which usually uses the language and love of the game.

Furthermore, findings show that the sponsored sports betting radio programme is not entirely popular and as such, cannot be said to be well understood by the youths. This finding is supported by the fact that only half of the respondents (50%) are aware of the programme, 47.5% of those that are aware asserted that the programme helped to increase their knowledge of sports betting, which is one of the aims of the programme. Also, some of the respondents (46%) disagreed to the notion that the radio programme inspires them to bet. Finally, majority



of the respondents disagreed that they bet continuously due to their exposure to the sponsored radio programme –*popular side*. This finding negates one of the tenets of the source credibility theory that the communicator typically has some control in the audience’s choice of their source of information as it shows that a number of people bet not because of the sponsored radio programme but solely because of achieving their goals which is winning or getting monetary rewards.

Findings from this study reveal money, recreation, and knowledge showmanship as some of the driving forces behind continuous betting among Nigerian youths. In particular, money is the popular drive, as 51% of the respondents agreed that they bet regularly in order to make money, a further proof that the programme “*Popular Side*” is not so much a reason for sports betting. Aryabuddhiphongs (2010), Eboh (2015) both affirm that money is the major factor involved in betting. According to both Respondents three and four (R3& R4) but more specifically, Respondent four said, ‘my friend winning 1.5 million naira with just five hundred naira is enough reason to make and keep me betting’. Also, quick payment of returns as confirmed by all the respondents can be one of the reasons for the high patronage as over one hundred (100) punters visit the betting outlets. Ahaibwe, Lakuma, Kantunze and Maweje (2016) revealed that gambling is a source of livelihood and as such, the sole motivating factor for sports betting. These findings contradict Akanle & Fageyinbo’s (2015) study which found that punters have a factual ecstatic feeling of satisfaction while betting.

It is thus safe therefore, to conclude that above all possible drives for continuous betting, the quest for quick money is the major drive for sports betting among Nigerian youths.

Also, findings from this study revealed that, though scientifically insignificant, sports betting has promoted anti-social behaviours among Nigerian youths. This finding is supported by the fact that due to sports betting, some of the respondents (10.6%) engage in theft to fund their bets, quite a large number of the respondents (38.3%) are usually depressed over a spoilt ticket, some of the respondents (22.1%) exhibit violent acts during a game especially one they bet on, some of the respondents (18.3%) often leave school/work/business to place bets, some of the respondents (19.6%) smoke and drink due to betting, and some of the respondents (16.2%) are even in debts because of betting. Reith (2006) in her study also affirms that certain traits of anti-social behaviours are bound to happen among sports punters.

Professor Gill Valentine (2008), in his review of ‘children and young people’s gambling’ commissioned by the Gambling Commission,



explored the world of gambling and its effect on the children and young adults and the inactive regulatory system kept in place for this effect. The review aimed at summarising international evidence about children and young adult's involvement in various types of gambling activities, what motivates them to gamble, the common gambling problem among the children, the gambling effect on them, and a quick summary on the regulatory frameworks put in place to protect children within a range of international jurisdictions.

The study revealed that: in UK and North America, 76-91 percent of young people claim they have gambled within their life time; 10-14 percent are at risk of developing serious gambling problems and while 5-7 percent are already problem gamblers (this findings cuts across North America, UK, Australia, New Zealand and the Nordic Countries). Also, it stated that early exposure to gambling increase the chances of developing gambling problems later in life, and majorly on the fact that the young adults may be experiencing difficulties in differentiating between the concepts of luck, fate, chances and probability which is what leads them into depression and is most likely to affect their performance in school and exhibition of anti-social behaviours. He highlighted the notion that the gambling industry is not meant to direct advertisements specifically at young people, still the type of adverts used are often appealing to those under 18.

Conclusion and Recommendations

While it was found that the influence of radio sports programmes on the promotion of sports betting among youths is low, there are other factors such as money, knowledge showmanship, recreation, and probably word of mouth that influence sports betting amongst Nigerian youths. It is therefore recommended that government at all levels should enforce a tighter restriction or regulation in cubing underage betting and promotion of sports betting benefits on radio with the view to protecting the youths from being exposed to sports betting at an early age. Radio programmes presenters should also promote dignity of labour over and above the 'get rich quick syndrome' common among Nigerians youths today.

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