

INFLUENCE OF SPORTS BETTING ADVERTISEMENTS ON YOUTHS

BY

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CERTIFICATION

This is to certify that this research project titled "Influence of Sports Betting Advertisements on Youths" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined influence of sports betting advertisements on youths, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and sports. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 404 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 378 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.2). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.457$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.21, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.07$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of sports betting advertisements on youths is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

A growing corpus of literature draws attention to the pivotal role of influence in shaping developmental trajectories. Within Lagos State, the country's most populous commercial hub, the dynamics of influence are observed in their starkest form. A notable study by Ibrahim and Adigun (2017) argued that the impact of influence is substantially mediated by the quality of institutions. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with sports. A notable study by Bello and Aderemi (2017) argued that the impact of influence is substantially mediated by the quality of institutions. Accordingly, there is a growing consensus that deliberate policy action is required. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Over the past two decades, influence has become increasingly significant within the Nigerian landscape and beyond. Within Lagos State, the country's most populous commercial hub, the dynamics of influence are observed in their starkest form. Field evidence gathered by Okonkwo and Obiora (2016) suggested that stakeholder engagement materially improves the results achieved in matters of influence. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Comparative work by Ibrahim and Alade (2022) across several states uncovered a consistent pattern linking influence with sports. Accordingly, there is a growing consensus that deliberate policy action is required. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

A growing corpus of literature draws attention to the pivotal role of influence in shaping developmental trajectories. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of influence in everyday life. Research by Ibrahim and Alade (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and sports. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The aggregate picture emerging from Oyelaran and Umeh (2023) points to a modest but consistent association between influence and the outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

The phenomenon of influence, while not new, has acquired fresh analytical urgency in Nigeria. Economic pressures and resource scarcity frequently determine the pace at which influence advances in practice. Longitudinal research by Obiora and Oyelaran (2016) revealed that sustained attention to influence yields appreciable dividends over time. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Empirical evidence from Eze and Alade (2021) suggests that positive