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# Ankündigung Gastvortrag

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**PROF. DR. SAMANTHA THOMAS**

University of Wollongong, Australia  
Distinguished Visiting Professor  
am Institut für Sportwissenschaft

## **“Shaping addiction? The role of industry tactics in normalising sports based gambling products and behaviours.”**

Gambling is emerging as a serious public health issue across many communities. In recent years, Australia has seen the rapid rise of new, more pervasive, forms of gambling such as online sports based wagering. Sporting matches and television broadcasts are saturated with marketing for these products, which many believe contribute to the normalisation of gambling for children and young men. While research has focused on the individual determinants of gambling harm, very limited research has explored the commercial or industry determinants of gambling harm. This seminar outlines the key promotional tactics that the Australian sports wagering industry, and discusses how these tactics normalise gambling products and behaviours as they align with sport. It also provides information about how children implicitly and explicitly recall marketing for junk food, alcohol and gambling products as they align with sport, and discusses the methodologies used to engage children in this type of research. It concludes with outlining the key public health advocacy mechanisms that may be used to respond to industry tactics. This multimedia seminar will be of interest to researchers working in public health, sport, psychology, and sociology.

**Mittwoch, den 22. April 2015, 18:00 Uhr**  
Hörsaal des Instituts für Sportwissenschaft  
(1. Stock) – Wilhelmstr. 124

Hierzu möchten wir alle Studierenden, Kolleginnen und Kollegen sowie interessierte Zuhörerinnen und Zuhörer einladen.