# Article information:

Targeting the next generation of gamblers? Gambling sponsorship of esports teams | Journal of Public Health | Oxford Academic  
<https://academic.oup.com/jpubhealth/article/45/3/636/7093139?login=false>

# Article summary:

1. Esports teams are increasingly sponsored by gambling companies, targeting the next generation of gamblers. The study found that half of the esports teams in Dota 2 and CS:GO's world championship events in 2021 were sponsored by gambling companies.

2. Esports fans offer a large target audience for gambling companies, especially among younger demographics. The popularity of esports has grown, and some traditional gambling companies are concerned about the potential lack of interest in their products among Generation Z. Esports spectatorship has been found to have a positive correlation with gambling involvement.

3. The relationship between gambling companies' sponsorship in esports should be considered in line with the calls for change in the relationship between football and gambling as a public health issue. Studies have shown that gambling sponsorship in football promotes and normalizes gambling, particularly among young people. A systematic assessment of the extent of gambling sponsorship in esports has not been undertaken before this study.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

这篇文章的标题是“Targeting the next generation of gamblers? Gambling sponsorship of esports teams”，它探讨了赌博公司对电子竞技团队的赞助以及其对年轻一代赌徒的影响。然而，文章在某些方面存在一些潜在的偏见和片面报道。

首先，文章提到了足球与赌博公司之间的关系，并将其与电子竞技中的赞助关系进行了比较。然而，文章没有提供足够的证据来支持这种比较。它只是简单地指出两者之间存在类似的商业模式，但没有深入探讨它们之间的相似性和差异性。

其次，文章声称电子竞技粉丝是赌博公司吸引下一代赌徒的目标受众。虽然这可能是一个合理的观点，但文章没有提供足够的证据来支持这个主张。它只是简单地引用了一些行业高管对年轻人作为未来投注者的描述，并没有提供相关研究或数据来支持这个观点。

此外，文章还指出了电子竞技观众与赌博参与之间存在积极相关性。然而，它没有提供任何具体数据或研究来支持这个观点。这种断言缺乏实证依据，可能会误导读者对电子竞技和赌博之间的关系产生错误的理解。

文章还没有充分考虑到赌博赞助对年轻人的潜在风险。它提到了足球赞助对年轻人的影响，并指出了一些相关研究结果，但没有将这些结果与电子竞技中的情况进行比较或讨论。这种不平衡的报道可能会导致读者对电子竞技中赌博赞助的风险产生误解。

最后，文章没有探讨反驳观点或其他可能存在的问题。它只是简单地呈现了一些事实和观点，而没有提供任何反驳或争议性的内容。这种片面性可能会给读者留下不完整或误导性的印象。

总体而言，这篇文章在探讨电子竞技团队与赌博公司之间的关系时存在一些潜在偏见和片面报道。它缺乏充分的证据和深入的分析，无法提供一个全面和客观的视角来评估这种关系对年轻人和公共健康的影响。

# Topics for further research:

* 赌博公司对电子竞技团队的赞助是否存在潜在的利益冲突？
* 电子竞技观众是否真的容易受到赌博公司的影响？
* 电子竞技与足球赞助之间的相似性和差异性是什么？
* 赌博赞助对年轻人的潜在风险有多大？
* 电子竞技与赌博之间的关系是否需要更多的研究和数据支持？
* 是否存在其他观点或问题，可以提供更全面和客观的视角来评估这种关系的影响？

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