
AP[®] Research Academic Paper

Sample Student Responses and Scoring Commentary

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AP® Research Academic Paper 2022 Scoring Guidelines

The Response...				
Score of 1 Report on Existing Knowledge	Score of 2 Report on Existing Knowledge with Simplistic Use of a Research Method	Score of 3 Ineffectual Argument for a New Understanding	Score of 4 Well-Supported, Articulate Argument Conveying a New Understanding	Score of 5 Rich Analysis of a New Understanding Addressing a Gap in the Research Base
Presents an overly broad topic of inquiry.	Presents a topic of inquiry with narrowing scope or focus, that is NOT carried through either in the method or in the overall line of reasoning.	Carries the focus or scope of a topic of inquiry through the method AND overall line of reasoning, even though the focus or scope might still be narrowing.	Focuses a topic of inquiry with clear and narrow parameters, which are addressed through the method and the conclusion.	Focuses a topic of inquiry with clear and narrow parameters, which are addressed through the method and the conclusion.
Situates a topic of inquiry within a single perspective derived from scholarly works OR through a variety of perspectives derived from mostly non-scholarly works.	Situates a topic of inquiry within a single perspective derived from scholarly works OR through a variety of perspectives derived from mostly non-scholarly works.	Situates a topic of inquiry within relevant scholarly works of varying perspectives, although connections to some works may be unclear.	Explicitly connects a topic of inquiry to relevant scholarly works of varying perspectives AND logically explains how the topic of inquiry addresses a gap.	Explicitly connects a topic of inquiry to relevant scholarly works of varying perspectives AND logically explains how the topic of inquiry addresses a gap.
Describes a search and report process.	Describes a nonreplicable research method OR provides an oversimplified description of a method, with questionable alignment to the purpose of the inquiry.	Describes a reasonably replicable research method, with questionable alignment to the purpose of the inquiry.	Logically defends the alignment of a detailed, replicable research method to the purpose of the inquiry.	Logically defends the alignment of a detailed, replicable research method to the purpose of the inquiry.
Summarizes or reports existing knowledge in the field of understanding pertaining to the topic of inquiry.	Summarizes or reports existing knowledge in the field of understanding pertaining to the topic of inquiry.	Conveys a new understanding or conclusion, with an underdeveloped line of reasoning OR insufficient evidence.	Supports a new understanding or conclusion through a logically organized line of reasoning AND sufficient evidence. The limitations and/or implications, if present, of the new understanding or conclusion are oversimplified.	Justifies a new understanding or conclusion through a logical progression of inquiry choices, sufficient evidence, explanation of the limitations of the conclusion, and an explanation of the implications to the community of practice.
Generally communicates the student's ideas, although errors in grammar, discipline-specific style, and organization distract or confuse the reader.	Generally communicates the student's ideas, although errors in grammar, discipline-specific style, and organization distract or confuse the reader.	Competently communicates the student's ideas, although there may be some errors in grammar, discipline-specific style, and organization.	Competently communicates the student's ideas, although there may be some errors in grammar, discipline-specific style, and organization.	Enhances the communication of the student's ideas through organization, use of design elements, conventions of grammar, style, mechanics, and word precision, with few to no errors.
Cites AND/OR attributes sources (in bibliography/ works cited and/or in-text), with multiple errors and/or an inconsistent use of a discipline-specific style.	Cites AND/OR attributes sources (in bibliography/ works cited and/or in-text), with multiple errors and/or an inconsistent use of a discipline-specific style.	Cites AND attributes sources, using a discipline-specific style (in both bibliography/works cited AND in-text), with few errors or inconsistencies.	Cites AND attributes sources, with a consistent use of an appropriate discipline-specific style (in both bibliography/works cited AND in-text), with few to no errors.	Cites AND attributes sources, with a consistent use of an appropriate discipline-specific style (in both bibliography/works cited AND in-text), with few to no errors.

Academic Paper

Overview

This performance task was intended to assess students' ability to conduct scholarly and responsible research and articulate an evidence-based argument that clearly communicates the conclusion, solution, or answer to their stated research question. More specifically, this performance task was intended to assess students' ability to:

- Generate a focused research question that is situated within or connected to a larger scholarly context or community;
- Explore relationships between and among multiple works representing multiple perspectives within the scholarly literature related to the topic of inquiry;
- Articulate what approach, method, or process they have chosen to use to address their research question, why they have chosen that approach to answering their question, and how they employed it;
- Develop and present their own argument, conclusion, or new understanding while acknowledging its limitations and discussing implications;
- Support their conclusion through the compilation, use, and synthesis of relevant and significant evidence generated by their research;
- Use organizational and design elements to effectively convey the paper's message;
- Consistently and accurately cite, attribute, and integrate the knowledge and work of others, while distinguishing between the student's voice and that of others;
- Generate a paper in which word choice and syntax enhance communication by adhering to established conventions of grammar, usage, and mechanics.

An Analysis: Comparing Tobacco Advertisements to Online Sports Betting Advertisements

Word Count: 4507

Introduction

The practice of gambling dates back many years, and it is well documented as being an unhealthy addiction and something that can significantly decrease one's standard of living. A new form of wagering has taken over the industry in recent years in the form of sports betting. Sports betting advertising has seen a continual rise in frequency over the past 5 years, with the UK reporting a 46% growth in sport betting advertisements from just 2012-2015 alone (Lopez-Gonzalez et. al, 2018). Many professional leagues have also aligned themselves with certain betting companies. The National Football League (NFL) and National Basketball Association (NBA) have both signed deals with online companies like DraftKings and BetMGM. This rise in popularity has also included the goal of appealing to certain demographics such as younger people, where 96% of 11-24 year olds surveyed by the Guardian had seen a sports gambling advertisement in the past month, and were subsequently more likely to participate due to the advertisement (Davies, 2020). Within this category of young people being targeted, it is mostly men (Deans, et. al, 2017). Betting companies are constantly at the forefront of trying to attract new customers, which draws certain parallels to the past actions of tobacco companies. The connection between the two has not previously been examined.

In this paper I plan to explore how sports bettors target certain demographics with their advertising and how tobacco advertisements did so in a similar way. The data that I will be evaluating for sports betting will be mainly drawn from the United States, United Kingdom, and Australia and will focus on the detrimental effects related to gender and age groups. I will also be looking at both the United States and European countries' methodology behind tobacco advertising strategies. The research question I will be addressing is, "What techniques are used by sports betting companies that have previously been used by tobacco companies to attract new

customers?”. I feel that there could be a strong link between past tobacco advertisements and current sports betting advertisements.

Literature Review

History

The advertising of tobacco dates back far further than the first betting advertisement of sport, beginning in 1875 with cards used as collectibles found in packets to make them feel “premium” (Blum, n.d.). Beginning in the 1940s, tobacco companies would hire doctors to run in their advertisements to make claims like, “More Doctors Smoke Camels” (THE HISTORY OF TOBACCO MARKETING: IT’S A SCARY STORY, n.d.). This was an obvious trick to try and reassure people that smoking would be fine, or even beneficial, for their health. Soon television would attract these companies through the use of celebrities and other popular endorsement strategies, such as the “Marlboro Man.” (THE HISTORY OF TOBACCO MARKETING: IT’S A SCARY STORY, n.d.). The next strategy that was used was to try and attract kids and younger people by using cartoon characters like Joe Camel to appeal to the younger market (THE HISTORY OF TOBACCO MARKETING: IT’S A SCARY STORY, n.d.). The idea of these advertisements was that the companies needed to attract their customers from a young age and focused on males. The responsiveness of children to Camel cigarettes jumped from 0.5% to 32.8% after the character was introduced (Pitt et. al, 2018). Around the same time that cartoons started to be introduced to audiences in the 1990s, advertisements of cigarettes in sports began to arrive and continued on for decades. Here lies the start of tobacco entering the racing scene. The pinnacle of sponsorship in racing was the “Winston Cup”, named after their cigarette brand

Winston (THE HISTORY OF TOBACCO MARKETING: IT'S A SCARY STORY, n.d.). These advertisements would remain fairly consistent in United States sports for decades.

Electronic cigarettes, while also not fully regulated, are a good comparison to how advertising works the same between two tobacco industries. An estimated 45 million young adults (aged 18-24) had seen an electronic cigarette advertisement on television (Chen et. al, 2020). Vapes were also viewed as popular because of the use from peers, the colors and flavors associated with vapes, and the fact that they could be kept hidden (Chen et. al, 2020). These are all methods that seem to be part of the appeal to younger generations, giving validation to the massive uptick in use of these products among young adults.

Sports betting originated in the betting of horse racing in the UK hundreds of years ago. The industry began slowly and was only available in the State of Nevada due to a federal law passed in 1992. In 2002, live betting became possible due to technology and gained traction, but it was still only available to Nevada(The History of Online Gambling, n.d.). In 2018, however, the Supreme Court did away with that law, opening online sports betting up to the whole country, where it is now available in roughly 30 states. While still relatively new, online betting has managed to capture an audience similar to that of the tobacco industry.

Methods of Advertisement

Historically, tobacco advertisements have partially been known for their presence in the outdoor advertisement realm on billboards, buses, stadiums, etc. According to the Institute of Medicine, of the approximately 30 million billboards in the United States in 1989, 30% went to tobacco advertisements. The tobacco industry's spending on outdoor advertising increased 67% from 1985 to 2005, jumping from 2.1 million spent, to 3.5 million spent (Monaghan, 2021).

These advertisements were key to the tobacco companies of the past reaching younger generations. Recently, tobacco companies have moved to social media, where the younger users will see their advertisements. Multiple studies have proven that showing e-cigarette advertisements to youths makes them more likely to try the products (Monaghan, 2021). E-cigarette companies are well aware that exposure to products increases likelihood of use, which is exactly why they pushed for marketing across social media platforms, where most of the youth will spend 4-6 hours a day (Monaghan, 2021). Companies such as Juul were aware of this large online social presence and advertised to make their products popular amongst friend groups (Monaghan, 2021). Once one person in the friend group has the product, they know others will try. Another method tobacco companies once tried was to give out free cigarettes in public places for adults (Lynch and Bonnie, 1994). The overall accuracy of whether or not the companies fulfilled their promise has been questioned, and many believe tobacco companies distributed cigarettes to willing underage users.

Sports is one of the other major markets that tobacco industries once tried to tap into. The CDC reports that in 1992, 1.6% of the 8.7 billion spent on tobacco advertisements went to sporting events. This money went into advertisements inside arenas and stadiums that would play on a screen for about 3 seconds, which is said to feel the same as a 10 second television advertisement (Lynch and Bonnie, 1994). Money would also go into television advertisements where younger audiences would be exposed to the cigarette commercials during their favorite sporting event.

The scope of gambling advertisements over the past few years is hard to lay out. To give some context to this, a quote from the *Harm Reduction Journal* shows, “Every second ad now during a live sport event is a gambling ad or if you listen to the radio, every second ad’s a

gambling ad so that's got to give you some sort of indication that more people are gambling” (Deans et. al p.108, 2017). This goes to show how much airtime they buy up to run these advertisements. A study conducted by Nyemcsok(2018), an Australian professor, found that most people were able to recall names and colors, plus distinctively match promotions with each brand. The goal of this advertisement strategy is very similar to how tobacco advertisements operated, show it as many times as possible to make the behavior seem normal. This goes too with advertisements featuring across a multitude of social media pages, much as how e-cigarette companies tried to advertise across these platforms. The main goal of this type of advertisement is to attract a youth audience who use social media on a daily basis.

Researchers have also demonstrated that specific forms of marketing promotions such as incentives are particularly influential in stimulating problematic behaviors (Deans et. al p.2, 2017). Some advertisements parallel tobacco advertising strategies of the past when tobacco companies tried giving out free cigarettes to willing “adults”(Institute of Medicine, 1994). This goes with the issue of companies offering free bets on your first wager if you sign up, making the bet seem safe and that it will not lead to any future harm. There are also other incentives used to help spread betting through social media, like an offer that lets you place a free fifty dollar no risk bet if you recommend a friend, similar to tobacco companies offering free cigarettes. The goal is to get people to share this offer on social media. It is known that peer influence is very strong on social media because it triggers the need to be a part of a group (Kaakinen et. al, 2020). This is what online ads that encourage people to share bets with their friends promote.

Regulations

Sports betting advertisements have not seen the same backlash that tobacco products received. There could be many reasons for this, such as how gambling addictions are not perceived to be as physically harmful as tobacco addictions to the public eye with celebrities being normal to include in their advertisements (Lopez-Gonzalez et. al, 2018), similar to how cigarette and tobacco companies tried the same thing to appeal to their audience. Over time, most forms of tobacco advertisements have been banned in countries such as the UK. In 1975, the UK government drew up the first bill that stated, "... advertisements should not encourage people to start smoking, nor should they entice smokers to smoke more or to excess"(Blackford, 1998). The bill also states that the glamor and attraction of smoking should not be promoted. This includes suggesting smoking is safe, popular, natural, healthy, or necessary(Blackford, 1998). In 1998 the European Union voted on banning all forms of tobacco advertising across the continent. Sports betting advertisements have never seen such a ban, despite promoting unhealthy addictions similar to tobacco.

Gap

A common theme between the two advertisement industries is that they both try to appeal to younger audiences, who may be more vulnerable to certain types of advertisements that make the addiction seem less disastrous than it may be. While most of the techniques used in advertisements for tobacco products have been banned for tobacco products, many gambling companies now use these strategies. The resources used in my paper were included to show the similar problems between the two industries and to show what was done to help stop and slow down tobacco advertising. This paper will analyze what tobacco and online sports betting advertisements do to attract customers and compare the strategies that may be used in both advertisements to find how similar they are. The evidence in this paper will seek to find if sports

gambling advertisements pose threats similar to tobacco advertisements, thus indicating a need for regulation?

Method

The method and research structure of this paper will be a mixed method analysis. This method will be beneficial to finding the best results because it will allow me to look at a variety of resources and analyze how they are similar to each other and what methods were used by both. To conduct my research I will be creating charts that indicate what type of advertisements are being used, and by what companies. In accordance with the study, I will use qualitative and quantitative methods in my approach. This mixed method approach will allow me to see the extent of psychological effects on consumers.

The quantitative portion will be comparing results from a chart that I created. The chart will consist of key aspects that you can expect to find in advertisements. A box will be checked for each aspect that is included in the advertisement itself. This box will be used to analyze 3 online sports betting advertisements, and 3 tobacco advertisements. The pictures and videos I use will come from google images, Twitter, and i.spot.TV, which is an online database that contains commercials.

Audible/Textual		Visual	
Appeal to youth	Yes/No	Uses Celebrity	Yes/No
Appeal to friend groups	Yes/No	Uses Color	Yes/No
Appeal to compulsion	Yes/No	Uses Character(s)	Yes/No
Appeal to ease	Yes/No	Effectively promotes safety	Yes/No

In each of these tables, I will pick four audible and textual aspects of the advertisement to look for in the advertisements that relate to addictive behavior. They will be judged based on if what is contained in the advertisement in any way appeals to these aspects.

The chart will also look at visual aspects of the advertisement, such as if it contains a celebrity, uses lots of color, uses a character, or if the advertisement tries, in any way, to promote safety, in an effective way. These four visual aspects will be included because they are important to justify some of the reasoning behind the first column.

The qualitative portion will justify why each advertisement was perceived a certain way and a box was checked for a certain advertisement. I will be using (Deans et. al M. 2) to relate back to, because of how it describes the different ways in which sports advertising operates. The freeform analysis I do of each advertisement will be based on what is presented in each advertisement. The analysis will be formed by what the overall message was supposed to be. The sections will end with an explanation of how each section ties into the overall theme expressed throughout this paper.

Research

Advertisement 1:



Twitter-BetMGM

Audible/Textual		Visual	
Appeal to youth	Yes	Uses Celebrity	Yes
Appeal to friend groups	Yes	Uses Color	Yes
Appeal to compulsion	Yes	Uses Character	No
Appeal to ease	Yes	Effectively promotes safety	No

The first advertisement derived from the online betting service BetMGM, via Twitter. The advertisement checked both the appeal to the youth box and appeal to friend groups because it was promoting college basketball games and used things such as emojis, and even used a former NBA player. Things like this are all the more likely to encourage younger people, especially friend groups to participate. The advertisement also checks the appeal to the compulsion box because it offers you a free two-hundred dollars to bet if you bet ten dollars and any team hits a three pointer. The odds of this happening are incredibly low, there is virtually no chance of this happening in today's day and age. This appeals to many people because it seems like such a low risk opportunity. The danger in it is that once you spend all your free money, you may feel inclined to spend more and more. The appeal to ease is checked because, if wanted, one could download the advertisers app, right from the advertisement, not even needing to change apps.

BetMGM's advertisement shows multiple ways these advertisements draw current customers in. The celebrity and colors are used to make the advertisement appeal safer to an audience, and not something that could become dangerous to one's life. The advertisement does not effectively display the dangers that come with betting. The portion of the advertisement that would show how dangerous it could be was snuck into wording at the bottom of that ad that most people will not look at.

The advertisement shows a few ways in which the online sports industry targets certain populations, such as a younger population and those who are susceptible to addictive behavior. It also fails in trying to show the dangers associated with the activity.

Advertisement 2:



Magazine/Outdoor- Camel Cigarettes

Audible/Textual		Visual	
Appeal to youth	Yes	Uses Celebrity	Yes
Appeal to friend groups	Yes	Uses Color	Yes
Appeal to compulsion	Yes	Uses Character(s)	No
Appeal to ease	No	Effectively promotes safety	No

The first tobacco advertisement is from the R.J. Reynolds Tobacco Company brand, Camel. It would appear in a magazine or be featured somewhere outdoors, like a billboard. The advertisement checks the first three boxes in the Audible/Textual category because of the question it poses. It may target those who already smoke, or those who are thinking of trying it, because it claims Camel cigarettes are “real cigarettes”. It does not appeal to ease effectively, but

it includes the box in the advertisement, which would make it easier for customers to know what to buy.

The advertisements use a celebrity endorsement, and the colors used make it incredibly attractive to the youth who can be easily influenced by celebrity role models. It does not promote safety anywhere on the advertisement and lists none of the dangers associated with smoking. This lack could be due to the fact the advertisement is pulled from the sixties, but companies were still well aware of the health risks at the time.

The advertisement shows how older tobacco advertisements were more manipulative, much like what my literature review showed. It is definitely a dangerous strategy and is obvious why it became regulated.

Advertisement 3:



Twitter- DraftKings Sportsbook

Audible/Textual		Visual	
Appeal to youth	Yes	Uses Celebrity	Yes
Appeal to friend groups	Yes	Uses Color	Yes
Appeal to compulsion	Yes	Uses Character(s)	No
Appeal to ease	Yes	Effectively promotes safety	No

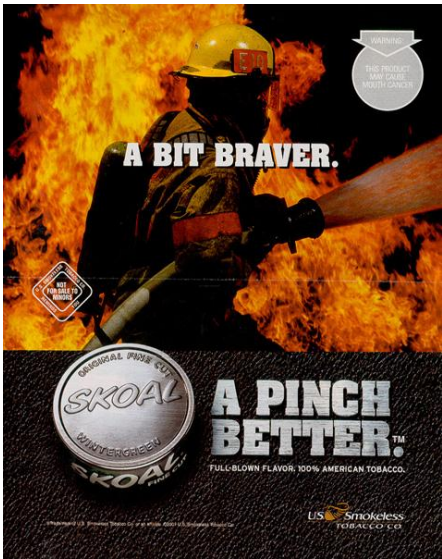
The second sports gambling advertisement comes from the betting company DraftKings Sportsbook, promoted on Twitter. The text of this piece is definitely attempting to appeal to the youth by using slang and by associating the topic with the rapper Lil Wayne. The appearance of the celebrity is meant to directly target the youth and make the subject appear like something you and your friends may be interested in participating in. It checks the appeal to the compulsion box

because the text talks about how making a small, five dollar bet could win you two hundred in free betting, if your team wins. This strategy sucks the customer in by making them be encouraged to gamble more money if they win, by rewarding the behavior and making them want to come back for more. It also appeals to ease by giving you the option to download the app on your phone, straight from the advertisement itself.

This, like the first advertisement, uses a celebrity and color to make the advertisement appear more mainstream and, while this advertisement does a better job than the first one at promoting safety, it still fails to do so in an effective manner. The small, barely visible text at the bottom of the advertisement has a message that says to call a hotline if you already have an addiction. This still fails to warn the customer of any dangers that may come with using their service, and is not an integral part of the design.

The advertisement is very similar to the first sports betting advertisement. It helps prove how similar methods are used across the industry. It is also very similar to the tobacco advertisement and checks the same boxes, proving the similarity of the advertisements.

Advertisement 4:



Magazine/Outdoor- Skoal

Audible/Textual		Visual	
Appeal to youth	Yes	Uses Celebrity	No
Appeal to friend groups	No	Uses Color	Yes
Appeal to compulsion	Yes	Uses Character(s)	Yes
Appeal to ease	No	Effectively promotes safety	No

This advertisement would appear in a magazine, or even on an outdoor surface, and is presented by the U.S. Smokeless Tobacco Company’s brand, Skoal. The words, “A BIT BRAVER” featured in the advertisement is the primary reason it checks the first and third boxes. By saying this, the advertisement is implying that by using their product, you can be just as brave as the firmane depicted in the background. It does not, however, seem to appeal to any friend

group, or appeal to the ease of buying the product. It mentions it is not for sale to minors, but the part that says this is portrayed effectively.

The use of the firefighter and intense colors makes this an advertisement that would likely attract younger eyes. While there is a small box in the design dedicated to stating the dangers of using the product, the message is hard to see and would most certainly not be what people who see this advertisement would focus on.

This shows how the tobacco industry may target certain populations that can be easily influenced to use their product, through messaging.

Advertisement 5: FanDuel “Every Catch”- Video Commercial

Audible/Textual		Visual	
Appeal to youth	Yes	Uses Celebrity	No
Appeal to friend groups	Yes	Uses Color	Yes
Appeal to compulsion	Yes	Uses Character(s)	Yes
Appeal to ease	Yes	Effectively promotes safety	No

The last sport betting advertisement is FanDuel’s television advertisement, “Every Catch”. The appeal to youth goes with the appeal to friends in this advertisement. It shows a group of friends watching a game, one of them betting, and winning big. This is intensified by them buying a boat with their winnings. It also mentions how new customers get boosted odds in winning their bets and will receive one-hundred and fifty dollars to bet if they bet five dollars on any team. The appeal to ease is shown visually in the advertisement through the main character of the advertisement hitting one button on his phone, and winning big.

The visual aspect of the advertisement is the main draw with it depicting so much of the advertisement's appeal. It shows a group watching a game and winning big. There is no mention of responsible gambling or mention of the harms of gambling anywhere in this advertisement that are obvious. It is hidden in words so small the audience can not read, and it is only on the screen for a few seconds.

Overall, the advertisement followed a similar path to the other sports betting ones. While it did not use a celebrity figure, it used characters and managed to check all four of the first

column of boxes. It also continued with the trend of neglecting to add in effective safety measures.

Advertisement 6: Vuse- Video Commercial

Audible/Textual		Visual	
Appeal to youth	Yes	Uses Celebrity	No
Appeal to friend groups	Yes	Uses Color	Yes
Appeal to compulsion	Yes	Uses Character(s)	No
Appeal to ease	Yes	Effectively promotes safety	Yes

The third and final tobacco advertisement in video form for the electronic cigarette company, Vuse. The advertisement is all about creating your own unique Vuse through using custom wraps that are full of color. I classified this as appealing to both the youth and friend groups because the advertisement focuses on how you can express yourself through your Vuse and the colorful wraps that they offer for your vape, and because of the upbeat, fun music used. This targets younger people and their friends because it tries to make the vape a symbol of their expression. It appeals to compulsion and ease by listing a website to visit and by showing the packs of pods, nicotine filled packs for your vape, that you can buy.

The visual aspect of the advertisement was meant to enhance the overall message by making it bright and appealing. This was the only one of the three advertisements, however, that did effectively display the dangers of using their product. It showed a blank white section across the top of the screen that was clearly visible throughout the duration of the advertisement saying that there is risk to using the product.

This product broke away from the other two because of the effectiveness of the safety measures in the advertisement. This could be due to the advertisement being much newer, however.

Analysis

The results of the study showed that the advertisements share more similarities than differences. The older tobacco advertisement appealed more to the current styles of online sports betting advertisements, while the newer advertisement strayed further away from what we see in the online sports betting advertisements of today.

By comparing all three sports betting advertisements, it is seen that they all try to conduct the same message and do so in similar ways. The main goal seems to be to appeal to younger generations and friend groups. The use of friend groups and celebrities in advertisements is the way they try to appeal, while the compulsory additions only attract these individuals more. This is because younger generations, especially college students, tend to have less money to spend and are more likely to bet when they see they get free money if they spend a certain amount. It is dangerous because the more they bet, the more they want to keep betting, especially if they win early on.

The tobacco advertisements had similarities, but discrepancies between the eras of advertisements could have contributed to differences in general styles. This is a limitation of the study because the tobacco advertisements all range from different eras, and proceed with rules and regulations that were put in place. There is a major difference in advertising strategies that were allowed over fifty years ago, and what is allowed now. This may be why the study showed the second advertisement begins most closely related to the sport betting advertisements. Neither industry was held to strict advertising laws at the time of their creation.

Between both industries, certain elements of advertisements have been brought over to the sports betting industry. The main difference seen in advertisements is the appeal to ease of use and purchase. The tobacco advertisements failed to highlight ease of use, while that seemed to be very important to the sports betting industry.

Discussion

In which ways did the conclusions I came up with before my research, relate back to what was found? In the tobacco industry, advertisements two and four highlighted what the article, “THE HISTORY OF TOBACCO MARKETING: IT’S A SCARY STORY” referred to in terms of using a celebrity or a brave figure like a firefighter. They were exactly what was needed to attract a younger generation. This almost certainly shows why advertisement one and three also used celebrity figures to appear in their advertisement. The research conducted also confirms what was said about how electronic cigarettes use fun colors to attract a younger generation, with that being the primary strategy in advertisement six. A lot of the advertising that occurs for sports betting appears on social media sites, where most people will spend 4-6 hours a day (Monaghan, 2021). The influx of these advertisements replicates the push for electronic cigarettes across social media, prior to regulation. The reasoning is to infiltrate a friend group, and get them hooked.

The article, “The influence of marketing on the sports betting attitudes and consumption behaviors of young men: implications for harm reduction and prevention strategies” mentions that the incentivised bets that were offered in the advertisement cause a lot of the damage because they seem harmless at first, but end up keeping you sucked in. They were used in all three sports betting advertisements that were looked at.

Conclusion

The results from the project confirm why it is so important that steps are taken to regulate and enforce safer advertising practices in the ever so quickly growing online sports betting industry. It has contributed to the conversation of online sports betting advertisements by giving a comparison of a similar dangerous industry, and showing multiple parallels in terms of advertising technique.

This paper's results should only encourage more people to look at the way these companies go about creating their advertisements, and who they target. The strategies they use can be very dangerous to specific groups of people and are currently very lightly regulated. A change needs to occur on a national level with how these advertisements can be made, and what they can do to promote their product. As of now there are far too many dangerous advertisements out there that do not accurately or effectively show the dangers associated with gambling.

The future of this topic lies within the hands of politicians and lawmakers who fall responsible for creating and implementing the laws and regulations that will benefit those targeted by these advertisements. This has already happened with the tobacco industry and the same should be done for the sports betting industry.

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Academic Paper

Note: Student samples are quoted verbatim and may contain spelling and grammatical errors.

Sample: E

Score: 3

This paper earns a score of 3. Its narrowing focus is illustrated in the section labeled “Gap” found on page 7: “This paper will analyze what tobacco and online sports betting advertisements do to attract customers and compare the strategies that may be used in both advertisements to find how similar they are.” Additionally, the research question, found also in this section, clearly states the researcher “seek[s] to find if sports gambling advertisements pose threats similar to tobacco advertisements, thus indicating a need for regulation?”

The paper also illustrates additional markers that align with a paper that earns a score of 3. Its method is reasonably replicable, although key components of the method are discussed in various parts of the paper. For example, the chart used to analyze the online sports betting advertisements and the tobacco advertisements is found at the top of page 9. Still, the researcher’s approach to analyzing the data is discussed on pages 9, 14, and 15. The paper provides information on how the analysis was done and the researcher’s criteria for check-marking a box in the table.

This paper does not earn a score of a 2. It offers a reasonably replicable method (as discussed above), a narrowing focus as evidenced in the research question, and student-generated evidence that leads to a new understanding found throughout pages 10-21.

The paper does not earn a score of a 4 as there is only a limited discussion of the paper’s findings. Additionally, the researcher does not connect the findings to the previous literature, nor does it establish a connection to a larger context or discuss its larger impact on the community of practice. Furthermore, while the method is reasonably replicable, there is no substantive defense. Finally, the paper provides insufficient evidence (only a few advertisements are evaluated). This prevents it from building a well-supported, articulate argument that conveys a new understanding.