

**ADVOCACY COMMUNICATION IN COUNTERING SPORTS BETTING
ADDICTION AMONG YOUTHS IN KENYA, A CASE STUDY OF UASIN
GISHU COUNTY**

BY

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DECLARATION

The Student's Declaration

I declare that this thesis is my original work and has not been presented by any other student or person for the award of master's degree in any institution of higher education. No part of this report should reproduce without permission of the student or Moi University graduate faculty.

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DEDICATION

My late father, Bernard Tongola, always wanted me to become a scholar. His philosophy towards intellectuals, broader perspectives, and scholarship perception were of a high caliber. The last time we had a face-to-face conversation was in July 2020. He might be gone, but his dreams and belief in me will live forever. For having given me the foundation for my passion for journalism and communication studies scholarship, this thesis is in his honor and memory.

ABSTRACT

Sports betting addiction has increasingly become a widespread issue in Kenya, with mainstream media playing a significant role in exposing young people to betting activities. Alarming, 76% of Kenyan youth have been classified as problem gamblers. However, advocacy against sports betting remains limited compared to the aggressive marketing of betting firms in Kenya. This study aimed to examine how various institutions and civil society organizations in Uasin Gishu County utilize advocacy communication to counter sports betting addiction among the youth. The research was grounded in Social Learning Theory and the Elaboration Likelihood Model, which explain how individuals adopt behaviors through exposure and persuasion. The study was guided by three key research questions: (1) How is advocacy communication against sports betting addiction among the youths conducted in Uasin Gishu County? (2) How effective is advocacy communication in countering sports betting addiction among the youth in Uasin Gishu County? (3) What opportunities exist for advocacy communication against sports betting addiction among the youths in Uasin Gishu County? A qualitative research approach was adopted, employing a case study method to provide in-depth insights into advocacy strategies. Data was generated through semi-structured interviews with thirteen participants purposively selected from five organizations: Gamhelp Kenya, Responsible Gaming Federation of Kenya, Responsible Gambling Kenya, Betting Control and Licensing Board, and Uasin Gishu County Civil Society Organizations Network. The study also incorporated document analysis to enrich the findings. Data was recorded, transcribed, coded, and analyzed using thematic and content analysis while ensuring ethical considerations were upheld. The findings revealed that advocacy against sports betting addiction in Uasin Gishu County is primarily conducted through campaigns, direct communication, persuasive messaging, billboards, and the influence of public figures. However, the study found that advocacy communication remains largely ineffective due to several challenges, including inconsistent advocacy efforts, censorship, inadequate funding, youth resistance to change, understaffing, and a lack of clear messaging that resonates with the youth. Additionally, organizations face difficulties in countering the strong influence of mainstream media, which heavily promotes betting activities. Despite these challenges, the study identified opportunities for digital advocacy, where online platforms can be leveraged to reach youth more effectively. Strategic partnerships with relevant government agencies also present a chance to strengthen policy implementation and regulatory measures against betting addiction. The study concludes that current advocacy efforts against sports betting addiction are insufficient due to a lack of sustained initiatives that can drive meaningful change. It is recommended that organizations invest in regular training for advocacy facilitators, develop comprehensive digital advocacy strategies, and form strategic alliances with state agencies to enhance regulation and policy enforcement. This research is beneficial to advocacy organizations, policymakers, educators, and researchers seeking to enhance the effectiveness of advocacy communication in addressing sports betting addiction.

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LIST OF ABBREVIATIONS

UG	-	Uasin Gishu
YGAM	-	Young Gamers and Gamblers Education Trust
KRA	-	Kenya Revenue Authority
BCLB	-	Betting Control and Licensing Board
SSA	-	Sub-Saharan Africa
RGFK	-	Responsible Gaming Federation of Kenya
CSOs	-	Civil Society Organizations
PJCS	-	Publishing, Journalism, and Communication Studies
ELM	-	Elaboration Likelihood Model
MUSO	-	Moi University Student Organization
KFCB	-	Kenya Films and Classification Board
UGCCSON	-	Uasin Gishu County Civil Society Organizations Network
OCPD	-	Officer Commanding Police Department
UK	-	United Kingdom
RGK	-	Responsible Gambling Kenya
NACOSTI	-	National Commission of Research and Commission
CAK	-	Communication Authority of Kenya
NGO	-	Non-Governmental Organization
NTV	-	Nation Television
US	-	United States

Definition of Key Concepts

Advocacy: To influence and persuade people to change their attitude and behavior towards a given norm. It entails using communication techniques and strategies to convince people or a group to change their attitudes toward a subject.

Youth: A young person aged between 13 years to 35 years who is actively engaged in sports betting in Uasin Gishu County.

Betting: The process of placing bets through mobile phones and online betting sites on selected specific sites using money with the hope that the outcome will be positive for one to win money.

Sports betting: A contemporary form of gambling where gamblers place bets on football sports entertainment of both local and foreign football tournaments using laptops, computers, mobile phones, and other online platforms with the help of the internet.

Addiction: persistent and intense urge to place bets over and over without self-control, leading to a scenario where betting becomes an expected behavior for someone.

Countering: To react against something for reform. It entails combatting something with the hope and belief that once the reaction is successful, there will be a change in attitude and behavior.

Persuasion: A Process in which a person's attitudes and behaviors are influenced via communication strategies and techniques without coercion or force.

Facilitators: Individuals, either male or female, who are in charge of advocacy activities in the selected organization towards combatting sports betting addiction, focusing on the youth population of Kenya.

Initiatives: Refers to techniques, strategies, methods, and approaches used in advocacy to ensure that sports betting ceases to be an addiction among the youth population of Kenya.

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 INTRODUCTION

The chapter provides an overview of the research on advocacy communication in countering sports betting addiction among the youth of Uasin Gishu County. Specifically, the chapter covers the study's background, the problem statement, the aim of the study, the research questions, the significance of the study, the study's justification, the study's assumptions, the scope, limitations, and delimitations.

1.2 Background to the Study

Sports betting is often confused with other forms of gambling, such as Casinos and lotteries. Scholarship defines sports betting as gambling where people place bets online and by short mobile messages using the minimum amount of money required (Newall et al., 2021). Sports betting is not a new practice in the world of gambling. It has existed for decades in Western countries such as the United Kingdom and the United States of America. From the European perspective, sports betting can be traced back to 676 BC during the 23rd Olympiad in ancient Greece (Pradier, 2019). During this period, gladiator fights were common avenues where gamblers placed their bets on potential winners as a sport. As the world grew, sports betting began expanding and increasing in popularity, penetrating Great Britain in the 18th century, where horse racing was a sport that the rich and aristocrats could engage in betting to predict the outcomes of the races (Pradier, 2019).

A century later, the practice reached Germany, and by the end of the 19th century, football betting became very popular. Sports betting in football activities has become very popular in European countries such as England, France, Netherlands, Italy, Spain, and Finland, with remote betting being at the heart of their industry growth (The European Business Review, 2021). A common thematic concern across European countries is that sports betting is largely done by people for entertainment and excitement purposes. Most of the gamblers are from the middle and upper classes. The same case applies to North America, where people with means engage in sports betting as a form of gaming. A good example is the NBA playoffs and the World Cup, when celebrities such as Drake engaged in placing bets on their favorite teams to win thousands of US dollars (Piva, 2023).

Because of the popularity of the industry, countries from the West have established laws that regulate betting to ensure that people gamble responsibly. In a survey by *Statista* (2023), it was observed that only 5.6% of the UK population participated in sports betting per week, with a majority of participants citing busy schedules and a lack of interest in this sector that is dubbed as entertainment. It was a decline from the previous years that peaked at 6.6% in 2017. By 2021, the UK betting industry had a market value of \$5.4 billion while commanding 23% of the European market share (Statista, 2023).

Like many other European countries, the UK has taken strict measures to regulate betting adverts through voluntary curbs to control children from accessing the sports betting industry. The Gambling Act of the UK of 2005 is strictly applied and

restricts betting to people above the age of 18 years, with parents also taking a firm responsibility (Statista, 2023). With a culture of betting as a sport, the UK sports betting sector has remained exciting, especially with the fact that the country has one of the most competitive leagues in the world.

Consequently, in Western countries such as the UK, sports betting and gambling are taken seriously, with the media and established Non-Governmental Organizations leading advocacy campaigns against the practice to reshape the lives of the youth (Statista, 2023). The government and private donors have invested a lot to ensure that betting does not become a pandemic to the population. For example, the *Young Gamers and Gamblers Education Trust* (YGAM) is an established and organized UK non-profit that has promoted campaigns and transformed the lives of many youths against gambling (YGAM 2022). This has thus planted a culture of responsible betting among gamblers in the West.

From the African perspective, sports betting can be traced back to the 15th century during the Ottoman Empire, when horse racing was popular in the Northern hub of Africa (Cleverly, 2019). Football sports betting began 70 years ago when football's popularity grew (Cleverly, 2019). However, the growth of the internet and smartphones was the turning point of the industry because it allowed electronic money transfers and remote betting. In the last decade, sports betting has exploded in Africa. The most developed market is the South African market, where nearly half of adults participate in sports betting. In 2018, the African betting market was valued at \$40 billion including the fast-rising betting hotspots such as South Africa,

Kenya, South Sudan, and Nigeria (Cleverly, 2019). Roughly, about 60 million Nigerians bet daily, spending around 3,000 Naira on bets every day (Cleverly, 2019). Per South Africa's government, over 50% of their adult population engages in sports betting which is very high compared to the UK statistics. According to Cleverly (2019), sports betting is burgeoning in Africa because of increasing digital literacy, increasing popularity of English football, and a population that continues to skew younger that is composed of over 200 million youths between the age of 15-24 years (Cleverly, 2019).

In a recent article published by the *Associated Press*, poverty is the main problem of the increasing popularity of sports betting in Africa (Apollo, 2022). Many African youths live in poverty and believe that winning bets is their way of escaping their harsh economic conditions. Uganda, for instance, had an income per capita in 2020 of \$840 (Muhumuza & Mutsaka, 2022). Gamblers in Uganda thus range from high school and college students to politicians and watchmen, with even officials in public office engaging in sports betting because their salaries are meager (Apollo, 2022). The African situation is that bad to the extent that people are taking loans to engage in sports betting, while others spend their entire days in betting shops trying their luck on live events. Similarly, most civil servants in Zimbabwe do not earn more than \$100 (Muhumuza & Mutsaka, 2022). As such, sports betting has become an alternative route they perceive could supplement their income.

African gamblers rely on their daily winnings to fund their next gambling and daily needs (Muhumuza & Mutsaka, 2022). It has resulted in a scenario where, during

major global football events such as the World Cup, many Africans fail to support their African countries because they have staked their money on European giants, thus killing the football frenzy and enthusiasm (Muhumuza & Mutsaka, 2022). Many African gamblers have cited having used their last money during the most critical situations to place a bet, with critics warning that poor industry regulation, unemployment, and poverty will continue to sink the African population to the sea of gambling (Al Jazeera, 2023).

The evolution of sports betting emerged in Kenya after the giant company *Sportpesa*, under Captain Ronald Karauri, acquired a betting license and began advertising and marketing of sports betting using mobile SMS and the internet (Goldman et al., 2022). Because the Kenyan youth know the major sports in the world, such as the English Premier League, German's Bundesliga, and French's Ligue 1, Sportpesa assumed a public relations campaign and advertisements to penetrate the Kenyan market, which it saw fit as a new market (Goldman et al., 2022). Most Kenyan youths suffer unemployment and poverty (Barbareschi et al., 2021). The addictive essences of sports betting via *Sportpesa* deluded the youths into believing that sports betting was a way for them to escape from the rigors of poverty.

By 2017, the company had dominated the Kenyan market, and old people were becoming addicted to the norm. The winning of the mega jackpot worth Ksh.221 million by Samuel Abishai provided a paradigm shift that saw the youth's massive addiction to the sports betting industry (Amutabi, 2018). With time, other

companies such as *Betika*, *MozartBet*, *Odibets*, and *Shabiki* among others emerged to provide a competitive edge to *Sportpesa* by offering cheap betting costs from as low as Ksh.10.

As a result, sports betting became a national pandemic because of addiction tendencies among the youth. Surveys have revealed that many young people are addicted to sports betting not only because they are synonymous with sports betting teams, but also because of their belief that the activity will save them from the harsh economy (Gathuru, 2021). However, trends reveal that the more individuals place bets, the more they lose which further sinks them into the practice (Gathuru, 2021). With time, the government attempted to censor the practice. However, the sports betting companies answered by employing many people and sponsoring key national sports teams and events. As such, the Kenyan government failed to foresee the threat of sports betting on the Kenyan population. The government focused on acquiring huge taxes from the companies, enforcing 35% taxes for betting companies operating in the country (Kuria, 2021). Paying these taxes for the betting license has thus provided the leeway for sports betting companies to continue destroying the lives of Kenyan youths (Kahura, 2018). The addiction has seen tendencies of suicides and dropping out of school among the youth, with the majority spending their school fees on sports betting (Gathuru, 2021). Sports betting has, therefore, become an enemy to national growth and development, thus affecting sustainability.

The mediatization of sports betting has furthered the discourse by providing a platform where sports betting sells its stories and public relations campaigns. As of today, each sports betting company has a jackpot, a mega jackpot, and a weekly jackpot (Gathuru,2021). They have also incorporated other games, such as virtual betting, basketball, hockey, and rugby, to provide many options for gamblers. The commercialization of the new media has seen the national media and public figures shift from campaigning against sports gambling to running commercials and advertisements for sports betting, which has made the youth vulnerable (Thiong'o, 2019). Advocacy against sports betting is not well resonated in Kenya, with only a few Non-Governmental Organisations (NGOs), such as *Gamhelp*, working towards advocacy. There is more of media information on sports betting than *Gamhelp Kenya's* campaigns against sports betting (Gathuru,2021).

Advocacy communication against gambling and sports betting addiction features cushioning the youth via major civil and Non-governmental organizations in Kenya. Uasin Gishu County features some of these organizations that, although not well established, play a significant role in sports betting advocacy. The betting Control and Licensing Board (BCLB) is a governmental organization that regulates and controls sports betting activities in Kenya. The board was established by an Act of Parliament, Betting Lotteries and Gaming Act 131 of Kenya, after a need arose to regulate gambling activities in Kenya (*Who We Are*,2022). In Uasin Gishu, the board is headquartered at Uasin Gishu District Headquarters in room 127 and not only plays the role of banning illegal gambling activities in the county but also

advocating against gambling addiction, a frame from which this study falls by focusing on sports betting.

Kenya Films and Classification Board (KFCB) is another organization headquartered in Eldoret that focuses on the kind of film content aired in the media. While this organization is strictly for monitoring content creation and broadcasting in terms of film and regulating its distribution, it has been prominent for regulating and raising the alarm over increased advertising of sports betting companies in Kenya since 2016 (*Statement on Betting and Gambling Advertisements in the Country*, 2016), hence becoming relevant to examine its advocacy efforts in line with sports betting; for the current study. *Responsible Gaming Federation of Kenya* (RGFK) is another organization that is dedicated to ending the harm of gambling in Kenya. Its mission is to spread awareness, empower young people, and push for responsible behaviors that focus on ending gambling harm. Another organization is the Uasin Gishu County Civil Society Organizations Network (UGCCSON), which is a body that deals with welfare and other community issues, including youth issues in the county. Finally, *Responsible Gambling Kenya*, *Gamhelp Kenya*, and *Uasin Gishu County Youth Affairs* are organizations in the county actively involved and engaged in advocacy initiatives to combat the spread of sports betting in the county (*Gamhelp Kenya* 2022). The former is a provider of information to combat sports betting addiction and freely provides counseling to addicts, hence becoming central to the current inquiry.

Advocacy communication has been defined as communication geared towards influencing and enforcing against an established vice (Clarke, 2013). Advocacy communication helps in the information process and dissemination regarding the phenomenon in question: sports betting (Wilkins, 2014). The understanding is meant to convince and persuade the key stakeholders in place to take a policy concern that can enhance censor the normalized practice. Less media and policy attention regarding campaigns against sports betting among Kenyan youths is a gap that advocacy communication can provide by mapping its role in countering the established norm of sports betting in Kenya. If there was the same level of attention and advocacy against sports betting in the media compared to the media attention and positive public relations campaigns of betting, sports betting addiction would never have been a problem nationally. However, the fact that the media and the government romanticize sports betting is a key issue that has attracted advocacy communication tenets.

1.3 Problem Statement

Kenya has been conceptualized as a nation of gamblers (Amutabi, 2018). Currently, the Kenyan economy encompasses the betting industry, valued at \$ 2 billion (Amutabi, 2018), making it very difficult for the government to crack it down. The government policy towards the betting industry in the recent past has shown a trajectory towards supporting it because of the immense taxes that the industry guarantees the Kenya Revenue Authority (*BBC News*, 2018). A 2017 Geopoll survey further reveals that at least half of youths in Sub-Saharan Africa

have attempted betting. Kenya boasts the highest concentration, with approximately 76% of the population engaging in betting (Waringa, 2019). While the practice was perceived as lucrative, it has become a form of addiction among Kenyan youths.

Typically, betting should be for luxury and entertainment, like in developed countries, where most people who bet do it for pleasure (Spitz & Terry, 2020). In Kenya, it is dominant among poor youth who perceive it as a full-time job that should be taken seriously hence the addiction (Amutabi, 2018;). *BBC News* (2018) notes that in SSA, Kenya has the highest number of youths aged between 17 and 35 who frequently engage in sports betting. The study by *BBC News* (2018) further posits that about 78% of Kenyan University students are problem gamblers. At the same time, sports betting continues to be popularized by the mainstream media (Amutabi, 2018). Despite these sports betting addiction issues, there is hardly any empirical evidence that officially focuses on advocacy against sports betting addiction, with also a lack of substantial media and organizational presence that focuses on youth gambling addiction. Recent literature in Kenya that targets betting has focused on other salient issues, such as the psychology of betting, its effects, addiction, or even the marketing of betting companies. However, when it comes to advocacy communication, it is a narrow area that has hardly received scholarly attention with the aim of changing young people's attitudes towards betting addiction.

Furthermore, most organizations in Kenya are focused on regulating sports betting without necessarily seeing the need to change young people's views and attitudes, hence establishing a betting culture in Kenya. It is an increasing burden to a country already struggling with youth unemployment. Today, too much information in the mainstream media promotes betting companies, including betting ads, online celebrity endorsements, public relations campaigns, and even marketing campaigns (Clarke, 2013). Similarly, many organizations in the mainstream media provide betting culture with unlimited platforms and attention, luring the youth. On the other hand, information that targets censors or campaigns against sports betting addiction is scarce. It has become a problem to the extent that information that promotes betting addiction is readily available compared to that which advocates against it, resulting in a scenario that Gathuru (2021) termed as young people betting their lives away. With this in the picture, it became imperative to examine the role of advocacy communication in countering sports betting addiction among Kenyan youths to not only fill the gap but also drive policy changes.

1.4 Aim of the Study

The aim of the study was to examine how various institutions and civil society organizations utilize advocacy communication in Uasin Gishu County as they strive to counter sports betting addiction among the youth for better current and future sustainability of young people. The study aimed to provide recommendations to advocacy facilitators, organizations, and government regulatory agencies on how

to counter sports betting addiction among the youth and censor them from the negative implications that result from the addiction.

1.5 Research Questions

The following research questions guided the study;

1. How is advocacy communication against sports betting addiction among youths conducted in Uasin Gishu County?
2. How effective is advocacy communication in countering sports betting addiction among the youth in Uasin Gishu County?
3. What opportunities exist for advocacy communication against sports betting addiction among the youths in Uasin Gishu County?

1.6 Justification of the Study

Given the lack of research that focused on advocacy communication against sports betting addiction among the youth in Kenya, this research is needful to examine this critical area and frame not only how advocacy is conducted but also whether it is effective and the existing opportunities that exist so that they can be utilized to censor the youth from sports betting addiction. Currently, sports betting addiction has been synthesized as a problem that is resulting not only in youth effects but also in societal adverse effects, with the place and role of advocacy emerging as being scarce. Many addicted youths are wallowing in depression and stress because of the losses they incur. There have been cases in the mainstream media where college

students have committed suicide because of incurring losses, while others have dropped out of school after losing their school fees to gambling sites (Dahir,2017).

In Uasin Gishu County alone, thousands of university and college students are reportedly swallowed in the sports betting addiction, which has seen record-high levels of missing marks because of stress and depression (Mukana,2019). Furthermore, studies have affirmed that betting has pushed the youths further into poverty and crime (Amutabi, 2018). Such individual and societal implications call to attention the need to interrogate the role of advocacy communication in censoring sports betting addiction so that young people are not affected and instead embrace the available good programs and opportunities for growth. It is hoped that the study's findings can be used to bridge the gap of the lack of ample literature and practices of advocacy communication towards sports betting addiction in Uasin Gishu County, and Kenya at large.

1.7 Significance of the Study

The results of this study are of great use in framing initiatives and successful strategies aimed at advocating against sports betting addiction in UG County. The information is useful for advocate officers of youth empowerment programs in UG County who interact with the youth frequently, seeking to help them navigate through their issues such as youth poverty, avoidance of crime, and betting addiction. By extension, for a long-term strategic plan, the study is useful in enabling the youth develop open a mindset that will enable them to develop good

savings initiatives that can enable them to reduce the problem of unemployment and youth poverty in the country.

Conversely, parents invest a lot of resources in their children and the youth. As such, this study is very important for parents and guardians because it puts them in a better position to guide the youth to lead a quality life by avoiding sports betting addiction. Furthermore, the findings of the study are resourceful to the government because they provide information that the government can use to inform regulatory policies that focus on minimizing sports betting addiction via interventions such as limitation of betting ads, increasing of taxes for betting firms and self-exclusion programs policy’.

Overall, the thesis puts youth issues at the forefront from the lens of sports betting, thus informing government policy on youth programs. The study further contributes to scholarship by providing a theoretical map from which future studies can pick up and further the discourse of deconstructing sports betting addiction from the advocacy communication perspective while also providing knowledge on advocacy issues, advocacy strategies, and opportunities against sports betting in Kenya.

1.8 Scope of the Study

The study was conducted in UG County with a focus on five selected organizations that deal with youth empowerment and advocacy against sports betting issues. These organizations were Responsible Gaming Federation of Kenya, Responsible

Gambling Kenya, Betting Control and Licensing Board, Gamhelp Kenya and Uasin Gishu County Civil Society Organization's Network. The focus was on facilitators of advocacy from the selected organizations, with the hope that the findings would be applied to all other facilitators from similar organizations across the country. At the same time, a qualitative approach was used with case study being the method of inquiry used to conduct the study.

1.9 Limitations of the Study

The study's major limitation was UG County is still a developing county mixed with both rural and urban life, with limited scope in the number of advocacy organizations especially in terms of sports betting addiction being narrow. Identifying CSOs or facilitators was a bit challenging. To mitigate this, the officer in charge of county youth programs and affairs offered recommendations on the best CSOs that would provide the best informative knowledge for the study which was later confirmed during the pilot study.

1.10 Assumptions of the Study

The study assumed that the regulatory body would provide the necessary licensing documentation to conduct the study within UG County. Further, the study's primary assumption was that the identified target populations was actively engaged in advocacy efforts against sports betting in the past twelve months at the time of the study and are expected to provide the most accurate data to enhance a clear synthesis of the research problem and provide solutions

1.11 Summary

The chapter introduced the background to examine the role of advocacy communication in countering sports betting addiction among the youths in UG County. Conversely, it provided the problem statement, the aim of the study, the guiding research questions, the justification and significance of the study, the study's limitations, assumptions, and the scope from which the study was contextualized. The chapter also convened on how the researcher addressed the limitations. A key emerging concept in the study was that sports betting addiction is indeed a problem in UG County, promoted by unlimited media promotion of betting activities, with very scarce information and attention put towards advocacy against it.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviewed the recent literature and scholarship regarding the research problem. It showcased a critical inquiry into the current research related to the problem, thus providing a roadmap to construct the study's theoretical framework. Through the review of various thematic concerns, gaps were identified, which helped synthesize the current research problem.

2.2 Situating the Study in the Field of Communication Studies

The study is situated within the field of communication studies in terms of communication both as an academic discipline and as an area of practice in research, application, and extension. This study defines communication from a scholarship perspective as exchanging information between at least two parties using symbols, signs, language, and behavior (Sharma, 2012). Philosophically, the field of communication is subdivided into various subfields that include public relations, advertising, health communication, advocacy communication, political communication, corporate communication, Interpersonal communication, science communication, and development communication.

The proposed study is contextualized within advocacy communication. This subfield concerns persuasion and communication techniques to influence a specific

group of individuals to deliver a positive change and compel bodies for a policy change. Advocacy communication features structuring unique messages and using them to call for a change within a given set of audiences (Sharma, 2012; Clarke, 2013). To this, the proposed study aimed to frame the role of advocacy communication in countering youth sports betting. The study identified sports betting addiction and its popularization in the traditional and new media as a problem. Advocacy communication against the problem uses communication techniques such as persuasion (Waymer, 2021) and new media to target specific audiences, thus locating this study in communication studies. Youths use communication via the new media to access sports betting content. Specifically, the study, therefore, anchors around advocacy communication initiatives as a solution to the current problem, fitting within the communication studies field.

2.3 Theoretical Framework

Bourdieu (2020) documents that theory has become part of everyday life because it enables understanding of everyday phenomena. To Bourdieu (2020), a theory provides a deeper conceptualization and understanding of how something is, how that ‘something’ operates, and how that something can remain productive. Bourdieu (2020) further argues that a theory aids in explaining a naturally occurring concept and phenomena. Based on this conceptualization of the term ‘theory,’ the researcher first grounded the research on social learning theory as a framework for the conceptualization of gambling addiction among the young people of Uasin Gishu County. Consequently, the researcher then grounded the research on the

theoretical model of the Elaboration Likelihood Model (ELM), a model used in explaining the concept of persuasion theory. The research problem was built on advocacy and persuasion, an aspect that the researcher observed that ELM was the best model in grounding the research to map its blueprint.

2.3.1 Social Learning Theory

Social learning theory accounts for how people learn from their environment, with the knowledge learned being the heart of shaping their behavior. Gambling addiction is a learned behavior that has been conceptualized by scholarship, especially from the lens of social learning theory. The theory of social learning was propagated by Albert Bandura (Akers & Jennings, 2015). The theory assumes that people learn via observations and that learners can acquire new knowledge and behavior by merely observing others. According to social learning theory, punishments and reinforcements indirectly impact learning and behavior (Rotter, 2021; Bandura, 1977). The theory further posits that learning does not necessarily lead to change and that meditational and cognitive factors contribute to behavioral change.

According to King et al. (2010), social learning theory has been used to explain gambling addiction. To put this into perspective, Rickwood et al. (2010) contend that the theory of social learning argues that gambling occurs because a person learns gambling behavior from the environment. The current study frames sports betting among the young people of UG County as a problem that has led to addiction. Indeed, sports betting is a form of gambling per Hing et al. (2017). When

conceptualized from the social learning theoretical lens, it is worth noting that the mainstream media in Kenya, through betting companies' advertisements and campaigns, is an environment that influences betting addiction, categorically becoming an issue. The study affirms that through social learning theory, young people are getting addicted to gambling because of environmental influences, observations of betting ads and campaigns in the mainstream media, as well as observations of their peers who are betting. Social learning theory documents from a gambling perspective that people decide to bet by observing their friends and families engaging in betting experiences (Splevins et al., 2010). This is confirmed by Mungai (2019) and Ng'etich (2019), who argue that betting addiction among Kenya's young people is primarily influenced by peer pressure.

One primary strength of social learning theory is its flexibility in accounting for the differences in an individual's learning or behavior. This implies that the theory is flexible in explaining that the individual's behavior may change when there is a change in the environment (Pratt et al., 2010). From the lens of the current problem, it implies that the young people in Uasin Gishu County are addicted to betting because their environment, which features the mainstream media, keeps changing by increasing betting campaigns that categorically reinforce betting, making them embrace the betting behavior even more. With advocacy, their environmental conditions shift, which can reduce their betting addiction.

However, the theory falls short by neglecting the significance of accountability in individual actions. This implies that the theory places more blame on the

environment in influencing behavior rather than framing how the individual contributed to such (McLeod, 2011). By placing more blame on the environment, the theory assumes that one's actions and behavior are because of society and not how one handles and processes information. This thus shows that the theory fails to explain why people get addicted to betting and keep on doing it. Because of this weakness, the theory fails to explain the role of information and cognitive processing in influencing and changing behavior. Such a shortcoming accounts for why the Elaboration Likelihood Model is adopted to ground the current study in explaining the role of advocacy in combatting betting addiction among young people.

2.3.2 Elaboration Likelihood Model

Persuasion theory is one of the significant theories of communication that focuses on framing persuasive messages that aim to change people's perspectives and attitudes and convince them to take a specific desired direction (Susmann et al., 2021). The study was anchored on advocacy, which is pertinent to communication. This aspect laid the basis for using the Elaboration Likelihood Model of communication theory, which, by extent, is a theoretical map of persuasion. The ELM theory contends around the process of attitudes' formation and how they are changed (Susmann et al., 2021).

The study's aim was grounded around the advocacy continuum, changing the youths' attitudes and persuading them to stop the addictive tendency of sports betting. It is an instance that created an image from which ELM provided a

framework that could be used to understand the underlying forces behind the research problem and lay the basis for research. ELM was formulated by Petty and Cacioppo (1986) and entails thought processes that occur when attempts to change other people's attitudes are made via communication, the various effects that specific variables play during these processes, and the strengths of the results that stem from these processes.

The philosophy behind ELM is that a single variable can influence attitudes in multiple ways, which can either decrease or increase persuasion via various mechanisms. At its heart, ELM believes that individuals can differ in how extensively and carefully they think and conceptualize a message and the prevailing position, behavior, or object that it is advocating (Wagner & Petty, 2022). The ELM has two routes: the central route and the peripheral route. In the central, people carefully consider the elements of a given message to ascertain whether the elements make any sense in terms of benefit. The central route of persuasion focuses on the strength of the message and the arguments within the message, which are primarily information within the message whose objective is to provide evidence of the communicator's key perspective (Cacioppo et al., 1986). If there is evidence that the arguments within the message are strong, the individual/receivers of the message will extensively experience a form of attitude change towards the desired direction of advocacy.

However, weaker messages within the message will likely lead to the message receivers generating unfavorable thoughts towards the advocated message, hence

making it unlikely that they will change their attitudes towards the desired direction. Determining whether the message is strong or weak remains a question of empirical inquiry to be debated and tested in ELM research.

On the other hand, the peripheral route of persuasion in ELM is where the message receiver decides to agree with the message being communicated based on elements and cues other than the argumentative strengths of the message. The cues can be simple mental shortcuts for information processing once the message is received (Wagner and Petty, 2022). For instance, a cue can be correlated with mental states such as happiness, which is often connected with an advocated position that is termed in a positive perspective. These routes are, therefore, the frameworks that ELM uses to shape and change attitudes, which are key in persuasion and, to and by extent, advocacy communication.

The primary focus of ELM concerning the current inquiry was grounded on the premise of the central route of persuasion: advocacy being effective best on the strengths of the arguments inherent in the persuasive messages conveyed by an advocate (Moradi and Zihagh, 2022). This route perceives persuasion as a cognition process, which implies that the audiences of persuasive messages must use mental processes such as motivation and logic to ignore or accept persuasive messages that trigger their attitude changes. Cacioppo et al. (1986) further argued that the central route of persuasion features coherent and clear arguments of the desired advocacy perspective, as well as key evidence to support a given conclusion.

As Wagner & Petty (2011) argued, central route messages are meant to succeed for long-term purposes only when two prevailing factors are realized. The first factor is the requirement that the receivers of these messages must be motivated enough to process and conceptualize the information being conveyed effectively. The second factor is that the receiving audience must be able to process the information using their cognitions (Moradi & Zihagh, 2022). This further implies that if the audience is not willing to sacrifice their time and attend an advocacy conference, meeting, or workshop for a few hours a day, the individuals will not be motivated enough to conceptualize an elaborate message. Lack of motivation can imply that the kind of discourse used during advocacy initiatives is complex for the receiving audiences or that the advocacy session is dull to the extent of not drawing enough interest from the receiving audience. Losing interest further implies losing the cognitive ability to process the information and respond promptly to the advocacy effort.

In light of the current study, it implies that without proper motivation, the youths in UG county engaging in sports betting will always lack the interest in positively responding to the representatives from various government and Civil Society Organizations during advocacy efforts to combat the epidemic of sports betting addiction in the county. As such, this suggests that the youths must be motivated for advocacy efforts in UG County to work. This implies that the communication methods used and will be used by the representatives charged with the responsibility of advocacy should arouse motivation among the youths in UG County.

The current youths are the majority of Generation X, Y, and Z, which the new wave of technological development has primarily influenced. Technology and the digital aura arouse motivation, which the representatives of the selected organization in the study can utilize and integrate into their methods to aid advocacy. These methods can feature videos, social media influencing, memes, and short animations to trigger and motivate their attention, categorically triggering their cognition processes towards positively responding to advocacy efforts.

Regarding ability, the representatives must ensure that the youths can use their cognition processes to conceptualize the messages delivered to them, which can only be achieved via the channels of communication used by various advocacy representatives from the lens of the research problem. For instance, during advocacy and awareness sessions such as meetings and workshops, the materials given to them or the presentations made using power points could play a central role in influencing them towards the right channel that supports the message of advocacy against sports betting in UG County. As Cacioppo and Petty (1986) discussed, elaboration occurs when an advocate presents a persuasive message to an audience. Essentially, elaboration is the kind and amount of effort an audience member must utilize to process a persuasive message, retain it, and accept or object to it (Moradi & Zihagh, 2022). The level of elaboration will then determine the extent to which an individual will select either the peripheral or the central route of persuasion to process the message.

The central route fits the current study because the youths in UG County are also motivated by the idea of winning money and escaping poverty, which is why they engage in sports betting. It thus shows that with the considerable marketing and advertising of sports betting by betting companies, representatives of organizations charged with advocacy communication towards combatting the vice must be ready to provide the same intensity of motivation to the youths to divert them from betting to avoiding the vice. With the framing of motivation as a key variable of explaining persuasion and attitude formation in advocacy, ELM was adequate in grounding the research.

2.4 Review of Related Literature

2.4.1 Sports Betting

Scholars and critics of gambling behavior across the world have given various definitions of the term sports betting. According to Lopez-Gonzalez et al. (2017), the pervasiveness of sports betting advertising and marketing in the mainstream media and social media has increasingly normalized sports betting behavior among populations. According to Lopez-Gonzalez et al. (2018), sports betting is a contemporary gambling practice in which gamblers play by placing their money on sports teams of incoming or live games. Lopez-Gonzalez et al. (2018) contend that the popularization of football leagues in the world, especially the English Premier League, Spanish La Liga, German Bundesliga, French Ligue 1, and Italian Serie A, is a leading cause of sports betting activities in the world. Many of the world's

finest athletes and footballers play for these leagues, and with increased marketing of sports betting by sports betting companies, the practice has become a norm.

Peirson (2011) argues that gambling on sports activities has attracted much scholarship attention over the years. Peirson (2011) notes that there are two types of gamblers in sports betting. The first type is known as skill risk-averse bettors who gamble on sports events to make a profit, and the second type is known as uninformed bettors who bet a lot and lose. In Sub-Saharan Africa, uninformed bettors are the dominant group accounting for the most significant betting activities in the last five years. Expert bettors use publicly available information to make bets. Before betting, they process it with highly superior skill. Peirson (2011) further assumes that expert bettors in the sports betting industry understand the probabilities of specific teams winning and are better positioned to make profits than uninformed bettors.

According to Lopez-Gonzalez et al. (2018), the legalization of betting on online platforms in multiple territories worldwide has led to a rapid rise in sports betting, with technology such as the Internet and Wi-Fi being accessible almost everywhere. Lopez-Gonzalez et al. (2018) further argue that online sports betting is a rapidly growing industry and economy, having generated revenues of about €16.5 Billion in Europe in 2016 alone. In Kenya, sports betting has brought up new excitement among bettors, renewing their hope of climbing the wealthy ladder status (Gitau, 2018). Koross (2016) argues that sports betting has swept the country like a storm, with people, especially students, betting daily. Sports betting has become very

popular among university students in Kenya, emerging as a problem, unlike in the 80s and 90s. Koross (2016) thus posits that with socioeconomic issues in Kenya, sports betting has become a basic need for most Kenyans.

The popularization of sports betting across the world and Sub-Saharan has emerged as a threat to the sustainable development for the youths. In the United States and Canada, sports betting had 15.8 million users in 2015 alone (Marchica et al., 2017). In the last seven years, these numbers have swelled to unimaginable figures. According to Marchica et al. (2017), sports betting has become a significant issue for adolescents from the lens of development, both psychologically and economically. Adolescence is a stage where many changes are occurring in teenagers. However, sports betting addiction has become a barrier to their development because of the resultant stress and waste of money and other resources used in sports betting. Gathuru (2021) documents that betting addiction has become a social issue in Kenya, requiring an urgent attention. In America, extreme betting has been problematized as a disorder that should be treated like other mental health cases. However, in Kenya, it still posits a gap, with many youths stagnating on the same level for years because they waste much time, resources and mental energy in sports betting activities.

2.4.2 Evolution of Sports Betting in Kenya

Sports betting has a rich history in the gambling context of Kenyan history. It can be traced back to 1966, when the government established gambling laws via the Betting Lotteries and Gambling Act of the United Kingdom (Gichuki, 2021). After

this law was passed, the government created the Betting Control and Licensing Board to regulate gambling activities in Kenya. While through Casinos, gambling underwent shifts to accommodate other forms of gambling. However, the major shift that introduced sports betting to the Kenyan market was through the multinational company Sportpesa, which established its first betting site in Kenya to allow Kenyans to bet on sports events from a minimum of Ksh. 100 (Amutabi, 2018). At the time, it was the only monopoly in the country that provided betting in sporting leagues such as the Kenya Premier League, La Liga, the English Premier League, and the Bundesliga.

The company took advantage of the new media and technology and the fact that many Kenyan youths loved supporting football leagues to introduce digital betting. By 2015, the company had penetrated even rural areas, working with mobile banking services such as Safaricom via M-Pesa to enable customers to send money to the platform and bet while receiving free messages about upcoming games to bet (Amutabi, 2018). The industry continued to grow, and other companies such as *Betin*, *Betika*, *Betway*, and *Mcheza* emerged to compete with *Sportpesa* by reducing the minimum amount allowed for one to bet. To remain competitive, the sports betting companies begun offering jackpots and sponsoring sporting events nationally. They also invested a lot in media campaigns and advertising through social media, radio, and television programs, which gave them much popularity. A major shift occurred in the industry when the first mega jackpot winner, Samuel Abishai, was announced after winning two hundred and twenty-one million

(Amutabi, 2018). It caused ripples across the industry, with even the government being attracted to the industry.

As a result, the government began imposing heavy taxes on betting firms and gamblers, which nonetheless made it remain constant. Because of a lot of media publicity and campaigns for sports betting companies, their brands have gained much equity and remain relevant in the market, attracting thousands of youth daily. Currently, the sports betting industry is valued at \$2 billion (Gichuki, 2021). This value continues to expand, with at least thirty sports betting companies registered country-wide. With the nature in which the youth is synonymous with global football leagues, the study notes that unless serious advocacy is done, addiction continues to mount.

2.4.3 Reasons for Betting

Kenyan remains a developing nation. In sub-Saharan Africa, Kenya remains among the nations affected by youth unemployment. According to Farah and Ali (2018), unemployment is a serious threat to Kenyan youths. Their study synthesizes that out of every ten youths, only one or two are employed or employed. The rest are languishing in poverty amidst the high cost of living and inflation. Through empirical research on university students and graduates, Gathuru (2021) observes that many Kenyan youths are into sports betting because of their unemployed state. Industry statistics from *Trading Economics* (2018) further reveal that the unemployment rate has been growing in Kenya for the last twenty years, reaching an all-time high rate of 10.20% in 2020. This has thus pushed youths into sports

betting for the desire of quick riches. Mungai (2019) further argues that the sports betting tendency is because of youth poverty in Kenya.

Many youths are living in poverty and desolate conditions for a 21st-century country. Mungai (2019) further notes that many Kenyans perceive lunch as a luxury and cannot afford it. The emergence of sports betting has become a hope for many youths who desire to escape from poverty. This has triggered a sense of addiction, which Muchira (2018) argues has been because of the delusional wins in sports betting and the lack of ethics and proper regulation of the industry, which is increasingly destroying the lives of many youths in Kenya. Regarding these issues and the study, sports betting has become an informal 'employment' that is causing more harm than good among Kenyan youths.

Since its inception, Kenya has experienced many case scenarios of sports betting addiction among the youth. According to an article published by the *Kenyan Wall Street in 2022*, Kenya is considered the hotbed of sports betting in SSA because of the increased poverty, youth unemployment, and the availability of digital technology that allows the youth to bet online. Mwangi (2019) from *The Standard* articulates that sports betting in Kenya has become a curse to the youths. He notes that even though gambling is termed as a recreational activity in Kenya, the government has failed to clearly articulate rules for sports betting, leaving the sports betting companies to frame their own rules. The companies are using advertising and marketing using digital media and local celebrities to popularize their lucrative jackpots and mega jackpots, a move that is aimed at targeting and luring the Kenyan

youths to the web of gambling with the hope that they can become instant millionaires.

Mwangi (2019) further observes that sports betting companies spend over five billion annually advertising sports betting activities while popularizing the act. Their very few winners are made to publicly hold their cash cheques for publicity to lure the youth. According to Gathuru (2021), many youths in Kenyan colleges and Universities have skipped many lectures or dropped out entirely because of sports betting addiction.

On July 26, 2016, a Kenyan fresh graduate committed suicide after losing a sh. 80,000 bet (Wafula, 2021). The young graduate had diverted funds meant for home development to place two separate bets on a euro semi-final game between Germany and Italy. After losing the bet, he ended up committing suicide. In 2017, the missing body of a 32-year-old man was found on a rope in Samburet forest in Kericho (Tanui, 2017). Further investigation from the area OCPD revealed that the young man had committed suicide after losing a bet in which he had hoped to win the jackpot and alleviate his family from poverty. In recent empirical research, at least twenty suicides related to sports betting activities gone sour have been reported in Kenya in the last five years (Kaggwa et al., 2022). The findings of this study reveal that 76.6% of those who engage in sports betting in Kenya gamble with the motivation of gaining money. Their failure has been used to account for the suicide-related cases across the country.

2.4.4 Effects of Sports Betting Addiction on the Youth

Bitanirwe and Ssewanyama (2021) undertook a systematic review of the sports betting problem in Sub-Saharan Africa. Their findings suggested that sports betting addiction among youths leads to mental health effects such as depression, stress, and anxiety attacks. The addictive tendencies of sports betting make them gamble with their money, expecting to win, and when it fails, their mental wellness is destabilized. Many youths today are affected by mental health issues framed by sports betting addiction, which has affected their quality of life. To Labrador et al. (2021), this addiction is furthered by the prevalent advertising of sports betting in the new media, which creates a picture of the lucrativeness of the sector. This results in a scenario where they end up sinking into a web of depression once they hit reality. Sports betting addiction has further caused the youth to commit suicide (Labrador et al., 2021).

According to Kaggwa et al. (2022) and Makana (2017), a young man committed suicide in Eldoret town, Uasin Gishu county, after losing a Ksh. 45,000 bet. Further, sports betting addiction pushes young people to engage in crimes such as stealing so that they can afford the money for betting (Li et al., 2018). Sports betting has further increased the level of poverty among the youth. Many youths are diverting their money and investments to betting companies, which has, to an extent, furthered poverty rates in Sub-Saharan Africa (Li et al., 2018; Lubanga, 2022). As such, sports betting has been a distraction from youth ethics and overall sustainable growth and development. With regard to this study, these adverse effects of sports

betting addiction pass an immense message regarding the role of advocacy communication. It becomes imperative to note that within the current inquiry, advocacy communication against sports betting becomes even more of a social need than ever before.

2.4.5 The Role of Advocacy and Advocacy Communication

Advocacy as a term and an activity has attracted scholarship attention over the years. Weible et al. (2011) document that advocacy is an activity by a person or a group of people who are aiming to influence major decisions in economic, social, or political institutions. According to Weible et al. (2011), advocacy features publications and activities that aim to influence public policy, budgets, and laws by using factual evidence, relationships, the mainstream media, and messaging to educate the masses and the prevailing government. Usually, advocacy can feature many activities as long as those activities influence the public and other relevant stakeholders (Fiske, 2010). To this, Rivas et al. (2016) argue that advocacy is all about taking serious action towards creating a practical change. Advocacy is handled by people known as advocates. Advocates are very organizational, take steps to make a change, and focus on implementing that change (Lunenbergh, 2010). They are regarded as change agents because they help people to speak about issues that are affecting them.

According to Rivas et al. (2016), advocacy can be implemented via a series of techniques such as social and offline campaigns, launching petitions, organizing demonstrations, mobilizing other groups to take or implement actions, or through

publicity. Rivas et al. (2016) outline Martin Luther King Junior, Mahatma Gandhi, and Nelson Mandela as among the most outstanding advocates in history.

Advocacy communication entails influencing against a social atrocity via persuasion to create a social change. Because advocacy communication features influencing people toward attitude and behavior change, advocacy facilitators must consider the advocacy tool and method that will create the highest impact on the target influence. This is furthered by Sharma (2012), who argues that advocacy communication entails mounting constant pressure against prevailing dissonance to ensure that balance and change are achieved. Because it is perceived as a societal responsibility, advocacy communication tends to promote social reforms. During advocacy, communication should be encouraged via education and informational sharing programs to enhance community participation. To this, Splitz & Terry (2020) argue that regulation of sports betting and gambling in some states has attempted to reform the betting Industry.

Harvey (2018) further points out that for any advocacy to take shape and become proactive, communication, and especially persuasive communication, is mandatory. It entails framing a good communication plan and executing it consistently until the influence is created to shape the behavior of the status quo. To this, Mbasi (2013) argues that the regulatory frame of the Gambling Act of Kenya has hindered advocacy against gambling because it paved the way for gambling companies to take over the Kenyan market. This is imperative mainly because the scholarship points out evidence of the growth of the sports betting

industry in Kenya in the last five years, implying that more advocacy communication to cushion populations is increasingly needed. Indeed, anyone can advocate against this vice, and the current research finds that advocacy communication is key to combating the ‘epidemic’ of sports betting among the youth.

Communication specialists and experts believe that advocacy and, to an extent, advocacy communication has a central role in shaping communities to become what is regarded as an ideal society. In a social media advocacy study, Sashi et al. (2019) observed that the role of advocacy communication is to persuade and influence individuals and institutions to change. Sashi et al. (2019) state that advocacy communication assumes this role by undertaking the predominant communication goals: to inform, persuade, and take action. Advocacy communication’s role is to persuade people and institutions to take active action in making a positive decision to change towards improving the quality of human life.

Advocacy communication is about using influential methods and people to create social change to impart positive change in society. Sports betting has been regarded by scholars as a practice that reduces the quality of human life by causing mental health distress, anger issues, emotional dissonance, and poverty (Sashi et al., 2019). To this, advocacy communication aims to call victims to take action to avoid sports betting and enhance the quality of their lives. Because it is an addiction, persuasive communication in advocacy’s role is paramount, thus becoming the locus to position the current research problem.

2.4.6 Persuasion in Communication and Advocacy Initiatives

Zarouli et al. (2018) contend that in communication, persuasion implies an effort to provide arguments to compel, convince, move, or change a given audience's perspective. It entails influencing people to change their minds and perspective. According to Muktiyo (2018), communication is compelling in social networking and social life and enables people to interact, change their perspectives and develop. Messaging plays an important role in communication; with persuasion, the message is the heart of influencing others, hence showcasing the power of persuasion (Muktiyo, 2018). In terms of advocacy initiatives, Bechler et al. (2018) contend that in persuasive advocacy initiatives, people prefer to target those who are poised to change. The targeting is done using persuasion messaging as an initiative to convince people to change their mindsets and attitudes regarding a given norm.

Fisher & Hancher-Rauch (2022) argue that advocacy initiatives and persuasive communication are intertwined, hence the evolution of advocacy communication research in social sciences. To this, advocacy is about using persuasive messaging techniques in communication contexts to influence the targeted group to change their behavior, attitudes, and perspectives regarding a given norm. Sports betting has been theorized as a norm in Kenya (Amutabi, 2018). As such, persuasive communication towards advocacy initiatives becomes a key interest to this study because it perforates the map from which the role of advocacy communication in cushioning the youths against sports betting is viewed.

2.4.7 Communication Techniques for Advocacy Efforts

Hoffmann-Longtin et al. (2021) argue that successful advocacy efforts and initiatives require unique communication techniques to impart the intended impact of change. In a separate study, van Wessel and Ho (2018) observe that targeting the right audience is a key communication technique for a successful advocacy effort. It implies identifying the key ‘stakeholders’ and ensuring that the information reaches the right people at the right time. Van Wessel & Ho (2018), in their examination, further note that the use of multiple communication channels, as well as the creation of unique stories, is a communication technique key to effective advocacy efforts. In this study, the youth are the primary targets.

Meng & Xue A (2020) observe that the youth are knowledgeable about social media networks as a means of communication. In terms of technique, targeting those using social media platforms is a unique communication technique that would result in a successful advocacy effort against sports betting. In Kenya, the youth are exposed to betting ads online and use online platforms to place bets (Njonge & Ronoh, 2022). It becomes logical that multiple social media channels as means of targeting would be effective in advocacy, thus framing it within the current study (Fuchs, 2014). Conversely, Njonge and Ronoh (2022) contend that using visual effects is an excellent technique for advocacy. Visual features include using animations, symbols, signs, fonts, and pictures to send a particular message for advocacy. Visual communication is central in advocacy initiatives because it provides a deeper meaning than just word of mouth or speech. Visual elements carry much

meaning in a single message, which justifies why it is a common technique in advocacy.

2.4.8 Methods of Advocacy Communication

Scholarship has documented various methods used by lobbyists and activists to aid advocacy communication. Wilkins (2014) documents that there are two main methods of advocacy communication: direct communication or lobbying and campaigning. According to Wilkins (2014), the lobbying method of advocacy communication entails influencing people via launching direct private communication with the key decision-makers of the issue at hand. Lobbying, when done via personal meetings, can be a very powerful method of advocacy communication. However, Wilkins (2014) notes that campaigning entails speaking publicly regarding the issue at hand to get the attention of the decision-makers so that they can effect the necessary change. During campaigns, techniques such as sending emails and letters, celebrity endorsements, newsletters, media partnerships with influential journalists, and public events speaking are often utilized.

Wilkins (2014) further observes that the choice of the type of method of advocacy tends to be defined by the kind of message to be conveyed, the available resources for use, the target audience, and the socioeconomic context in play. To Servaes & Malikhao (2012), advocacy communication is about persuading and influencing people and institutions to implement a positive change. It is generally a planned and sustained communication with the goal of attaining communication objectives: to persuade, inform, and implement action. Through advocacy communication,

people and institutions translate advocacy goals into action plans for policy analysts and makers. Advocacy communication enables policymakers to pay more attention to an issue than ordinary communication.

According to Servaes & Malikhao (2012), a policy brief is a common advocacy method. A policy brief is ideally a small document that underpins the importance of a given research, thus providing key recommendations for change that would aid in improving the lives of people in a given society. Servaes and Malikhao (2012) further observe that lobbying is another method of advocacy communication. To them, lobbying is a sustained attempt to influence and persuade policymakers to take a particular action about a given issue. This can begin with a normal small meeting during lunch or communication on the company website where specific updates are given, which the advocate can use to target the policy maker. For these methods to work, Servaes and Malikhao (2012) argue that specific elements of advocacy communication should be considered. These elements include having a clear vision, underpinning SMART goals that focus on solving the issue, extensive knowledge of the targeted group, and customizing the specific message tailored for specific groups within the stakeholders.

Conversely, Jassat (2016) argues that creating an identity via campaign slogans, logos, and advocacy demands is an excellent method of advocacy communication. Identity is like branding and provides a solid ground for effective advocacy initiatives. Another method is using advocacy champions to increase charisma in the issue at hand so that the relevant stakeholders can be serious and respond

positively. Ideally, the advocacy champions are a group of high-profile people who adopt an issue and publicly advocate for it. The advocacy champions are also termed as the opinion leaders who are highly influential in society and also with the media.

Jassat (2016) lists creating public disruptions via peaceful protests and demonstrations as a means of creating awareness as another method of advocacy communication. It is a method of public expression that has existed for a long time, such as during the anti-slavery movements in the West in the 19th century. It is the most common type of advocacy communication used by activists in contemporary society. Awareness events such as seminars, workshops, and conferences are also advocacy communication methods that are often used with the mission of raising awareness concerning the issue at hand to promote positive change (Jassat, 2016). Through this method, people are able to network with relevant stakeholders, hold discussions concerning the issue, and persuade others towards change.

2.4.9 Western Perception and Behavior of Sports Betting

Western sports betting practices influenced the introduction of sports betting in Sub-Saharan Africa; it emerged from Western investors who saw a business opportunity in Africa (Amutabi, 2018). Notably, while this purpose has been achieved, the perception of sports betting and gambling activities in the West is totally different from what is observed in Kenya today. A recent systematic review of the sports perception from various countries in the West revealed that in the United States, individuals who gambled in sports betting for money were not

inspired by the opportunity to win more money (Etuk et al., 2022). Instead, they were motivated by other social benefits that were associated with the idea of participating in sports betting. In Australia, gamblers were motivated by social interaction, with financial gains being the least of the motivating factors that triggered them to engage in sports betting activities.

According to Nelson et al. (2019), there was a negative correlation between financial engagement and the player's engagement in sports betting, with many gamblers engaging in sports betting primarily for fun. The study also observed that the prevailing bet size did not determine the frequency of one's engagement in sports betting. In another separate study by Heirene and Gainsbury (2021), findings suggested that gamblers in the United Kingdom were very responsible for their sports betting practices and often set limits regarding their betting frequencies. The study further suggested that in the United Kingdom, gamblers in sports betting perceived the activity as an activity for enjoyment and leisure. In South Korea, the study further revealed that betting behavior in sports events and their motivations are related to passion, which resulted in positive consequences. The findings suggested very few scenarios where the sports betting practice was obsessive in South Korea. The study also found that the majority of gamblers in South Korea engaged in responsible betting initiatives to avoid addiction and obsession. The study was based on interviews with previous and current participants in sports betting activities. Furthermore, in a separate study by Polat and Yildiz (2021), findings suggested that in Turkey, most gamblers in sports events were people who

were passionate about sports and were motivated by the idea of leisure, which resulted in aggression propensity.

2.4.10 Sports Betting in Sub-Saharan Africa

Bitanirwe et al. (2022) examined the traditional and emerging forms of gambling activities in Africa. According to their inquiry, the sports betting industry has rapidly evolved in Sub-Saharan Africa. Specifically, online sports betting in Sub-Saharan Africa has been driven by increasing technology and digitization. The paradigm shift has been fueled by the popularization of sports betting from the West and the categorical low amounts of betting. The developments have been combined by a complex, dynamic, and rapidly moving sports betting landscape in Africa (Bitanirwe et al., 2022). The upshot of sports betting, both legal and illegal, outlines the profitability of the industry, which is currently being controlled by global multinationals with established subsidiaries in Africa.

Revenues related to sports betting advertising in the mainstream media have also increased in Africa due to efficiency in mobile betting, with South Africa, Kenya, and Nigeria being the continent's leaders in sports betting. Sports betting has further grown and been embraced in Sub-Saharan Africa because it has created employment opportunities for many youths while also providing intensive tax revenues for the African governments. There are very few studies in Sub-Saharan Africa that focus on problematizing sports betting, perceiving it as a harmful and framing intervention (Bitanirwe et al., 2022). Ever since the digital age, sports betting activities in Africa have thus intensified and diversified.

Before the emergence of sports betting companies in Sub-Saharan Africa, legal casinos intensified their operations to cement themselves as gambling hubs. Countries such as Malawi, the Democratic Republic of Congo, Angola, Uganda, Tanzania, Kenya, and South Africa, among others, have been leaders in terms of legalizing Casinos in Africa. The emergence of Western sports betting firms in Africa has changed the trajectory of this paradigm with the increased legalization of sports betting companies (Ssewanyana & Bitanhirwe, 2018). To put into context, even though the legalization of sports betting companies in Sub-Saharan Africa has been fueled by the need for more taxes and the creation of employment for the youths, its consequences, especially from the mental health perspective, have been underrated. In their systematic investigation, Ssewanyana and Bitanhirwe (2018) define sports betting and gambling addiction in Sub-Saharan Africa as a biopsychosocial disorder that features recurrent and persistent maladaptive patterns of sports betting behavior.

Ssewanyana and Bitanhirwe (2018) further acknowledge that in some parts of SSA, such as Nigeria, Kenya, and South Africa, there is an increased tendency for sports betting behavior among youths that is fueled by weak regulatory measures. Indeed, a recent survey examining 3,879 youths aged between 17-35 years from selected countries in SSA revealed that at least 54% of the youth have engaged in gambling and sports betting-related activities. The study further found out that Kenya has the highest number of youths who have previously engaged in sports betting or are currently involved in what this study terms as sports betting addiction, with about 76% of the study's findings affirming this conclusion. According to

Njoku (2021), the proliferation and rapid growth of sports betting in SSA has been fueled by the quest to alleviate the youth from economic hardships and end youth poverty that has become common in the region.

Many youths in SSA are sinking into poverty due to unemployment. Sports betting has emerged as an avenue through which they seek to resort and categorically upgrade their lives. This addiction has led to a decline in entrepreneurship and hard work among many SSA youth population. According to an empirical inquiry examined by Njoku et al. (2021), sports betting has increasingly emerged as the top venture in quick money-making skills. The youths in SSA perceive it as a sure way of becoming quick millionaires, thus proliferating sports betting addiction. In many African nations, including Kenya, sports betting has increasingly gained popularity and has become one of the most promising gambling businesses. Many youths are shunning work to engage in sports betting on a full-time basis every day. It is an instance that has become a problem in SSA. In another separate study contextualized in the Nigerian sports betting industry, Owonikoko (2020) argues that youth unemployment and poverty are the key motivations that trigger the increase of sports betting in SSA, leading to addiction, which often is a leading construct of youth engagement in crime and other violent behavioral practices.

2.4.11 The Past Research on Sports Betting Advocacy

There remains hardly any previous scholarship in Kenya that specifically targeted sports betting from the advocacy communication perspective. However, many global studies and inquiries have conceptualized advocacy communication from

diverse angles. According to an empirical investigation in the clinical sector by Dhillon et al. (2015), advocacy entails initiatives taken by an individual or a group of people with the goal of pursuing change in a certain environmental context, which will aid in improving the lives of people within that context.

Delfabbro and King (2021) conceptualized that recently, there has been an increased level of social media activism and advocacy in the domain of gambling studies and research. Much of these recent developments have focused on the lack of government efforts and initiatives to decrease gambling harm to gamblers. According to Delfabbro & King (2021), lack of funding, lack of transparency, and ignorance from the government have affected research in gambling studies. Thomas et al. (2016) focused their research on gambling advocacy to frame lessons in the alcohol and tobacco industry. Their findings suggested that the gambling sector tactics parallels the tactics used in the unhealthy commodity sector which draw users towards addiction. Built on semi-structured interviews with fifteen public health experts, their findings further suggested that the advocacy initiatives in the gambling industry are less developed compared to other sectors, such as the consumption of unhealthy products.

Conversely, Blaszczynski (2019) further argued that in the gambling industry, which has been legalized by many governments worldwide, tensions and challenges remain in regulating the industry because of competing interests from stakeholders and other interest groups. Blaszczynski (2019) conceptualized advocacy as any sustained effort to influence others to implement positive change.

In this study, the competing interest groups are the gambling company owners and the government. The gambling industry players are the industry operators who seek to reap revenues after extensive advertising and marketing of their products. On the other hand, the government is pushed by external pressure to try to control the industry, which often fails because of conflict of interest.

Pitt et al. (2017) further focused on unmasking the factors that influence Children's gambling behavior as a way of advocating against these vice from the health communication perspective. Pitt et al. (2017) also advocated that gambling behavior among children is a public health communication issue. Their study was based in Melbourne and focused on interviewing forty-eight children with persistent gambling behavior with the goal of framing the factors that influence their behavior in order to create advocacy strategies against the vice. Their findings suggested that children's gambling patterns were influenced by their friends, family, cultural values, and social media ads. The study thus confirmed a range of socialization factors that contribute to Children's gambling patterns, which cloud advocacy initiatives. From the Kenyan perspective, there is a scarcity of studies that focus on betting advocacy. The majority of the Kenyan studies have conceptualized betting from the lens of marketing, its psychology of addiction, trends, as well as effects, as evidenced by Makana (2017) when examining the trends and effects of the betting menace in Kenya.

2.4.12 The Impact of Advocacy Initiatives

Scholarship documents that advocacy has a huge impact on social transformation. According to Rivas et al. (2016), advocacy initiatives enable people in a given society to be heard because it enables them to voice their issues. The initiatives are instrumental because they attract the attention of the media, the policymakers, the politicians, and other key interest groups worldwide. Without advocacy initiatives, many marginalized people lack a spotlight that could have been used to improve their lives. According to Rivas et al. (2016), advocacy initiatives help to influence policies and laws. This is done directly, especially for public policies, which are often ignored. As people and communities advocate for issues, politicians and policymakers take notice and highly take the perspective of advocates in changing the prevailing policies. Depending on the outreach and success of advocacy efforts, influential people in society, such as philanthropists and celebrities, take notice and are likely to issue a public supportive statement regarding the issue under advocacy, which highly makes advocacy successful in achieving its objective (Rivas et al., 2016). Because of advocacy's perception as a form of democracy, advocacy initiatives bring people closer to a common goal of implementing social changes via meetings, social media mobilization, and protests, among others.

Jager et al. (2019) further document that advocacy initiatives lead to the education of society. From the gambling industry perspective, advocacy aids in pointing out the negative essence of gambling, which can change gamblers' perceptions and improve their quality of life. Education falls within this paradigm because, often,

people lack awareness of the negative elements of their practices unless an advocate comes into play. As argued by Sabatier and Weible (2019), advocacy initiatives also enable the people directly involved with advocacy efforts to be more conversant with advocacy issues and work toward social reforms.

2.5 Gaps

The literature provides a solid background and synthesis of the problem of sports betting in the current decade and the context of advocacy communication within the problem's paradigm. However, a serious gap within the literature is the fact that there is minimal research and scholarship in Kenya in general towards combatting sports betting addiction via advocacy. Advocacy communication has been theorized through the lens of creating social change from previous social injustices. Most advocacy efforts in Kenya through research and practice have been evident in advocating for gender issues, drug abuse, homelessness, domestic violence, health issues such as HIV/AIDS stigmatization, and in advocating for peaceful elections during polls (Bitanirwe et al., 2022). Previous scholars who have written about sports betting in the West, such as the study by Etuk et al. (2018), document that in the United States, sports betting is an activity for leisure to ensure that players enjoy themselves. It is a similar scenario in the UK, where sports betting is perceived as an activity for fun (Etuk et al., 2018). However, in Kenya and other Sub-Saharan countries, sports betting is motivated by the urge to win money and end the prevalent youth poverty (Bitanirwe et al., 2022), hence the addiction.

There is a pervasive tendency and tradition of sports betting in Kenya among the youth with misplaced priorities who have become addicted to the practice, challenging the motivation of betting as indicated by Western studies. The emergence of sports betting has created a perception among the youth that they have a chance of fighting and escaping from unemployment and generational poverty, which has furthered the tradition of sports betting. There is a lack of substantial research and efforts that specifically and officially point out the place of advocacy communication initiatives in combatting sports betting addiction among the youth population. The majority of organizations and the media are engaged in regulating gambling activities without addressing the key need to change people's attitudes toward sports betting. To this, there becomes a central gap in scholarship that demands further inquiry to examine advocacy communication's role in countering sports betting in Kenya.

2.6 Summary

Structured around social learning theory and the theoretical framework of ELM, the review of the existing body of literature has provided a gap in the knowledge regarding advocacy communication focused on countering sports betting in the Kenyan context. Generally, sports betting addiction remains a key pandemic in the country that is structured by the popularization of the practice in the mainstream media and the desire by Kenyan youths to escape from poverty by winning quick money. Currently, there is evidence of a lack of clear scholarship that focuses on advocacy towards combatting this practice among the Kenyan youths. With key

thematic concerns addressed in the literature, the overall purpose of the study is to fill this void by examining the role of advocacy communication in countering sports betting addiction, with Uasin Gishu as a case study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Fiske (2010) defines a research methodology as a means through which a researcher solves a research problem. As such, the research methodology not only details what was done and how it was done to solve the research problem, but also the rationale behind each action that was taken during the study (Collis & Hussey, 2014). In this study, the research methodology was very significant because it provided guidance regarding the structure that conducted the study (Fiske, 2010). It thus describes how information relevant to the problem was collected, why it was collected, how, and to what end in order to aid in answering the research questions.

3.2 Study Area

The study was conducted in UG County. This area was selected because it is not only a rising star in terms of urbanization but also because, in the last five years, it has been the leading county experiencing sports betting addiction (Apollo, 2022). According to Apollo (2022), UG County is among the leading counties in Kenya that have been dubbed as the hotbed of sports betting and gambling addiction. This instance drew the researcher's attention to examining how advocacy communication is utilized in countering the behavior. In a study funded by the *Kenya National Bureau of Statistics, Financial Sector Deepening Kenya*, and the *Central Bank of Kenya*, Uasin Gishu was among the top fifteen Kenyan counties

that had recorded a rise in sports betting addiction with 14%, which is above the nationally accepted average of 11% (Apollo, 2022). This trend thus triggered the researcher to contextualize the study within UG County. Despite the efforts to censor sports betting, UG County has seen an increase in the number of youths who are interested in sports betting and gambling (Cherono, 2018), with little attention given to the censorship. Therefore, this study area provided the best environment to examine the research problem and contribute to scholarship in communications research.

The study area was established by the Kenyan constitution of 2010 after a constitutional process by the government of Kenya that saw the need to have a devolved government. It is one of the forty-seven counties covering an area of 2,922 km². Headquartered in Eldoret Town, it is located in the former Rift Valley Province with a population of about 1,163,186 per the 2019 population census. Currently, the county is divided into six sub-counties, namely Turbo, Kesses, Moiben, Kapseret, Ainabkoi, and Soi. This is based on facts established by *Infotrak* in 2022. Geographically, the county lies between longitudes 34° 50' East and 35° 37' West and latitudes 0° 03' South and 0° 55' North.

The county's topography is higher towards the East and gently declines towards the western border. The average household size in the county is 3.8, indicating the swelling number of youths. According to *HURUmap Kenya*, in 2022, only 29.8% of the population has reached the secondary level or higher, implying that many people are uneducated. Lack of education implies easily falling for poverty traps

such as engaging in sports betting, hence calling for scholarship attention to correct the wrongs that have been done by sports betting.

3.3 Research Philosophical Paradigm

When developing a research methodology, one of the key significant steps is determining the research philosophical framework from which the research approach will be situated (Clarke et al., 2013). In research and academia, a research philosophy or paradigm refers to shared beliefs amongst a group of researchers on how to do research and what it implies for the overall research process (Ryan, 2018). Denzin and Lincoln (2009) further note that a research philosophy is more of a way of thinking that offers guidance on how research will be conducted based on specific principles. Based on this definition, this research was based on the interpretivist research paradigm.

Interpretivism research philosophy is based on the principle that the researcher performs a role in the social world, with the ability to construct reality (Collis & Hussey, 2014). Interpretive research philosophy is largely grounded on a naturalistic approach to data collection, which implies that the researcher has firsthand experience in gathering data. Ryan (2018) contends that as an approach in social sciences, interpretivism believes that understanding motivations, reasoning, and belief systems in a social situation is central to decoding the meaning out of data that has been collected over a given phenomenon. Based on this conceptualization, this philosophy enabled the researcher to interpret the research problem from multiple perspectives while at the same time contextualizing the field

to ‘feel’ the research problem. The researcher intended to be as realistic as possible in interaction with the research problem, hence adopting this philosophical paradigm, which enabled him to decode meanings out of the data and understand the research problem from its naturally occurring perspective.

3.4 Research Approach

A research approach refers to a detailed plan and procedure for conducting research that spans the assumptions of the study to the process of collecting, analyzing, and interpreting the data, which provides answers to the research problem (Collis & Hussey, 2014). A research approach is informed by specific philosophical assumptions that provide an angle and a map from which the researcher undertakes the study. To this, the current study utilized the qualitative research approach that was grounded on the research philosophy of interpretivism.

According to Collis & Hussey (2014), the qualitative research approach entails assembling and analyzing data that is non-numerical with the goal of understanding opinions and experiences so that one can get an in-depth insight regarding a given issue or concept. To Denzin & Lincoln (2009), qualitative research is a multi-method in lens and focus, involving a naturalistic and interpretive approach to its specific subject matter. This implies that qualitative researchers study and examine things in their natural settings with the objective of interpreting them and making sense of them from the perspective of the meanings that individuals bring to them.

Aspers and Corte (2019) claim that qualitative research is a term for a number of approaches that feature the collection of empirical materials such as personal experiences, case studies, introspective, life stories, observational, historical, interactional, or visual texts that attempt to describe problematic and routine moments and meanings in people's lives. With sports betting addiction being one of the most contemporary youth behaviors today that has become very tough to combat, the research utilized a qualitative research approach with the goal of gaining deeper insights into the problem from advocacy facilitators' personal experiences dealing with the issue.

3.5 Research Method

In terms of method, a case study was selected by the researcher, with a focus on Uasin Gishu as a specific case to gain a deeper understanding of complexities surrounding sports betting advocacy in its every day application within the county. Crowe et al. (2011) argued that a case study refers to a learning method in which the researcher explores a given problem within a given context, with the problem known as a case. The case study method is used to facilitate the exploration of a real-life issue within a given context by using diverse data sources (Crowe et al., 2011).

Crowe et al. (2011) further claim that a case study is useful because it allows a multifaceted, in-depth exploration of an issue in its real-life setting, which, in this sense, can be generalized to represent a larger segment. To Obuya & Ong'ondo (2020), a case study enables the researcher to gain multiple insights and

perspectives from diverse sources while focusing on a single unit study. To be more specific, Jwan & Ong'ondo (2011) argue that for small-scale research, an instrumental case study method is relevant because it draws insight into the prevailing issue or enables one to draw generalizations. Thus, the instrumental case study enabled the researcher to conduct an in-depth examination of advocacy employed by facilitators of civil society organizations from Uasin Gishu county with the goal of countering sports betting addiction among youths.

To this, the study was structured around sports betting addiction as a problem, with UG county from which the problem was contextualized to showcase sports betting addiction as a behavior among Kenyan youths. The case study method was selected because it enabled the researcher to explore, describe, and explain the problem in the context of its everyday occurrence. Sports betting is an ongoing behavior among the youths in Kenya. Examining advocacy initiatives within this behavior nationally would have required a longitudinal study, which falls outside the study's scope.

However, using a case study of UG County was ideal for the scope, which allowed the researcher to undertake an in-depth examination of the problem and underpin meanings and implications for scholarship and policymakers, which can then be applied nationally. This was a small-scale, county-level research to analyze a contemporary issue that fell within the bracket of a case study method by focusing on various advocacy activities from various facilitators representing various organizations in UG County as a single case with the goal of combatting sports

betting addiction. Consequently, the case study of UG County was ideal because of the increasing sports betting activities in the past 2 years, being dubbed as a hotbed of gambling by Apollo (2022).

3.6 Population and Sample

3.6.1 Target Population

Target population refers to the specific group of population that shares characteristics that make it ideal to collect data to answer the research questions for a given study. It is a group that the researcher is interested in carrying out the research or forming the basis for the research (Martirosyan et al., 2010). Kemboi (2016) clarifies that for social research to be effective, the target population must be narrowed down and that this target has common characteristics that bind them together. Kemboi (2016) further emphasizes that a population is an entire group of individuals in a given area or region or objects that share certain features from which the research is problematized. Based on this definition, the target population of this study was facilitators from selected civil organizations in UG County.

The initially selected organizations from which the facilitators were to be extracted were the Betting Control and Licensing Board (BCLB), Uasin Gishu County Civil Society Organizations Network (UGCCSON), Responsible Gambling Kenya (RGK), Gamhelp Kenya, and Responsible Gaming Federation of Kenya (RGFK). This bracketed target was selected because it represented the stakeholders and facilitators who are regulating and countering sports betting addiction in UG

County. It is a representation of the organizations that are directly handling issues related to gambling and advocacy in UG County.

The researcher targeted fifteen facilitators from these organizations who would act as respondents to the study. This target was largely made of professionals who had played the role of advocating against sports betting addiction in the county via various activities. Most importantly, this bracketed target was a mixture of both young professionals and older professionals. To narrow them down, checking their years of experience when working in sports betting advocacy-related activities was relevant as it justified that they were well-informed in their capacity to act as advocates and understood the industry inside out. It was believed that with their experience, they would present the key information needed.

As such, their shared characteristics included having at least 2 years of experience working in sports betting addiction advocacy, working for organizations that advocated against sports betting addiction, and demonstrating knowledge to understand aspects of sports betting addiction advocacy. Finally, the sample was made up of participants from different levels. There were senior facilitators, middle-level, and junior-level facilitators who had 2-3 years of experience in sports betting advocacy.

3.6.2 Sample Size and Sampling Procedures

Sampling is an important process in qualitative research because it enables the determination of a specific sample size that the researcher uses as a representation

of the entire population. According to Wairimu et al. (2016), it is very impractical and un-pragmatic to study an entire population. As such, sampling and sample size come into play to help carry out research that represents the given population because the selected sample size has a shared sample size. Lu & Gatua (2014) claim that a sampling technique allows researchers to infer data about a given population based on results from a subset of a population without having to investigate and examine every individual.

A sample size reduces the workload and cost of inquiry as compared to if a researcher had to assess every member of a given population. Sampling and sample size also make it easier to collect high-quality data. However, the selected sample size has to be balanced per Boddy (2016). Sampling and sample size determination aim at making statistical generalizations about a given set of populations. According to Boddy (2016), providing information about the sampling process adds authenticity and richness to the qualitative research process. This study was therefore guided by this principle of providing information of sampling to increase the richness of the research. Sampling was thus informed by the selected method of collecting the data that was qualitative, and the nature of the research problem that required a deep and in-depth interrogation in its everyday occurrence.

The study sample consisted of thirteen facilitators selected from five of the mentioned civil organizations in UG county via purposive sampling: BCLB, RGK, Gamhelp Kenya, UGCCSON, and RGFK. The organizations were determined by the principle of relevancy, which showed that they were in the best position to help

the researcher extract the facilitators who deal with advocacy issues regarding gambling and sports betting addiction, which would then aid in answering the research questions. According to Dworkin (2012), while there continue to be debates on the number of respondents for interviews in qualitative research, any statistical figure between 5 to 50 individuals is adequate for inquiry when using interviews, hence justifying why thirteen facilitators were ideal.

According to Mwawuda (2013), Perry et al. (2014), and Dida et al. (2020), non-probability sampling utilizes non-random criteria such as expert knowledge of the individuals that will participate in the study, availability or geographical proximity to sample out the participants for inquiry. While there are many methods of non-probability sampling, Nyoike (2019) contends that purposive sampling tends to be effective for many studies relying on a qualitative approach. Therefore, using purposive sampling anchored on the individuals' years of experience working in gambling advocacy as well as their expert knowledge on the subject, thirteen facilitators were selected as advocated by Dworkin (2012) when conceptualizing the right figure for carrying out interviews in social research.

According to Howell et al. (2020), purposive sampling is a technique where the researcher relies on their subjective judgment on who to participate in the research. The researcher decides the participants of the research via their unique judgment. Therefore, the non-probability purposive sampling method was very central to the study because it aided the researcher in selecting the facilitators who were not well informed on the subject matter but also relevant enough in terms of professional

experience to represent the best interests of the research. Each organization had either two or three facilitators who had met the maximum criteria for selection, with the majority showcasing either limited experience in sports betting addiction advocacy in the county or a lack of expertise in handling advocacy.

Table 1 shows a summary of the facilitators per each organization.

Table 1

Organization	Number of Facilitators Selected	Assigned Code Names for facilitators
BCLB	2	R1,R2
RGFK	2	R3,and R5
Gamhelp Kenya	3	R4, R6 and R7
RGK	3	R8,R9 and R10
UGCCSON	3	R11,R12 and R13

Key	
BCLB	Betting Control and Licensing Board
RGFK	Responsible Gaming Federation of Kenya
RGK	Responsible Gambling Kenya
UGCCSON	Uasin Gishu County Civil Society Organization's Network

(Researcher, 2023)

3.7 Pilot Study

Omito and Kembo (2022) contend that a pilot study is the process of conducting a preliminary study on a small scale to identify any problems with the research instruments. As per Majid et al.'s (2017) elaboration on the concept of conducting a pilot study, it helps in identifying defects, errors, and uncertainties when

measuring variables. In case errors arise during the pilot study, they are likely to emerge during the actual data collection phase. A pilot study, therefore, offers a deeper insight into the research instrument and enables the researcher to improve it so that once the actual research begins, no errors in the instrument are experienced. According to Majid et al. (2017), piloting interviews in qualitative research is important as it underpins the improvisation of the major study. Based on this, piloting was done in several phases.

The researcher first created twenty-five interview questions guided by the three research questions. The second step involved presenting the questions to an expert for review. The expert was an experienced qualitative researcher from the county who reviewed all 25 questions and observed that some questions were ambiguous while others were too general or repetitive. The goal of presenting all 25 questions to the expert was to ensure that all the questions met the research aim and were relevant enough to answer the research questions. The independent researcher made recommendations to correct the redundancies and overgeneralizations.

After modification, the researcher then liaised with BCLB and *Gamhelp Kenya* from the region of Soi sub-county's headquarters in Eldoret Town because it is also one of the leading sub-counties in UG where sports betting addiction among the youths is leading per reports published by Apollo (2022) of *Nation Africa* to test the questions. One representative from BCLB and two from *Gamhelp Kenya* were used to test the interview questions using probes to seek participant views regarding areas that required further clarification. The participants were selected purposively

because they shared common characteristics in terms of confronting the research problem.

It is worth noting that since this was a pilot test merely testing the efficacy of the research instrument, selected participants in the pilot were those who had less than two years of experience, compared to the actual participants who had at least 2 years of experience. For each question, the researcher had a printout and made short keynotes, which aided in revising and developing a shorter version of the final questions on the interview guide, which became central in conducting the final study. The exercise was done in 2 days frame from December 16th, 2022-December 18th, 2022.

3.8 Data Generation Technique

A research instrument is one of the most important research tools in generating data for qualitative and quantitative research. Bastos et al. (2014) define a research instrument as a tool that is constructed for use in collecting, measuring, and analyzing data related to research. According to Bastos et al. (2014), having a research instrument in qualitative research is important because it enables the researcher to generate data that is used in examining and answering the research questions. Based on this conceptualization, in-depth semi-structured interviews were conducted with open-ended questions set in the interview guide to act as the research instrument that the researcher used for data generation purposes.

Obuya & Ong'ondo (2020) uses Litchman (2014) to put forward that individual in-depth interviewing is a term that describes methods that allow a researcher to engage in a conversation with a research participant to inform the study. The questions were open-ended because the researcher wanted to gain deeper insight and personal experience in understanding the research problem. The interview questions were grouped into four sections. The first section was a preliminary section that dealt with preliminary questions in relation to the research problem. The other sections were divided per the three research questions, with the researcher targeting each section to provide answers to each research objective. Overall, fifteen interview questions were used as a guide to conduct the study.

Even though the qualitative research method has various methods, interviews are ideal for research because they offer room for extensive research and allow an in-depth understanding of the subject under inquiry. They are oral interactions, either face-to-face or via the telephone, that enable the researcher to engage directly with respondents to unearth data (Peters & Halcomb, 2015). Peters & Halcomb (2015) further elaborate that interviews are a direct process in which the researcher immerses themselves in the field to understand a given people's perspective, unmask past experiences, understand insights and opinions, and offer descriptions for occurred or occurring experiences that are normally hard to observe. Because of this deep connection with the research problem in context and the fact that the experts and facilitators of advocacy were directly dealing with the research problem, the researcher utilized interviews as a data generation technique to obtain very rich, quality, and personal data. Even though interviews are time-consuming,

they enabled the researcher to understand the research problem from the perspective of the advocates who had been confronting the problem while at the same time avoiding common biases that tend to be evident in other qualitative research methods such as observations and ethnographic studies. Where there needed clarification, the researcher used to probe to trigger it from the response.

The interviews were conducted in January 2023. During the process of inquiry, the researcher interviewed each participant individually, going from one organization to the next. Interviews were scheduled and confirmed for appointment via telephone calls as well as physical visits to the individual facilitators. However, because the nature of the research topic was quite sensitive, especially for facilitators from the government agencies, their interviews were conducted at the places of their convenience, face-to-face, using a semi-structured approach. During the process of inquiry, the researcher utilized the principle of saturation to determine a transition to the next level or set of questions.

As put forward by Nelson (2017), a point of saturation is achieved in qualitative research when the researcher notices that the participant begins repeating the same things that they have said earlier. According to Mwita (2022), saturation occurs when no new themes and opinions begin emerging during the process of inquiry in qualitative studies. As such, the researcher used this model to transition from one question to the next, allowing each participant to fully explore the asked question until it reached a point where the researcher felt that no new information was

forthcoming from the participant, but a rather a reiteration of what had already been discussed earlier.

At the same time, the interviews were very confidential after the researcher established that cartels in Kenya's political industry controlled the sports betting industry. It was a sensitive session that required confidentiality and without interruptions. The interview guide became an important framework for the interview since it set the tone for the order and context of which the sessions followed. There was no time limit for each session. On average, each session lasted for twenty-five minutes. It was respondent-centered, with the researcher allowing each respondent to discuss and answer each question adequately before moving to the next question until the four sessions were completed.

Merely the interview guide was a general framework that touched on key thematic concerns of the research, with respondents being allowed to take over as per Yin (2014), who argues that the researcher should stick to their line of inquiry during interviews while at the same probing questions in an unbiased manner. It explains why the questions were open-ended. It was a tactic that the researcher used to motivate them to continue exploring the various thematic concerns of the research problem, as highlighted through the various interview questions. However, the moment the researcher felt that a respondent was likely going outside the scope of the research questions, probing would be utilized adequately and politely to bring the inquiry back under control.

In terms of language, the interview was carried out in English, with special reference to the interview questions. However, in some instances, the respondents would integrate Kiswahili and bits of sheng in their responses and discussions because the majority of the facilitators were also within the bracket of the youth, of which the researcher would also contribute where relevant in Kiswahili to contextualize him with the respondent's discourse. The researcher believed that to get the best out of every respondent, making them comfortable and feel at ease was central, hence occasionally allowing the respondent-led discourse in responding to key thematic concerns of the Interview questions. This is also in line with Yin (2014), who notes that using non-threatening questions and a friendly atmosphere is important during interviews.

Because of the sensitivity of the research problem and the fact that respondents/facilitators were concerned about the kind of policy and political attention it might drawback to them, their names were not mentioned during the interview. Codes were assigned instead of their names for data generation purposes, as indicated in Table 1 . Therefore, the main purpose of using semi-structured interviews as an instrument was for the researcher to get an in-depth understanding of the research problem and understand the various experiences of advocacy communication targeting sports betting as a social vice.

During the interviews, document analysis was also incorporated where relevant to supplement and enrich the data. According to Bowen (2009), document analysis is the process of interrogating, examining, and interpreting relevant documents in

research to draw conclusions. Morgan (2022) notes that document analysis is a qualitative method that can be used to analyze electronic or even printed documents. Bowen (2009) observes that documents that can be analyzed include newspapers, magazines, letters, public documents, printouts, billboards, court files/cases, personal documents, or even visual documents. According to Foster et al. (2024), document analysis can be used to enrich qualitative data by supporting another data collection method. Based on this, the researcher analyzed some of the messages that were used during advocacy communication against sports betting, posters, billboards, and relevant documents such as previous presentations made during advocacy activities such as youth camps, as well as gaming act laws. Overall, the 9 most relevant documents across the organizations were analyzed. It was worth noting that these documents were presented after each interview where relevant upon the researcher's request to shed light on the status of advocacy communication against sports betting addiction in UG County. This was also in support of the instrumental case study method, as argued by Obuya & Ong'ondo (2020), that multiple data sources are relevant to conceptualize and understand a problem within a given case.

3.9 Data Analysis

Data analysis entails a summary of the findings and their interpretation via analytical and logical reasoning to underpin how the data answers the research question (Sutton & Austin, 2015). Sutton and Austin (2015) further note that data analysis is the systematic application of logical or statistical techniques to illustrate,

describe, condense, and evaluate a given set of data. Based on this conceptualization, the collected was analyzed using thematic analysis. As argued by Chesang et al. (2017), thematic analysis involves assessing for common themes in a given set of data to underpin their patterns of occurrence and commonness.

Jwan & Ong'ondo (2011) also add that thematic analysis is one of the most consistent and common techniques for analyzing qualitative data. The analyzed data was based on the electronic record of the same data that had been recorded after the participant's approval during the interview sessions and the short notes of the key points observed during the interview sessions. The data analyzed was further based on the fifteen questions in the interview guide that were asked of the thirteen participants. Data was therefore analyzed via thematic analysis, whereby it began by transcribing and putting it into the record in MS Excel spreadsheets with the assigned code for each participant being used to identify the themes from the individual participants. Using the assigned codes of the respondents, all data was grouped per theme identified in each interview question to answer the research questions to assess the themes that were converging or appeared more than once. The choice of thematic analysis was further informed by Bailey (2008) and Klenke (2008), who agree that qualitative data analysis aims to capture the rich experiences of individuals per their terms and entails organizing data non-numerically to foreground themes, patterns, and qualities inherent in field notes, interviews, and transcripts.

Data analysis was then conducted using the six stages of transcription, as clarified by Bailey (2008). Obuya & Ong'ondo (2020) also argue through the lens of Braun & Clarke (2006) that thematic analysis as a process begins when the researcher starts noticing or searching for patterns in the data that are of interest to the key research questions within the recorded data. Data analysis thus adopted the six systematic phases as recommended by Obuya & Ong'ondo (2020) for analyzing qualitative data that is specifically gathered using semi-structured interviews.

These stages are transcription, familiarization, generation of initial codes, searching for relevant themes, definition and naming of themes, and report production (Obuya & Ong'ondo, 2020). Consequently, content analysis was used to analyze the data collected from the analyzed documents and merged with the interview data where relevant. A content matrix table was used to frame emerging patterns that were converted to common themes prior to the final thematic analysis, as indicated in Table 2. Table 2 shows the summary of the thematic data analysis adopted.

Table 2

Thematic Analysis Process

Phase	Process
1. Transcription	The recorded data after the interviews was transcribed from one to participant to the next until the interviews were in verbatim. To avoid confusion, the researcher assigned codes of the participants instead of using their names; R1 for respondent 1 to R13 for respondent 13. They were used during the transcription process to differentiate one verbatim to the next.
2. Familiarization	After transcription, the researcher read through the transcribed data and compared by the recorded data to ensure that everything that was transcribed reflected the

	views of the individual participants. Further, during the process, unnecessary repetitions were removed from the document.
3. Generation of Initial Codes	The entire data was re-read by the researcher to ensure accuracy as well as contextualize himself with the data itself and understand it. This process also purposed to ensure that the researcher could be able to begin searching for patterns and categorically begun assigning the initial codes using identified labels. Here, Microsoft Excel was central in making the groups of codes within the data that were being identified. To avoid confusion, an excel worksheet was utilized where each code was positioned against the name of the assigned code of each participant such that from R1-R13, there were codes assigned to places where there appeared to a common pattern or theme in the data.
4. Theme Searching	Once the initial code was finished, the researcher grouped all the common codes together to frame the probable themes. Redundancies in codes were removed during this stage. The themes were then re-evaluated and refined to ensure that each theme was unique.
5. Theme Naming and Definition	Once all the themes had been searched, they were named and defined; guided by the three major research questions. The themes were defined based on how they were operationalized within the research process, with sub-themes also being generated under each major theme. In the excel worksheet, the identified excel worksheets were utilized where the final themes were also reflected against each research question and participant, and further refined to ensure that each theme and sub-theme was unique to avoid unnecessary necessary repetition. A total of four major themes, and twelve sub-themes were identified to aid the process of analyzing and presenting the data.
6. Report Production	The last phase begun after the process of determining the final themes. It entailed a deeper analysis of the themes and creation of a write-up that would be relevant for readers.

(Researcher, 2023)

The use of Microsoft Excel spreadsheet as software for data analysis was informed by Yin (2014), who argued that most qualitative data analysis software is menu-driven and created in a way that allows self-instruction. They aid in data transcription and facilitate diverse strategies in terms of sorting, planning,

classifying, or even generating data reports. For this, the spreadsheet was excellent for sorting, classifying, and generating themes for easier patterning. Therefore, once the thematic analysis was finalized with the last phase of producing a data analysis report, as per Obuya & Ong'ondo (2020), the researcher was positioned to present the data in the most meaningful way possible.

3.10 Ethical Considerations

The research was conducted in an ethical manner that meets the standards of scientific research. To ascertain this, the researcher obtained a research letter permit from the Department of Publishing, Journalism, and Communication under the authority of the Chair of the Department at Moi University (see Appendix VI). The researcher then proceeded to obtain a research permit from the National Commission for Science, Technology, & Innovation (NACOSTI) (see Appendix VII). The final research permit was obtained from the UG county headquarters, which gave the researcher the authority to conduct the research within UG County (see Appendix VIII).

These processes were conversant with what Ndebele et al. (2014) term social research as being scientific. According to Ndebele et al. (2014), ethics in research is important because it promotes the aims of the research and ensures that the research process remains as truthful as possible without errors or bias, thus meeting the governing goals of academic research. This was the governing philosophy behind the researcher's commitment to obtaining the research permits and undertaking other relevant ethical considerations to the study.

Conversely, the researcher explained the aim of the study to each participant, taking time to explain the purpose of the study, its significance, key objectives, and the scope of the research. The goal was to ensure that before proceeding to the next step, the participants were fully aware of what they were getting into effortlessly. The researcher then presented the signed research permits from NACOSTI, Moi University, and UG County. Once the participants were satisfied with these requirements, the researcher presented a consent form to each participant and allowed them time to read through and understand it before signing. The goal here was to ensure that the participants understood their role in the research before volunteering to do anything. The researcher then explained to the participants that it was within their rights to volunteer for the research without being forced to say anything that they were not willing to.

The researcher further informed the participants that they were free to pull out of the research at any stage during data collection if they developed a change of heart towards the process. Because of the sensitiveness of the topic of study, no personal data such as names or Identification numbers were collected. Before the actual interviews, the researcher also guaranteed to keep each participant confidential because participants believed that the research problem was an issue controlled by political cartels; hence, it might have posed a threat to them, especially the participants from the selected government agencies. At this point, the researcher assured participants that the information given would be for academic purposes only and would be kept confidential.

Because no personal information was given, the researcher saved the recorded interviews using codes for identification purposes during data analysis. This ensured participant confidentiality. The use of participants from both government institutions and Non-Governmental Organizations was to ensure that there was no bias whatsoever in data collection, an instance that aided in ensuring that the interviews were as objective as possible. Finally, the study did not pose any threat to the participants. Once the data was collected, the researcher ensured that it was kept safely in a private flash drive.

3.11 Trustworthiness of the Research

Qualitative research is grounded on the paradigm of ensuring trustworthiness. For research to be accepted as trustworthy, Nowell et al. (2017) claim that qualitative researchers must prove that the data analysis process has been conducted precisely, consistently, and exhaustively via recording, systematizing, and disclosing the methods and techniques in detail to enable reviewers, readers, and scholars determine whether the research was credible, transferable and achieved confirmability. The researcher, therefore, anchored the research on the techniques of credibility, confirmability, and transferability to achieve trustworthiness.

3.11.1 Credibility

Korstjens and Moser (2018) contend that credibility in qualitative research design refers to the confidence that can be placed in the truth of the findings of given research. Credibility is used to determine whether the findings of research represent

the plausible information extracted from the research participants' original data and whether it is a correct interpretation of the participant's original views. According to Korstjens and Moser (2018), credibility is concerned with the value of truth in research. To achieve credibility, the researcher used triangulation and member checking, as asserted by Korstjens and Moser (2018).

The method of triangulation that was used was data source triangulation. The method entails using multiple data sources at different times, in different persons and spaces. Person implies collecting data from different levels of people on the same phenomenon. This method ensures consistency and credibility (Korstjens & Moser, 2018). To achieve this, the researcher used the same interview questions for all participants but interviewed them at different times of the day based on when an appointment had been made. Also, all the participants were from different levels; there were senior civil servants and junior officers, with others having more experience dealing with advocacy than others. Overall, they gave different results and opinions regarding the research questions governing the study.

The second method of credibility to be used was member checking. It entails the researcher liaising back with the participant during data analysis to confirm that the interpretation represents the original views of the participant (Korstjens & Moser, 2018). During the development of initial drafts of data analysis, the researcher liaised with each participant with a summary of their views and how it had been interpreted to aid in confirming the researcher's interpretations. This step was very

important because the participant's confirmation increased the research's credibility.

3.11.2 Transferability

According to Korstjens and Moser (2018), transferability is a concept that refers to a scenario where the findings of the study can be applied beyond the study's current scope. It implies findings that can be generalized and applied to other contexts within the environment of the study. Muthuri et al. (2021) further elaborate that to increase transferability, the researcher must consider the contextual boundaries and the extent to which the participants are close to the area under study. Muthuri et al. (2021) terms transferability as the principle of generalizing the research implications within a larger environment that falls within the research context of the study.

To achieve this, the researcher ensured that the interviewed facilitators were only from Uasin Gishu County because they are the ones who have been dealing with the research problem daily and continue to connect with the youths of the county. It further justifies why purposive sampling was used in selecting the participants. The researcher wanted to use only facilitators who understood the problem well from the perspective of Uasin Gishu County perspective.

3.11.3 Confirmability

In qualitative research design, confirmability refers to the extent to which other scholars and researchers can confirm research findings. Confirmability aims to

ensure that the findings and interpretation of the research are not fictional but instead a true and objective reflection of actual data collected (Korstjens & Moser, 2018). In another conceptualization by Holmes (2020), confirmability in qualitative research design refers to the degree to which research is free from both internal and external influences that stem from other people, organizations, or the researchers themselves. Nevertheless, Holmes (2020) argues that masters and Ph.D. researchers influence the process sometimes and terms the influence as positionality of the research in social research.

To achieve confirmability, the researcher was very systematic during the phases of data collection through analysis. A solid description of the processes involved was well documented by the researcher, with the respondent codes being assigned alongside the organization from which the participant was from. This ensured accuracy and transparency, with the researcher liaising with the respondents during data analysis for more clarity and presentation of the summarized data and interpretation to confirm that it was an accurate representation of the participant insights. Overall, the researcher provided a systematic audit trail that clarified each step of research from the beginning of data collection to the end of data analysis.

3.12 Summary

The chapter has provided a detailed description of the research methodology that was used in collecting and generating data for answering the research questions. Overall, the research was informed by the interpretivism research paradigm that supports the naturalistic view of collecting data or interacting with the research

problem. Anchored on a qualitative research approach, an instrumental case study method was deployed whereby open-ended interviews and document analysis were methods used to collect data of 13 participants that had been purposefully selected from five organizations that are engaged in advocacy against sports betting addiction in UG county. Data was recorded, and analyzed thematically as well as content analysis for the documents that were reviewed. The research process was conducted per the established ethical standards, and as guided by not only the research permits, but by also the principle of trustworthiness of research in qualitative studies.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

The chapter focuses on presenting the findings of the data that was generated from the three research questions. The researcher also presents two preliminary questions followed by the three research questions, which were: (a) How is advocacy communication against sports betting addiction among the youth conducted in Uasin Gishu County? (b) How effective is advocacy communication in countering sports betting addiction among the youth in Uasin Gishu County? (c) What opportunities exist for advocacy communication against sports betting among youths in Uasin Gishu County?

4.2 Preliminary Questions

As outlined in the problem statement in chapter one, the problem of sports betting was outlined as existing in UG County. The facilitators and representatives of organizations aiding in countering sports betting among the youth had their views sought regarding their experience, as well as acknowledgment of their views regarding the current status of the problem in the county. This section was guided by two major sections: (a) Facilitators' views on the problem of sports betting in the county and (b) their level of experience dealing with the problem. The latter was a necessity so that the researcher would have a guarantee that the respondents had

adequate experience dealing with the problem, thus providing them with adequate knowledge for informing the study.

4.2.1 Facilitators' Views on the Problem of Sports Betting in Uasin Gishu County

Individual facilitators were interrogated at the beginning of the interviews to offer their views and insights regarding the problem of sports betting addiction in Uasin Gishu County. From the feedback, it was observed that the problem indeed existed, with many youths having been swallowed in the web of sports betting addiction. While a few of the respondents noted a decline, the majority of the feedback pointed towards a convergent point: sports betting addiction was indeed a problem among the youths in the county. Below is some of the feedback that was received regarding the facilitators' insights;

“I think its average. We have responsible gamblers. My only worry is school children who have been attracted to this industry. Compared to other counties, we are better of” (R2).

“...it is that bad. *Tumeongea na kuongea*, but the fact is betting *imekua shida tupu*. The county is similar to many other counties that have seen an increased number of betting. *Kwanza* everytime *mtu akishinda* jackpot, it becomes worse” (R11).

“...sports' betting has been normalized in the county and it is very sad. What makes me feel bad is that majority of the youths feel that they will get rich. I know these quick schemes. I was very happy when the Betin shop along Uganda road collapsed. It was one of those things that college students and other youths wasted their time and money betting So yeah, this problem is real *na hakuna chenye serikali imefanya sana kusaidia...*” (R5).

“...si mbaya sana. *Apa*, we advocate for the rights of consumers in the gambling sector. However, we are keen to ensure they do it

responsibly. In Uasin Gishu, *watu wanabet* but I can't say *wote wako* responsible. *Pia kuna shida apa na pale...*" (R10).

Thus, from the feedback received in the form of data analyzed, it became obvious that the sports betting menace was a big issue in Uasin Gishu County. It aligns with Murimi (2022), whose survey report outlined Uasin Gishu among the Kenyan counties that are leading in sports betting activities amongst the youth population.

4.2.2 Experience Working in the Betting Advocacy Sector

During the interviews, the researcher inquired about the number of years that the facilitators had been working in advocacy-related functions in their specific organizations toward combating sports betting addiction. This interrogation was guided by the fact that the researcher needed insights and information from experienced individuals who had the ability to understand the sports betting industry and provide insightful and objective information for framing solutions.

Based on the research findings, the majority of the facilitators were well-experienced in working in advocacy related to functions in the industry, with nine out of thirteen having worked for at least three years and above. They were well-versed in advocacy-related matters in terms of gambling addiction. Only four had worked for two years or less in advocacy-related functions in the sports betting sector. Specifically, R1 worked in the betting-related functions at *BCLB Eldoret* for 17 years. R2 had worked for 2 years, R3 for 5 years, R4 for 3 years, R5 for 2 years, R6 for 1 year, R7 for 2 years, and R8 for 3 years. Consequently, R9 had worked for 3 years, R10 for 5 years, R11 for 4 years, R12 for 6 years, and R13 for 3 years and

a few months. Some of their insights, when probed for this question, were as follows;

“...since 2005 when first sport betting firms were licensed by BCLB. Previously sporting betting was restricted to horse racing in Kenya...” (R1).

“...this is my fourth year at *Responsible Gambling* and 7th year in the industry. I started in Nairobi slums before getting an opportunity to work here four years ago...” (R8).

Therefore, these findings suggested that the respondents were qualified and well-informed enough to contribute to the research by answering the research questions.

4.3 How Advocacy is Conducted to Counter Sports Betting Addiction

The first research question sought how institutions and civil society organizations conduct advocacy communication in UG County to counter sports betting addiction among the youth. The researcher vastly explored this research question guided by two specific questions: the key advocacy methods utilized and how the initiatives are being used to counter sports betting addiction in the county.

4.3.1 Key Advocacy Methods

From the review of the study’s literature, the researcher observed that many methods are used for advocacy purposes. For this reason, the researcher wanted to find the specific methods that are used to counter sports betting in UG County. During the interviews, it became evident that the facilitators of sports betting advocacy in UG County were conversant with many methods used in advocacy. The researcher also used this framework to determine the extent to which the

methods yielded any positive influence on the research. Findings suggested that advocacy campaigns, whether online or offline, were the most common advocacy communication initiative used to counter sports betting addiction among the youth. Indeed, all facilitators mentioned that campaigns were their key initiative in changing the perception of sports betting and helping the youth to stop their betting behavior.

The findings suggested that the goal of the campaigns was not only to create awareness against sports betting but also to network, educate, and bring attention to the youth regarding sports betting as a negative vice. This observation aligns with DiRusso et al. (2022), who argue that advocacy campaigns are excellent because they raise awareness about an issue and change behaviors and attitudes about certain issues and habits. According to Pacheco-Vega & Murdie (2021), campaigns can lead to a change in legislation, leading to a better behavioral norm. It is an aspect that the researcher noted from the high intensity of campaign mentions as an initiative used by all the facilitators. Indeed, some of the views were as follows;

“...we are using campaign posters which if you are careful in major centers, you will come across one. Also, we sponsor youth events such as competitions and seminars where we try to guide and advise them...” (R3).

“...we are using awareness campaigns in the mainstream media. *Pia*, we rely on school based and community-based education programs to educate young people against betting...” (R12).

At the same time, direct communication also emerged as a major method the facilitators used to advocate against sports betting among the youth. During the

interviews, the researcher noted that the majority of the facilitators were using organized sessions and meetings to talk directly to the youth and persuade them against it. These were mainly the monthly organized youth camps, seminars, or assemblage of the youth during village events. It indicated that most of them were aware of the impact of face-to-face direct communication, which Dohen et al. (2010) argue is a powerful weapon for advocacy because it ensures a clear and persuasive message is transmitted. The findings thus suggested that direct communication through meetings and youth camps was a central advocacy initiative in UG County. Some of the insights are as follows;

“...we have relied so much on awareness campaigns through networking. We also communicate directly with the youth, especially when we meet in groups. *Tunatarget* form 4 leavers and college students because *apo ndio* kina addiction *sana...*” (R4).

“...at *Gamhelp*, we have basically relied on Youth camps as an initiative of creating awareness. We work with local leaders to assemble youths in a selected ward or location and educate them regarding stopping the betting behavior. We also use influential people in the county such as MCAs and chiefs to spread the word at local level. For colleges, we use student leaders...” (R5).

Other notable aspects that emerged from the interviews included the use of youth events for advocacy; events organized specifically to help youth counter sports betting addiction, the use of billboards in major urban centers, and the taxation of betting activities to limit them. The latter was an initiative by *BCLB* with the aim of regulation. Overall, the findings suggested that the facilitators were aware of the effective advocacy initiatives to aid in combating sports betting in the county.

4.3.2 Manner of Use of the Advocacy Methods

The views of the facilitators were sought regarding the mentioned advocacy communication methods with the view of unmasking how the latter were being used to counter sports betting addiction successfully. By answering the question of “how,” the researcher believed that it would probe the key aspect of whether the initiatives were being used in the right manner to counter sports betting addiction among the youths in the county. Findings from the interviews suggested that the majority of the respondents were using the initiatives to frame persuasive messages that would fight sports betting behavior among the youth. Evidence from the interviews suggested that the tactic that was common across all the facilitators was using messages that portrayed sports betting as a negative behavior that was going to destroy their lives. Conversely, the findings suggested that to make the methods more effective, the facilitators were working with influential people and local public figures both online and offline to create influence and campaign against sports betting across the county. Thematic analysis from verbatim comments is reflected as follows to some of the selected responses;

“...basically, we try to point out the negative aspects of sports betting. Sometimes, we use cases in the mainstream media and attempt to tell them that sports betting will lead them to their downfall. *Pia, tunajaribu kuwapea options kama* saving the money instead or creating merry-go-round schemes instead of wasting money in betting...” (R6).

“...our campaigns focus on creating awareness and education. We believe that many youths doing betting have no idea *ama wako* influenced *na* peer pressure. We try to launch awareness campaigns to enlighten many people as possible...” (R13).

“...In our education and awareness programs, we work in teams, providing civic education and pointing out the negative effects

associated with betting. We attempt to bring to light *vitu kama* committing crimes, dropping out of school, stress or crumbling businesses as effects. We show them that there are a lot of things *wanaeza fanya* without having to rely on betting...” (R10).

From the observations made in the findings, it was evident that most facilitators were relying on creating a negative perception of sports betting as a tactic of influence via the identified advocacy initiatives. However, the researcher also noted that the majority of the facilitators knew how to use the methods in creating influence towards countering sports betting addiction among the youth. From the findings, it can be argued that the methods were underutilized since most relied only on one tactic to counter sports betting addiction in UG County.

4.4 Effectiveness of Advocacy Communication Against Sports Betting Addiction

The study's second question sought to determine the effectiveness of advocacy communication initiatives deployed by facilitators when conducting advocacy against sports betting addiction in UG County. The researcher's aim was to frame how effective the initiatives were and categorically unmask any potential barriers that could have been making it hard for advocacy to be effective in combating sports betting addiction in UG County.

To uncover these dimensions, the researcher vastly explored this area using various subtopics, including whether the facilitators and other organizations were doing enough to counter sports betting, the hindrances that the facilitators experienced during advocacy, whether the youths understood the messages of advocacy against

sports betting in UG County, how frequent the advocacy methods were utilized and how the facilitators were combating the culture of mainstream media popularization of sports betting addiction. These thematic concerns are discussed below;

4.4.1 Adequacy of Advocacy against Sports Betting Addiction

The first aspect that was examined was whether the facilitators and other related organizations were doing enough to counter sports betting addiction in UG County. The researcher was concerned about getting the facilitator's insights on this matter to be able to determine whether the current advocacy efforts were adequate or whether the facilitator's experiences were yielding limited impact in terms of advocacy against sports betting addiction among the youths. It was one good way of establishing how effective advocacy communication was against sports betting addiction in UG County. Indeed, advocacy against the research problem would only be effective if it was established that the current efforts were adequate and enough.

During the interviewing process, it became evident that a section of the organizations and facilitators were doing enough in terms of efforts and initiatives to counter sports betting addiction in UG County. However, it also emerged that a larger section of the facilitators believed that their organizations and other facilitators were not doing enough to end the problem. This indicated that advocacy communication against sports betting addiction was not as effective as it should. The majority of those who believed in this argued that if enough advocacy were being done, then there would be positive results in terms of a reduction of the statistics of youth gamblers in sports betting. Unfortunately, it was not happening,

as is evident from recent research by *Nation Africa* that framed UG County as among the counties where sports betting was increasing. Some of the verbatim comments to showcase their opinions are as follows;

“...not really. If we were, do you think *tungekua tunaongelea hii* story? I think most organizations are disadvantaged in terms of national policy and inafanya we take our jobs for granted...” (R9).

“...yes, we are compared to when I joined the organization, people who are aware of betting have increased. I am sure we have made an impact . *Watu wameanza kuchoka...*” (R10).

“...no. As I mentioned, I have only been around for 3 years. But I think there is a lot that needs to be done. If we were doing right, then this would not have been a problem. But I think the problem lies in the kind of resources. For us, we have limited resources to promote our agenda...” (R5).

“...no. I don’t think so. I tell you in deep secrecy that the kind of taxes we are getting from betting is the reason it is a menace. We are the creators of this problem and some are issues are too powerful for me. How do you tell your boss to stop betting addiction in the county when it is contributing billions to the treasury?” (R3).

“I entirely cannot be certain of this. But I can only speak for my organization. We are trying. *Bado tunajaribu*, but *kuna kazi bado...*” (R8).

From these findings, it was evident that only a little is being done in UG County to counter sports betting addiction among the youths. It further emerged that the problem was also from the inside because certain stakeholders in the government were using sports betting as a cash cow, hence becoming very challenging to counter the behavior across the county. The issue of policy and taxation was also framed as a factor that made it hard for facilitators to adequately counter sports betting because with the betting industry contributing huge taxes to the government, it was operating freely and effortlessly, with policymakers having a conflict of

interest with the issue. While there was some positive feedback, the fact that negative feedback dominated this inquiry implied a need for re-evaluation. What was being done was not enough to successfully counter sports betting in UG County, hence making current advocacy communication efforts ineffective.

4.4.2 Hindrances of Advocacy Communication Effectiveness

After establishing that advocacy communication was not as effective as it should be in combating sports betting addiction among the youth, it was important to probe what was hindering its effectiveness during advocacy activities. As such, challenges emerged as key to reducing the impact of advocacy communication during its various exercises. Resistance from the youth emerged as a serious challenge many facilitators faced during their advocacy activities. A section of the facilitators acknowledged and admitted that many youths were adamant and reluctant to accept change even though they were trying hence making advocacy ineffective. Under this, it emerged that many youths were obsessed with the idea of gambling, especially after witnessing news from the mainstream media of young people winning millions in the form of jackpots. Some of the insights were as follows;

“...resistance from the youths. It is not easy to persuade someone. In some of our posters’ campaigns, we found that *zimeraruliwa au kuekwa* alama ya X in red. I think this is the biggest challenge...” (R8).

“...getting the message home has been a challenge. In most cases that *nmencounter*, most people are obsessed with betting...” (R10).

However, further thematic analysis of the recorded data showed that lack of resources is another major challenge the facilitators are experiencing. Most of them lacked enough funding to sponsor or initiate their activities because the county is big. It also helps to explain why, in some cases, advocacy activities were not as frequent as possible. Indeed, some facilitators admitted to going the extra mile of using their own money in specific scenarios to promote their initiatives. At the same time, a lack of personnel to handle the vast activities was evident. The interviews revealed that in many organizations, there were very few individuals charged with initiating advocacy activities, and the kind of workload available made it very challenging to implement their duties effectively and efficiently. All these made advocacy communication against sports betting very difficult, hence ineffective. Some their opinions are as follows;

“...Incapacitation is a challenge. There is a lot to be done but it just a few of us. You can easily be demoralized...” (R4).

“...the biggest challenge has been funding. There is just too much to with less capital. If we were fully funded, I believe we would do more activities. But peas *ni shida*...” (R6).

“...funding has been my greatest challenge. As a non-profit, it is not like we are funded by the state. In many times, we are forced to dig into our own pockets for travelling and other expenses. *Ni ngumu sana*...” (R5).

Further inquiry revealed that a certain section of the facilitators were facing censorship issues from senior unmentioned officials in the government. It emerged that certain powerful individuals in the government have invested in the betting companies. In addition to the huge tax revenues, a section of the facilitators lacked

the freedom to advocate against sports betting addiction in UG County. Some of the verbatim comments are as follows;

“...as much as we want to stop betting, the owners of the betting industry are very powerful. Our efforts tend to be blocked with the betting adverts that lure the young people...” (R4).

“...as a government body, we have to be careful because betting is owned by powerful people. Anytime, *kazi inaeza isha au upotee* if it feels that *unaaribu. Lazima ukue* careful...” (R2).

“...I think censorship from above. You know being told what to do and what not to do. There is a lot of risks involved If I was to go the right way, but at the end of the day, we have to feed our families, right? At *ikiwa wewe, utakubali kupoteza kazi*? There are just too many bigger fish to fry *na sina* capacity. I can only do what I am allowed. Do you know why Sportpesa has been closed severally? *Tafakari*...” (R3).

Based on the findings, it emerged that these challenges are occurring because of poor support in terms of funding, resources, and independence of the organizations. The majority of the facilitators felt that their organizations were not as independent as they should be or supported enough to sponsor and promote advocacy activities toward combatting sports betting addiction in UG County. Because of this, they felt that there was a clear lack of motivation. Ganta (2014) argues in his organizational theory that when people are motivated at work, there are positive results. Others felt that too much publicity offered to betting companies by the media was a contributing factor to their challenges. Some of the insights are as follows;

“...motivation, motivation, motivation. *Nadhani* we are limited in funding as an organization because there are only a few interest groups motivated by our agenda. Imagine *ingekua ni kitu inaleta* profits *kama* vaccine ya COVID, how many investors would be motivated?...” (R5).

“...I blame the government. I hope this is still private because *ni* sensitive issues *nakuambia*. But, if our political leaders were serious, *hii shida haingekua*. We need funding, support, more workforce, and finally, support of our policies. *Bado tunarely kwa* Gaming Act *ya kitambo...*” (R2).

Also, most facilitators felt that most of their advocacy methods and strategies were working, which explained why their advocacy, in some cases, was effective and, hence, made good progress. They believed that if it were not for the challenges, the advocacy activities they had deployed previously would have successfully combatted sports betting addiction in UG County. Notably, the research observed that direct communication, community, and online awareness campaigns, workshops and youth events, posters, and billboards had been quite effective in combatting sports betting addiction among young people. Some of the verbatim comments from the interviews were as follows;

“...community awareness through local leaders and student leaders has been working. Also, personal direct communication has worked so far based on the frequent feedback. The rest is struggling but *kuna* a lot of room for improvement...” (R5).

“...so far, I think *zote zimekua sawa*. If it was not working, I believe *hatungekua tunatumia*. I just tend to prefer direct communication more...” (R4).

In essence, this research deduced advocacy communication utilized to counter sports betting addiction among the youth was not as effective as it should be under normal circumstances. The study established that this was because of setbacks such as the lack of resources such as funding, infrastructure, and human capital, lack of independence of the organizations, and resistance from the youths were the major challenges faced by the facilitators during their advocacy processes. Even though

there had been some notable successes, the research observed that as long as these challenges continued, sports betting addiction would continue to be an issue because of the kind of barriers that the challenges formed ahead of the advocacy methods and strategies deployed.

4.4.3 Youths' Understanding of Advocacy Messages

This research found that most youths understand the messages of advocacy against sports betting addiction. The research observed that most youths already know that betting is bad. The facilitator's views regarding this issue suggested that despite the youth's understanding of the messages, they are driven back into the practice by other factors such as peer pressure, ignorance of the messages, lack of options in the form of regular income, and unemployment. It was noted that while the advocacy messages had a solid influence on the youths, the mentioned factors drove them back to betting addiction, making advocacy communication efforts ineffective in terms of impact.

However, another section of the facilitators felt that the youths did not understand the advocacy messages. It emerged that most organizations, especially from the government, were not willing to do what it took to promote and embed the advocacy messages. In most cases, the research found that there was limited effort to ensure that the advocacy messages were well understood and conceptualized by the youths. Some of the popular opinions were as follows;

“...no, I don't think they do because if they did, *hii shida ingekua imepunguka*. We can do a lot to make them understand, but again

my hands are tied. *Jaribu kutembea izi ofisi* to ask these questions, very few will be willing to contribute...” (R3).

“...they do. In one of the youth camps I attended, there was a young man who said that his friend’s shop collapsed because of betting. It is what convinced him to seek help and stop the habit. So, I think most understand only that addiction is not easy to let go. There is also the issue of peer pressure which pushes them back in the habit. But for the message, I think *wanaelewa*...” (R5).

“...yes, they do. *Mimi siwezi wablame wakibet* because some of them are doing it out of frustration *ya maisha*. I think *wangekua na options za income*, then *hizi cases zingepungua*...” (R10).

In summary, many youths in UG County understand the message of advocacy against sports betting. However, the research observed that even this group still engaged in sports betting because of conditions and frustrations of life such as unemployment, poverty, peer pressure, and ignorance. At the same time, there was also an observation that most of them did not understand the messages, prompting a need in advocacy to focus on message framing that would trigger understanding and positive impact. Overall, it summed up that advocacy communication initiatives and strategies used to counter sports betting addiction in UG County were below expected standards and, hence, ineffective.

4.4.4 Frequency of the Use of the Advocacy Methods

The researcher also sought to examine how frequently the facilitators were using their specific stipulated advocacy methods to counter sports betting addiction in UG County. This interrogation was driven by the researcher’s quest to have a blueprint that would aid in explaining why betting addiction was prevalent across the county despite the advocacy efforts. Findings from the interviews suggested that there were a good number of facilitators who were not using the methods as

often as they should to combat sports betting addiction in UG. Corner and Hahn (2010) document that consistency should be prioritized for advocacy initiatives to be successful and effective, with activities being conducted at least twice or thrice per week. However, the researcher observed that many facilitators were conducting advocacy less frequently than expected.

Most facilitators deployed advocacy methods only once or twice per month, thus limiting their efforts to combat the vice. Most facilitators felt that a lack of resources, such as human capital and funding, was a contributing factor that limited their engagement and consistency in advocacy activities. Notably, this applied to advocacy methods that did not rely on the use of internet platforms. The researcher deduced that this partly explained why advocacy efforts against sports betting addiction were not being effective in terms of reflecting in the positive impact created. Some of the notable responses were as follows;

“...not often because of budgetary constraints. Little money been allocated to BCLB to monitor gaming activities and hire staff. BCLB has only 7 offices in Kenya...” (R1).

“...at least once every month. However, our strength lies in the local influencers of which we believe that they interact with the youth during community events, functions, and activities more often. It is our belief that they are doing more frequently. Also, we receive feedback for these activities...” (R5).

“...posters are timeless. However, we check monthly to renovate. Our major centers are in Eldoret, Turbo, Ainabkoi, and Kesses. For events, it at least every six weeks...” (R3).

At the same time, some groups from the facilitators have been shown to engage in advocacy more often and frequently than the former. This section of the respondents was mostly those who were relying on online platforms and direct

communication as forms of advocacy methods during their campaigns. They felt that the flexibility of these methods was the reason why it made it more possible to engage and campaign against sports betting addiction as often as possible. Some of the verbatim comments were as;

“Direct communication is more often than awareness campaigns. For campaigns, it’s normally once every month because it takes time to organize. Iyo *ingine ni rahisi*, it can be even thrice a week because *kumeet kundi la vijana ni rahisi...*” (R4).

“...regularly. However, for advertisements in the TV, we have reduced as social media has provide an easy platform to reach our audiences...” (R8).

“...weekly, I guess. This has been possible because of the flexibility on social media platforms such as Whatsapp and Facebook where we use people to promote our stories...” (R9).

This research underpinned that facilitators of sports betting advocacy in UG County have a mountain to climb today and in the near future because they are not using advocacy methods as often as possible. Without consistency, it emerged that their advocacy efforts were deemed to struggle because persuasion requires consistency and relevance. Notwithstanding, social media use for the promotion of advocacy initiatives such as awareness campaigns emerged as central in countering the threat of sports betting addiction because of its flexibility and frequency.

4.4.5 Combating Mainstream Media Popularization of Sports Betting

This research further theorized that the Kenyan mainstream media and social media influencers played a central role in popularizing and promoting sports betting activities. During the interviews, the researcher interrogated this aspect intending to unmask how the facilitators were combatting this issue. Findings suggested that

many facilitators were struggling to go head-to-head with the kind of influence that social media influencers and the mainstream media were giving sports betting, resulting to a scenario where their advocacy communication efforts were increasingly becoming very ineffective.

A section of the facilitators noted that this was a new issue in the industry, and they had not yet figured out how to handle it from the advocacy perspective, thus justifying the increasing number of betting addicts across the county. According to the research, the mainstream media, such as local digital Television and Radio Shows, had turned into a den of gamblers, and with the kind of access and influence the media has on the masses, many youths were being easily lured to betting. Local celebrities with endorsement deals from betting firms were also a distraction, and the findings acknowledged their existence with a lack of proper methods to combat. Some of the verbatim comments from the facilitators were as follows: They were questioned about the kind of initiatives and methods that they were using to counter the new norm from the mainstream media's popularization of sports betting.

“...currently, we are yet to come up with something to address this because advertising is a big industry. Regretfully, we have not been able to do anything, but my office has some proposals. We cannot do without the media, but we can only live it...” (R3).

“...this has been difficult but we try to push our stories to discourage the young people from doing everything is promoted online. Our major strategy has been using the right messages to tell the youth to avoid being misled...” (R9).

Conversely, a larger section of the facilitators noted that they were using online campaigns and persuasive messages to guide the youth to avoid being misled by

the media. This research noted that the new media and social media were inevitable. Content analysis revealed some of the campaign posters and billboard messages that have been used to counter sports betting addiction. In essence, their campaigns involved creating awareness regarding betting ads and educating the youth to avoid being lured by influencers and cheap public relations campaigns. Therefore, it emerged that framing the right messages of persuasion, and advocacy was key in helping organizations combat the popularity of betting promoted by influencers and the mainstream media. The researcher noted that state organizations largely relied on regulatory measures to combat the new practice of betting promotion via the mainstream media and influencers. Notable comments included the following;

“...we try to limit ads and ensure that before a company runs an ad, they have our license. *Apa kwa influencers ndio kuna shida kidogo* because they command a lot of influence on social media. We have laws in place that regulate celebrity brands and how they connect with the Gaming Act of Kenya. But, it’s not enough...” (R2).

“...majorly, we are encouraging the youth to connect with media that means well for them. Mostly, I try to encourage them to unfollow pages and influencers that advertise betting. I always tell them that betting is a disaster and persuade them to always postpone the idea of betting when they feel the urge. Teaching them assertive is one thing that I have mastered. I believe it enables them to be in charge and avoid media influence...” (R4).

“...*hii imekua ngumu na tumesumbukana sana. Kwa sasa*, what we are doing is telling the youth to avoid anything related to betting. Whether *ni* radio, TV au social media. *Pia, kuna software inaitwa Gamban* that blocks access to gambling sites. *Juu tunajua* majority bet online, we are encouraging them to install this software which is free in the app store...” (R9).

In summary, based on the research results, it became imperative to note that the majority of organizations are struggling to deal with the kind of attention that the

media and online influencers have given to betting companies, hence making their efforts to be ineffective. This posits that there is a lack of a substantial effective advocacy communication plan to combat the popularity of sports betting practices fueled by the mainstream media and online influencers.

4.5 Existing Opportunities for Advocacy

The final research question sought to interrogate the opportunities that exist for advocacy against sports betting addiction in UG County. To answer this research question, the researcher drew from a myriad of thematic concerns that cut across the divide of the gaps that the facilitators felt needed to be addressed for advocacy to work, their current and plans on leveraging existing opportunities to advocate against sports betting addiction, as well as the plans they had in place to handle media/influencers' promotions of sports betting of the same and which opportunities stem from such. Discussed below are some of the notable plans and initiatives that the research unmasked in regard to countering sports betting addiction.

4.5.1 Gaps to be addressed

Many facilitators agreed that there were a series of gaps that were hindering advocacy against sports betting in UG County. These gaps were a representation of potential opportunities that could be leveraged to enhance effective advocacy activities against the sports betting addiction menace. Thematic analysis of the interviews showed that a serious gap that was standing out was betting publicity

and advertising. Most facilitators felt that there was a serious gap in terms of policies to regulate sports betting advertisements both in the mainstream media and the influencers. The facilitators complained that the lack of proper tackling of this aspect was a barrier because sports betting was getting too much attention.

This scenario was ever thwarting their efforts. However, a section of other facilitators felt that the gaps extended beyond the control of betting ads. For instance, they felt that the lack of strict policies in the licensing of betting companies was an issue that needed to be addressed. They argued that the government had made licensing of betting companies very easy, which was becoming a barrier to advocacy. At the same, a section of the facilitators, especially from the selected NGOs, felt that lack of funding and adequate personnel was a gap that required urgent attention because, with these gaps in play, they would lack consistency. The same thoughts were shared by the facilitators of the government agencies involved in advocacy. They opined as below;

“...funding and more staff. For our strategies to be effective, we need these two things. The ministry in charge and the county government should look into it. It is strange that an office of three people is in charge of an entire county...” (R2).

“...betting publicity. I think the same amount of attention that has been given to promote betting companies should be given to advocacy efforts. *Ukifungua* NTV, compare time *ya* betting ads *zitarun* anytime compared to advocacy. You will be lucky to even come across one...” (R9).

However, another section of the facilitator’s independence is another gap that should be addressed. They believed that the lack of independence in their organizations and bodies was an instance that was grooming ground for poor

advocacy efforts. In essence, this research deduced that funding, capacity/proper staffing, advertising regulation, and independence of advocacy organizations were key gaps that required immediate address for present and future advocacy initiatives to work effectively.

4.5.2 Current and Future Plans for Leveraging Existing Opportunities

The research further found out that for the current and plans, many facilitators were planning to use more social media campaigns for advocacy. Social media emerged as a serious platform that presented an opportunity to schedule and run advocacy campaigns consistently. According to one of the facilitators, the world was changing quickly towards digital platforms, and there was a need to engage more with the youths and take their campaigns online since many youths were digital. With adequate funding, many facilitators committed to strategizing on using social media campaigns as well as using influencers in the region to target the youth and influence them to stop addictive behavior in sports betting. It was noted that through these aggressive campaigns, networking would be created to tackle the problem. It was an opportunity that most desired to align with given support. Only a few of the facilitators agreed to use large billboards in major towns and market centers in UG County.

However, another section of the facilitators from the interviews noted that given resources, they planned to increase their seminars and workshops in the county with the youth and use these platforms to promote self-exclusion programs. At the same time, most agreed that they had a plan going forward to propose to the legislatures

how betting advertisements can be regulated. As such, self-exclusion programs and state regulation were key opportunities that could be leveraged to promote advocacy against sports betting addiction. Some of the verbatim comments included the following;

“...I want to arrange with the organization to use social media mobilizers and influencers to campaign against it because many youths are on social media. Fighting the problem from the inside is the only way to end it. We also want to work with regulatory bodies *kama* Communication Authority of Kenya to censor betting adverts...” (R4).

“...*hii mwaka* we want to have monthly seminars and workshops from one sub-county to the next where we can interact more with the youths. We want to go interior, to the villages...” (R12).

“...our major plan *ni* social media campaigns. We want to plan with the head of civil organizations in the county to lead campaigns on their whatsapp and social media handles. We are also planning on how to liaise with county and national legislatures on regulating betting adverts...” (R5)

Further research findings suggested that while some of the plans reflected the activities that had been deployed, the difference lay in their consistency of use and policy focus. Indeed, the facilitators interviewed noted that the proposed plans were opportunities that would enable them to have their advocacy conversations more regularly and consistently. According to one of the facilitators, the main difference would be in terms of toughening policies, such as increasing the minimum amount required to place a bet.

“...the new plan will enable us to have our conversations more regularly and directly with gamblers. *Naamini kuna vile tu ukiongea na mtu* au group has more impact than relying on ads...” (R8).

“...I think the impact will be greater because can you imagine that even with five or ten shillings, one can bet on online events? Suppose we push for reforms that restrict the staking amount to

500, how many youths will afford? It is why we need to enact more serious measures. Within a few months, everyone will see the difference...(R2).

From the inferences above, it is evident that the facilitators' plans to leverage the industry opportunities were primarily reliant on whether their proposed policies would be addressed and more regular social media/digital campaigns. They failed to account for and incorporate many youths in the county who do not have social media/smartphones or Television sets at home as channels through which sports betting companies have been using to access the youth. They failed to account for the opportunities that exist for the youths who lack access to smartphones, technology, and internet connection. Only a few facilitators acknowledged this by planning to use local networks through localized workshops and seminars.

4.5.3 Handling Mainstream Media Popularization of Sports Betting

According to the research study, social media influencers and the mainstream media were serious problems that were popularizing sports betting in the country. Further inquiry during the interviews suggested that a majority of the facilitators from the civil society organizations saw an opportunity to push the Communication Authority of Kenya to limit betting-related advertisements in the mainstream media. A section of the facilitators noted that limiting them to run off-peak hours, such as from 10 p.m. to 6 a.m., would be a feasible opportunity.

Others felt that Kenyan celebrities should be banned from endorsing sports betting companies because the latter were very influential to the youth and were doing more harm than good. However, others felt that it was a matter of using state policy as

an opportunity, and the best way was to push KRA to increase taxes on advertising of betting companies, as well a huge tax for influencers, which would discourage many companies from running many adverts. Most facilitators further alluded that the best way would be to persuade the youths to them to avoid negative online publicity such as betting advertisements, including those promoted by local and national celebrities.

“...our plan is to work with the Communication Authority of Kenya to limit betting related adverts to off-peak hours *kama kuanzia 10p.m adi 6a.m. Tunajua celebrities wanakulia kwa brands zao*, but *shida* I they have a lot of followers who look up to them. We feel of CAK can draft laws to ban celebrity endorsements of sports betting companies, and then it will be a good start. *Mtu kama Arap Uria* has over a million followers on his social media networks a YouTube. Currently, *anapromote Odibets*. Imagine the number of youths that he is exposing betting to. *Kama CAK inaeza tuskiza we work together, I think mtaona matokeo...*” (R5)

“...It’s just about policy. One way we want to push is for Kenya Revenue Authority to increase the tax on betting activities and also tax influencers a good amount. Another way is that we want to work with the Communication Authority of Kenya to ban betting activities, *na kama ni lazima ifanywe, ifanywe* during late night hours minus local celebrities...” (R2).

However, further data analysis revealed that some facilitators from UG County were yet to unearth and perceive an opportunity that would aid in combatting how the media and influencers were popularizing sports betting in the county. Most respondents alluded to the fact that social media promotion was sudden and powerful, catching them unaware. The research further revealed that there was much conflict of interest in the media, betting companies, and key leaders in the country, which infringed any feasible opportunity to combat media and influencer

promotion of sports betting. At the same time, a section of facilitators also admitted to a lack of a plan for fighting the celebrity and mainstream media menace of promoting sports betting.

“...currently, we don’t have a clear plan, but there has been a proposal inside the organization regarding banning betting advertisements. It’s just the same way certain TV programs that portray adult content are aired after 10p.m. I think it’s the same approach that the organization wants to push to limit exposure. But as I said earlier, it’s not going to be an easy ride because the betting industry is controlled by very powerful people in the national government. That’s why *nilikua nimeogopa kuopen* up early. Sometimes, *hujui unaongea na nani* and you can easily lose your job *ata kama ni* NGO...” (R4).

“...as of now, *hatujakua na* plan. *Unajua hii story ya* influencers’ *imekua* sudden. For now, *tutatumia* what we have been using; using the same media to fight it...” (R8).

Overall, the data collected suggested that many organizations in UG County lacked a clear and more proactive plan for combating sports betting popularization by the media and influencers. The research observed that most of the perceived opportunities by the facilitators were anchored on partnerships with state agencies such as CAK and KRA, with no clear alternative. The research further observed that other organizations did not have a plan at all, noting that many government agencies were compromised. It made the researcher question whether the other organizations that had perceived opportunities were going to put them into actionable plans. This implied that the media and influencer advertising of sports betting in UG county was likely to continue to be a menace in the county.

4.6 Summary

The chapter presented findings in the form of thematic analysis related to the research questions that sought to find out how advocacy against sports betting addiction was being conducted in UG County, the challenges that are experienced when advocating against sports betting addiction in UG County, and the opportunities that exist for advocacy against sports betting addiction in UG county. This study observed that in UG County, advocacy against sports betting addiction is conducted via posters, billboards, direct communication, awareness campaigns, and youth camps. It further revealed that these methods are not used frequently and effectively as they should be, hence falling short of countering sports betting addiction among the youth.

Furthermore, the study showed that challenges such as lack of independence by organizations and bodies charged with the role of countering sports betting addiction, lack of funding and staffing, and resistance from the youths are experienced by facilitators of advocacy. Furthermore, the chapter deduced that with an increased level of popularization of sports betting by the media and social media influencers, many organizations lacked a clear plan for combatting this practice, which was a direct contributor to increased sports betting addiction in the county. However, using KRA and CAK in terms of policy is an opportunity to change the discourse. However, it is not a guarantee. Other opportunities include having a consistent digital advocacy strategy and regular conversations at well-organized

youth events. These findings enabled the researcher to formulate recommendations, which are discussed in the next chapter.

CHAPTER FIVE

DISCUSSION OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This is the final chapter of the research thesis that presented a summary of the findings regarding examining the role of advocacy communication in countering sports betting addiction among the youths of UG County. The chapter begins by discussing the key findings guided by the two preliminary questions and the subsequent three research questions: How is advocacy communication against sports betting addiction among the youth conducted in Uasin Gishu County? How effective is advocacy communication in countering sports betting addiction among the youth in Uasin Gishu County? What opportunities exist for advocacy communication against sports betting addiction among the youth in Uasin Gishu County? Conclusions are then framed in the discussion of the key findings. Consequently, a range of recommendations for theory and practice are formulated to combat sports betting addiction in UG County from a communications perspective. Finally, the chapter provides suggestions for future studies.

5.2 Discussion of Findings

5.2.1 Opinions on Status of Sports Betting Addiction

Findings from the study indicated that the majority of the facilitators agreed that sports betting addiction among the youth was a serious problem in the county. Many of the facilitators' views opined to the fact that there were notable youths engaged in sports betting, alluding that if it were not an issue, then the problem would not exist. Even though a small section of findings indicated average in terms of the research problem, it became evident that sports betting addiction was indeed a problem existing in the county, marred by various factors affecting the youth.

This aligns with Murimi's (2022) findings, which suggested that UG County is one of the hotbeds for youth gambling in sports betting events. This finding is also conversant with findings by Gitau (2018), who observed that sports betting among the youth in Kenyan counties has become a problem, with the youths seeking to become wealthy through betting. Additionally, from the literature review, the finding agrees with Apollo (2022), who noted that UG County is one of the leading counties among the 47 counties in Kenya where sports betting addiction is prevalent. The findings, therefore, posit and categorically justify the problematization of UG County as a region where the youths are addicted to sports betting.

5.2.2 How Advocacy is Conducted in Uasin Gishu County

The research established that both online and offline campaigns were the most common methods used for conducting advocacy activities against sports betting addiction among the youth. Billboards, lobbying and posters emerged as key to how the facilitators reached their audiences. These findings justified that the facilitators utilized various advocacy methods and initiatives to counter sports betting in UG County. This is also in regard to observing the best practices of advocacy communication by Servaes & Malikhao (2012), who argued for the utilization of more than one method and initiative of advocacy communication for a greater impact. Potentially, this was utilized by the facilitators to ensure coverage for both the youths who were online and those who lacked devices to access online platforms. Per the literature review, Wilkins (2014) argued that lobbying via direct communication can be a very powerful tool for advocacy because it entails private communication for persuasion, thus explaining why the facilitators were potentially using it.

Further findings suggested that creating persuasive messages and using influential people such as local leaders and celebrities were among the key ways the facilitators used advocacy methods and initiatives to persuade the youth against sports betting. This finding was conversant with Petty and Cacioppo's (1986) Elaboration Likelihood Model, which contends that the strength of persuasion lies in the strength of the arguments in the persuasive message. The overall tactic that the research established as being used by the facilitators was using negative publicity

and messages via advocacy methods and initiatives to counter sports betting. This was found to apply to all the facilitators, implying that while the facilitators had knowledge of the excellent advocacy methods, they were underutilizing them. It shows that with a lack of proper knowledge on how to utilize the advocacy methods, their efforts were fruitless. This is in accordance with Njunge and Ronoh (2022), who argued that advocacy can only be effective if it is used in the right manner.

5.2.3 Effectiveness of Advocacy Communication Against Sports Betting Addiction

The study established that advocacy communication initiatives were not effective in countering sports betting addiction among the youth in UG County. This was largely marred by challenges such as resistance from the youth during advocacy activities, which was one of the key challenges that the facilitators faced. During advocacy, the study established that many youths were not willing to pay attention to the advocacy messages or heed the advice popularized by the facilitators. Indeed, the ELM by Petty and Cacioppo (1986) posits that through the peripheral route of persuasion, the message receiver decides to agree or disagree with the given persuasive message based on the elements and cues other than the argumentative strengths of the message. In line with this theoretical reasoning, it implies that the youth's resistance stems from the fact that the youth, as message receivers, believe that there exist other external cues, such as the strong promotional environment of sports betting companies or regular jackpot winners in the media, who influence them to offer resistance to advocacy.

With Amutabi (2018) conceptualizing that sports betting has become a culture in Kenya, it means that facilitators have a huge task of re-strategizing to ensure that when youths experience persuasion, their choice aligns with the strengths in the persuasive messages instead of external cues. At the same, the periodical youth resistance towards advocacy implies that the advocacy methods and initiatives the facilitators were using did not motivate the youths enough. According to the literature, advocacy can only be effective when the youths are motivated (Wagner & Petty, 2011). The kind of initiatives and methods used must arouse motivation to trigger the persuasive attitudes as theorized by ELM. It shows facilitators had a role in deploying initiatives that could arouse motivation.

Further findings suggested that most organizations cannot consistently engage in advocacy initiatives because, with the limited resources in terms of money and human capital. It has become difficult to meet the high numbers of youth in the county. It justifies why consistency in advocacy initiatives has been a problem. These findings align with the views of Dhillon et al. (2015), who argued that for advocacy to be effective, funding and adequate human resources are imperative because advocacy involves many activities, operationalizing, and organizing. Without these resources, there will be an inadequate infrastructure to support advocacy. According to Bitanirwe et al. (2022), most developing countries, especially in Sub-Saharan Africa, have inadequate resources to support advocacy activities, thus justifying why advocacy takes time to create an impact.

It was also found that censorship from unnamed state officials was another challenge that that advocacy against sports betting addiction very ineffective even though the facilitators were trying. Indeed, this is not new in countries of Sub-Saharan Africa. According to Awokola et al. (2020), corruption is a leading cause of failure in many advocacy organizations in Africa. Nyadera et al. (2020) argue that in Kenya, the lack of independence in many organizations is becoming a barrier to success because many organizations and officials are controlled by powerful people instead of their functions. It thus justifies why censorship was a major barrier to success for the facilitators.

Further findings revealed that most of the advocacy methods and activities were working, justifying why in some cases, advocacy was effective in reducing the harm posed by sports betting addiction. The study established that were it not for the challenges; then an immensely positive change would have been felt across the county in terms of reducing the youths who were addicted to sports betting. This observation aligns with the literature review through the lens of Jassat (2016), who argued that advocacy methods such as lobbying, seminars, awareness campaigns, direct communication, and workshops are designed to create a powerful change within the targeted group. According to Wilkins (2014), successful advocacy communication features knowing how and when to use a given method or initiative. The fact that the findings established that the methods were doing a commendable job implies that the facilitators knew how and when to use a given initiative to counter sports betting addiction in UG County.

Also, the study established that while some youths understood the messages of advocacy communication against sports betting, others did not hence making their efforts ineffective. It contradicts the views established through ELM by Petty and Cacioppo (1986), who argue that persuasion can only be effective if the messages are strong enough to topple the prevailing established beliefs of the message receiver and dominate in terms of strength within their attitudes. Also, the fact that the study found out that even those who understood the messages of advocacy were still betting because of external factors such as youth poverty and unemployment indicated that the context surrounding their sports betting addiction was a contributing factor. This is in agreement with Gathuru (2021), who argued that many youths have resorted to betting because of the high unemployment rate in the country. Convincingly, sports betting has emerged as the closest “opportunity” that the youths see as their easiest way out of poverty. Mungai (2019) argues that the latter contributes to betting addiction in Kenya. To fully exterminate betting addiction in Kenya has begun with this paradigm of contextual factors.

Consequently, the research established that most facilitators were not consistent in their advocacy efforts while deploying the mentioned methods. The majority of the facilitators noted that they were only doing advocacy once or twice a month, with a lack of clarity on whether they were using feedback before deploying their next advocacy initiatives. This finding failed to agree with Sharma (2012), who argued that mounting pressure against the prevailing norm must be achieved until positive change is realized for any advocacy effort to be effective. In relation to this, the facilitators were not consistent with their advocacy efforts, implying that changing

the youths' attitudes against betting would be challenging and a scenario that the research established to be happening.

Finally, under this paradigm of key methods used in advocacy against sports betting addiction, the study established that the selected facilitators from the NGOs were struggling to combat the popularization of sports betting in the county via the mainstream media and influencers. The mainstream media assumes an environmental role in influencing youths' betting behavior, as asserted by social learning theorists, who believe that people observe and imitate behaviors from the environment. This finding contradicts Hoffmann-Longtin et al. (2018), who argued that unique communication techniques are required for a successful advocacy communication initiative to impart change.

Harvey (2018) further noted that persuasive communication must be done consistently with the right messages per Petty and Cacioppo's (1986) Elaboration Likelihood Model. This shows that a lack of such commitment and consistency among the organizations was why they struggled to combat sports betting addiction in UG County. This implies that for their methods and activities to be effective, they have to frame advocacy strategies and persuasion efforts that can combat the influence of sports betting from its popularity by the mainstream media and influencers.

5.2.4 Existing Opportunities for Advocacy

Findings suggested that too much advertising and publicity was a serious gap that needed to be addressed to counter sports betting addiction in UG County successfully. This finding reinforces Amutabi (2018), who argued that betting firms have invested a lot in marketing and advertising their betting events through radio and Television programs, sports events, social media, and endorsement deals. It is an instance that has strengthened its brand equity, attracting thousands of youth. It has offered a high level of publicity, which this study established as an opportunity that could be leveraged properly in advocacy against sports betting addiction.

Apart from funding and staffing gaps, the study further clarified that state policy, especially in licensing betting firms, was an opportune area that could be navigated to enhance advocacy against sports betting addiction. This finding was in line with Bitanihirwe et al. (2022), who found that opening a betting firm in Sub-Saharan Africa, such as Kenya and Nigeria, has become effortless because of the taxes that the government reaps from the firms. The government has thus made it easy to offer licenses because they perceive the betting industry as a cash cow for taxes. Mbasi (2013) aligns with this reasoning by conceptualizing that the regulatory frame of the Gaming Act of Kenya has barred effective advocacy against sports betting, thus allowing betting firms to take over the Kenyan market. However, the same Gaming Act can be reviewed and used as a serious utility tool to advocate against sports betting aggressively.

The study also established that most facilitators' plans for countering sports betting addiction featured adopting a social/digital media strategy. The digital space was an opportunity that organizations felt could be leveraged to target the youth masses in digital spaces and categorically spread the advocacy campaigns against sports betting. This is in coherence with Vannucci et al. (2020), who noted that social media networks such as Facebook, Instagram, Twitter, and TikTok command much influence on the youth, hence providing an advocacy environment that can reach a larger population instantly. This potentially implies that with resources and this opportunity put into action, the future of advocacy against sports betting will yield better results.

Further findings showed that organizations would push for more seminars, youth meetings, and workshops where the agenda would promote and implement self-exclusion programs. In particular, the study observed that promoting self-exclusion programs was a key face of future advocacy against sports betting. This indicated the facilitators' ability to understand and use multiple advocacy methods, and Sharma (2012) agreed that for successful advocacy communication, using multiple strategies is effective. To this, Kotter et al. (2019) argued that self-exclusion strategies have been effective in reducing gambling addiction because the given company restricts the gambler from placing bets for a given period of years.

Also, the research established an immense opportunity in government policy legislation. For instance, organizations' plans involve proposing policy legislation via the government to compel betting firms to increase betting stakes to a minimum

of at least Ksh. 500, instead of the regular Ksh.10. increasing the amount would imply that only a few people would afford the amount, thus reducing the betting behavior. This is an indication that the facilitators embraced advocacy as a collective experience not only among advocacy organizations but also among gaming regulatory bodies. It aligns with Sharma (2012), who argued that group advocacy through partnership is very effective and cost-effective because it entails sharing resources and prompting for policy response more quickly than individual advocacy.

Further findings suggested that many organizations lacked a clear plan to deal with the current issue of media and influencer popularization of sports betting. They had not properly perceived existing opportunities that could work to their advantage in combating sports betting addiction. However, other findings established that major plans would be focused on advocating for tougher regulation of betting advertisements in the mainstream media and by influencers, such as running ads during water-shed hours through a partnership with the CAK. It was a unique opportunity that entailed partnering with a relevant state agency to regulate and censor exposure to sports betting activities. This would equate to nullifying the environment that encourages betting per social learning theory, which has argued that learning can only occur by observing environmental events.

This is an indication of high regulatory and stakeholder engagement in combating sports betting popularization in the mainstream media. It is potentially because the stakeholders conceptualized that reducing youths' exposure to betting would

reduce their betting ads, and categorically be more exposed to their awareness campaigns ads to reduce their betting addiction. This finding resonates with Lole et al. (2019), who argue that limiting the exposure of youths to betting activities is one way of countering their addiction. For Sharma (2012), advocacy communication should involve all means of communication, including running awareness advertisements and censoring negative publicity, which creates an attitude of change from the lens of the targeted group. These study findings, thus, aligned with this reasoning by showcasing how facilitators saw an opportunity to work with regulatory bodies to censor betting advertisements while still using the same media to popularize awareness campaigns against sports betting.

In summary, the study found that advocacy communication against sports betting addiction in UG County is conducted via lobbying, online and offline campaigns, posters, and billboards, use of influential figures and via partial government regulation. The study established that advocacy is not effective as expected, hence the addiction. The ineffectiveness is fueled by the youth's resistance to change, inconsistent application of advocacy initiatives, lack of enough resources such as funding and staffing, censorship from external influence, government-friendly approach to combating sports betting, and mainstream media popularization of the same, which many organizations lacked answers to counter. However, there was an opportunity to use online platforms for advocacy, undertaking frequent advocacy activities, mobilization of resources, and strategic partnerships with relevant state agencies via legislation.

5.3 Conclusions

The study aimed to examine how various institutions and civil society organizations utilize advocacy communication in Uasin Gishu County as they strive to counter sports betting addiction among the youth population. To guide the research under the Elaboration Likelihood Model and social learning theory, three research questions were posed: how is advocacy communication against sports betting addiction among the youth conducted in Uasin Gishu County? How effective is advocacy communication in countering sports betting addiction among the youth in Uasin Gishu County? What opportunities exist for advocacy communication against sports betting addiction among the youth in Uasin Gishu County?

The three questions are imperative for the study because of the increasing concerns about the number of youths being addicted to sports betting in UG County. The research synthesized that the new media, influencers, and the mainstream media have become a problem for the youth through the lens of popularizing sports betting activities, luring youths to betting. There is much media focus on advertising sports betting and less attention on combatting the practice, which previous scholars such as Amutabi (2018) have theorized is a new pandemic to the youth population. The study theorized that limited research and scholarship are focused on combatting sports betting addiction in Kenya and other parts of SSA. Further, with youth unemployment and youth poverty, sports betting has been turned into a career by the youth, which contradicts the Western perceptions and values of betting and other activities in the gambling sector.

The first research question was meant to find how civil organizations communicate advocacy to counter sports betting addiction in UG County. Findings suggested that advocacy against sports betting addiction in UG County is conducted via either online or offline awareness campaigns, billboards and posters, direct communication, workshops, and youth camps. Further findings showed that the use of influential people and people of authority in the local areas and persuasive messages with negative publicity were the key tactics used when conducting advocacy via the aforementioned methods. The research deduced that while the facilitators knew the methods and initiatives of advocacy, the majority did not know how to use them.

The second research question sought to find out how effective advocacy communication initiatives were in combatting sports betting addiction among the youth of UG County. Findings suggested advocacy communication was not as effective as it was expected. This was because of prevailing circumstances and setbacks such as lack of funding, and inadequate personnel which limited the advocacy organizations. Many organizations cited the vastness of the county against their human capital, such as two or three people, which made it impossible. Youth resistance to advocacy messages/efforts and lack of independence in some of the organizations were also found to be barriers that hindered the effectiveness of advocacy communication initiatives. For the latter, for instance, the study found that censorship to undertake advocacy activities in certain periods was common, with the facilitators alluding to the fact that the betting industry was controlled by powerful people in the political scene, hence making it hard for some facilitators to

take full control of advocacy against sports betting. Despite these challenges, the study noted that most of the mentioned advocacy methods and strategies had earlier proven to be effective and only limited by the mentioned challenges. However, there was still evidence that many youth failed to understand the messages of advocacy deployed by the various facilitators from the selected organizations.

Also, consistency emerged as an issue, with many organizations not deploying the initiatives and methods frequently. Finally, while regulatory measures had worked before, especially for state agencies, in countering sports betting addiction, the research deduced that many organizations lacked the means and strategies to thwart the frequent popularization of sports betting by the mainstream media and local influencers. Overall, it became imperative that while many advocacy organizations know advocacy communication and activities, they are not utilizing them effectively, hence the increasing level of sports betting in UG County among the youths.

The final research question examined existing advocacy opportunities against sports betting addiction in UG County. Findings suggested that the major gap that needed critical attention was too much advertising and publicity of sports betting companies in the mainstream media, which had become the norm. It presented an opportunity that, if leveraged, could improve advocacy. However, in terms of current plans, most organizations had perceived an opportunity via developing a social/digital media strategy for online conversations and campaigns. Promoting

self-exclusion programs also emerged as an opportunity where more conversations with the youth could be a primary target.

At the same time, another opportunity was in government policy oriented such as partnering with other state agencies like KRA and CAK to increase the minimum amount required to stake bets from Ksh. 10 to Ksh. 500 so that many youths would lack affordance. Another policy proposal was to increase advertising taxes for betting companies and limit the time betting ads should run through CAK. While these policy plans appeared to be instrumental, the research deduced that many organizations lacked clarity, and for them to utilize these opportunities, they relied on other state agencies' decisions. The organizations needed to have primary advocacy plans on how to utilize existing opportunities to ensure that their future advocacy efforts would work regardless of what other bodies, such as CAK and KRA, would decide. Evidently, it also emerged that organizations lacked proper plans to combat mainstream media and influencers' popularization of sports betting activities.

Overall, the primary argument of this research was that the mainstream media has popularized sports betting activities, leading to addiction among the youth, who have perceived it as an alternative source of income instead of being an avenue for leisure and fun. With sports betting addiction, many youths' lives continue to be destroyed by pushing them to more poverty, crime, and depression. At the same time, there has been very limited attention by the media towards combatting sports betting activities, with more intensity fueled by running ads of betting companies,

which has persuaded youths in Kenya to be trapped in the web of gambling. With hardly any empirical evidence of advocacy communication to counter sports betting, this study adds to communication scholarship by deducing the prevailing advocacy methods used in countering sports and why the problem continues to exist amidst the deployment of these methods. Findings call for serious scholarly and policy attention in advocacy communication to combat sports betting before it annihilates Kenya's present and future generations.

5.4 Recommendations

This study makes the following recommendations;

- i. Advocacy organizations should roll out training programs that frequently target the facilitators before they are sent to the field for advocacy. The training should center on featuring when and how to use a given method for advocacy, with a special focus centered on persuasion and message framing for advocacy purposes. The training should further focus not only on the methods found in the study but should go beyond training new methods and techniques for flyers, with facilitators' training anchored on the creation of persuasive messages. The training should be done regularly, with feedback allowed every month to gauge whether the advocacy processes are becoming more effective. This will aid in ensuring that when advocacy is conducted, more positive results are yielded.
- ii. Advocacy communication organizations for countering sports betting should engage in their advocacy activities more regularly. For online initiatives, it should be done daily, while for other initiatives such as

lobbying, and workshops, among others, it should be done at least every week with focus being structured on consistency of persuading the youth. Under this paradigm, other stakeholders should be involved during the planning phases instead of being deployed during the implementation stage. This will ensure that the process is more of holistic and stakeholder-engaging, thus creating more impact.

- iii. Designers of advocacy communication programs in the organizations should review their budgeting and human capital and prioritize these areas during their quarterly financial reviews and measurement of their advocacy measurement performance. A major priority should be given to these areas to ensure once the organizations and facilitators roll out their advocacy plans, they become achievable because of ready resources in terms of funding and personnel to handle the large capacity of the advocacy activities. This will also increase the consistency of the advocacy initiatives.
- iv. Organizations should fully implement a digital media advocacy strategy. With many youths being on social media, the facilitators in their online campaigns can create a message around something like Facebook, Twitter, or TikTok funny animations and dance challenges which tend to go viral fast. The digital media strategy is an approach that aligns with the dynamics of young people, inherently motivating them and increasing the odds of their attitude change.
- v. Advocacy communication against sports betting should not only be addressed by advocacy communication organizations. It is a complex

problem marred by various factors, individuals, and organizations beyond advocacy organizations. As such, this report recommends to the government of Kenya to act with speed and ensure that the Kenyan government agencies, as well as NGOs, should be given adequate access to resources and autonomy to work independently without the fear of intimidation. This will provide facilitators and their organizations room to deploy advocacy initiatives with the resilience that they deserve.

- vi. Finally, the organizations involved in addressing the problem should go beyond and leverage the present opportunities, such as striking partnerships with communities and state agencies, to address problems such as unemployment and youth problem because these context factors are contributing to sports betting addiction. Regarding policy opportunities, advocacy organizations should advocate and partner with relevant state agencies such as CAK to enforce stricter regulations on betting advertisements in the mainstream and social media, as well as increase the minimum betting staking amount. This should be done at the level of government legislation in the Kenyan parliament to ensure that it becomes lawful. If the latter is achieved, only a few will be in a position to afford it, hence a reduction in sports betting addiction. For advertisements, KRA should be in play to demand a huge tax amount for betting ads including from influencers, while also restricting the ads to watershed hours. It will limit the exposure of betting offers to many youths.

5.5 Future Research

The findings of this study and recommendations are only limited to the youth population and are related to sports betting activities. As indicated earlier in the literature review, the gambling industry has a vast market. The study fails to position the elderly people in the betting and gambling sector. Recently, there has been an increasing tradition of radio gambling that targets the old people in the village. Radio gambling is propagated by significant radio stations in Kenya, such as Radio Maisha, Radio Citizen, Inooro f.m, Radio Jambo, and Mlembe f.m, among others. These shows run on the basis of solving simple questions, and luring people to send money to the radio for a chance of winning. Many older people have fallen prey to this syndicate. This area, having not been addressed in the current study presents an opportunity for future research where researchers can expand the scope of advocacy against sports betting addiction to capture advocacy against radio gambling syndicates with a case study of the older population.

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APPENDICES

APPENDIX I: Letter of Introduction

Madara Maxwell Tongola,
P.O BOX 30100-3900,
Eldoret, Kenya.

15 December, 2022.

To whom it may concern;

RE: Letter of Introduction

I am a post-graduate student in the school of information sciences, Moi University, pursuing a Masters of Science degree in communication studies. As part of the degree requirement, I am undertaking a research project regarding an examination of the role of advocacy communication in countering sports betting addiction in Uasin Gishu County with the focus of the youth population in the county. As part of my research, I intent to purposefully select 13 participants for interview sessions out of a target of 15.

Therefore, I request for your time for the interview and note taking sessions for the above area of inquiry which will take a maximum of 30 minutes. All the data and information collected will be kept confidentially and only used for the academic purposes only. As part of the organizations focusing on combatting sports betting addiction among the youths, this study will be useful in not only framing advocacy strategies for your course but also for pushing for policy changes which can aid in limiting the sports betting addiction among the youths in Uasin Gishu county, and Kenya at large. Your assistance towards achieving the objectives of this research will be highly appreciated.

Yours faithfully,

Maxwell Madara

Researcher

APPENDIX II: INFORMED CONSENT FORM

Moi University
School of Information Sciences
Department of Publishing, Journalism and Communication Studies

This informed consent form is for the facilitators of organizations engaged in combatting sports betting addiction among the youths of Uasin Gishu County. I am inviting them to engage in my research regarding the role of advocacy communication in countering sports betting addiction in Uasin Gishu county, focus on the youth population. I, Maxwell Madara with admission number MS/CS/5600/22 am the primary researcher. This research is part of the partial requirement for the award of masters of Science degree in Communication studies, and will be instrumental in leading the fight against youth addiction to sports betting. Therefore, it is my humble request that you be part of achieving the goals of this research for the benefit of not only Uasin Gishu County, but also for advocacy communication scholarship.

Research Purpose

Youth addiction in sports betting has become a problem in Uasin Gishu County, with many youths sinking in depression, poverty and crime among others. The purpose of this research is to shade light on this aspect, framing the role of advocacy in countering sports betting which has been defined by this research as a vice. The research purposes to provide lens through which policy and other organizations will be in a better position to counter sport betting addiction than what they are currently doing. Your contribution will be instrumental in achieving this purpose.

Selection of Participants

Having targeted 15 participants to conduct the research, you are part of the key 13 participants that have been selected to participate in this research. Your previous experience in advocacy related functions towards sports betting has been a key factor that has aided your selection because I believe that throughout your experience, you have gained key experience that is central in informing and answering my research questions. The research will also provide recommendations which will be useful for your future advocacy efforts over the same subject of combatting sports betting.

Ethical Concerns

Your contribution to this research is voluntary. You will not be forced or coerced to participate. You can request to pull out at any time. Also, whatever information you provide will not be used against you or affect your job performance in any way. Your personal information will not be disclosed to any third party. All information you provide will be treated with a high confidentiality, and only used for achieving the goals of this research. Should you feel like you have a change of heart, you are free to communicate and you will still be guaranteed privacy and confidentiality? Also, I will assign you a code instead of using your name to ensure that you are protected. I will only share the findings of the research with my supervisors, the university graduates faculty, and the related organizations so that the recommended solutions can be put to action.

Research Procedures

The research will take one month, with interviews and note taking sessions taking approximately thirty minutes for each within the stipulated research period. Therefore, I am requesting you to take part in this study regarding your knowledge of advocacy against sports betting addiction in Uasin Gishu County. In terms of risks, there is a possibility that you might be uncomfortable sharing certain issues or slip your personal details by chance. Should this happen, I guarantee you that it will be safe. I do not wish to ask you uncomfortable questions at all. You do not have to answer the questions that you feel uncomfortable. For your information, the interview will be open ended questions, with all questions being similar from participant to participant.

Therefore, please sign below to guarantee that you have read this information sheet or it has been read to you and you understand and completely agree with it.

Participant's Name

.....

Signature

.....

Date

.....

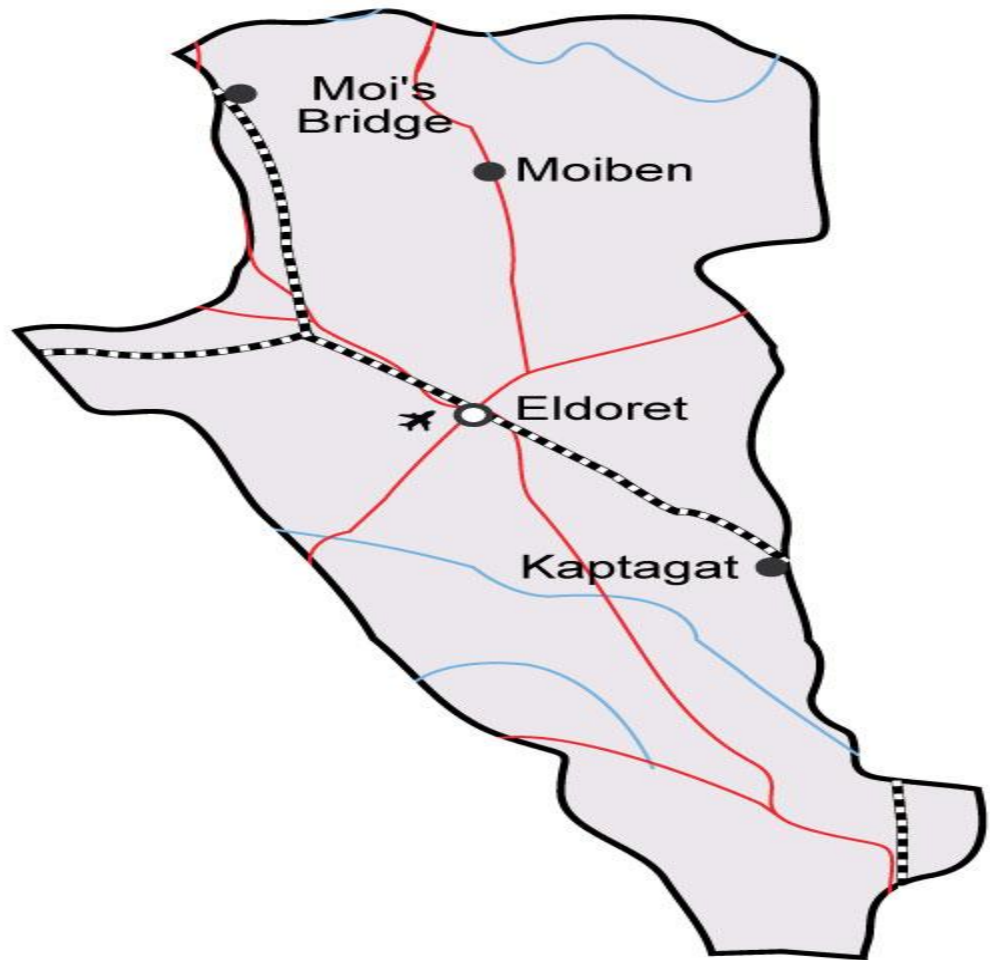
APPENDIX III: MAP OF UASIN GISHU COUNTY**Uasin Gishu County**

Photo credits to Google Images

APPENDIX IV: INTERVIEW GUIDE

Interview Guide

Organization.....

Facilitator.....

Date.....

PREFACE

i.Introductions

ii.Outlining the study's aim/purpose

iii.Presenting the approval and consent documents

iv.Providing the interview structure in terms of research instruments; audio recorders
and note taking documents.

v.Testing the audio recorder device

vi.Question and Answer session

SECTION 1: Preliminary Questions

1. What is your view on the problem of sports betting addiction in Uasin
Gishu County?

2. How long have you been working on advocacy related functions in this
organization regarding sports betting addiction in Uasin Gishu county?

SECTION 2: Advocacy Initiatives Used to Counter Sports Betting

i.What advocacy initiatives is your organization using to counter sports betting
addiction in Uasin Gishu?

ii.How are you using these initiatives to counter sports betting addiction? (please
elaborate on the specific initiative's use).

SECTION 3: Effectiveness of the Advocacy Communication Initiatives

- a. Based on your experience, do you think that your organization and facilitators from other organizations are doing enough advocacies to counter sports betting? Why or why not?
- b. In your advocacy against sports betting, what are the challenges you have faced/facing during the process?
- c. Why do you think these challenges are happening?
- d. Among the strategies you mentioned earlier, which ones have been working and which one have failed to work in an attempt of advocating against sports betting?
- e. From your experience, do you think the youths in Uasin Gishu understand the message of advocacy against sports betting?
- f. How often are you using the mentioned initiatives above to counter sports betting addiction in Uasin Gishu?
- g. The Kenyan media and influencers are playing a central role in popularizing sports betting among the Kenyan youths. What initiative and Methods(s) are you using to combat this new practice?

SECTION 4: Potential Initiatives

- i. What gaps do you think should be addressed to aid advocacy against sports betting?
- ii. What plans do you have to counter sports betting problem in Uasin Gishu?
- iii. What difference would these plans and initiatives do that the other initiatives have not been able to do?

iv. How do you plan to handle the problem of the media and influencer

popularization of sports betting? Why these specific plan/initiative (s)?

APPENDIX V: SAMPLE INTERVIEW SCRIPT

Conducted with R6 on how Advocacy is Conducted in UG County

[Interviewer by the researcher and a brief overview of the research aim and objectives and how important the research is. The researcher assures the facilitator of their confidentiality and requests their consent to take part in the study and audio record the session. The facilitator consents and grants permission to the researcher for the session to begin]

Researcher: Just for preliminary purposes, I would like to know your views concerning the problem of sports betting in the county.

Facilitator: oh, sports betting addiction here in Uasin Gishu?

Researcher: Yeah, yeah sure. I would like to know your view

Facilitator: Alright okay, I think it is that bad. I mean so many people are addicted without even knowing it. Coz you know this is something that people do on their daily basis

Researcher: Yeah, yeah

Facilitator: Coz you know then we have a lot of sporting activities. I think you are also a youth you understand this issue of football. Somebody wants to place twenty bob, and is expecting as much as even 80,000.

Researcher: Yeah

Facilitator: Yeah so you know maybe if he stakes today, he loses but he hears someone has won a million, it really gets hard to control this person.

Researcher: Yeah

Facilitator: It is that bad

Researcher: Okay

Facilitator: Yeah, though in as much as tunajaribu, but the problem is there. It has become unknown anyway.

Researcher: Okay

Facilitator: Yes, yes

Researcher: Ah thank you for that. And how long have you been working on advocacy related functions in this organization

Facilitator: I think it's been a year and a few months

Researcher: Okay

Facilitator: Yeah, I joined here as part of my internship when I left college actually.

Researcher: Oh so you were looking for something to do like work experience when you joined?

Facilitator: yeah yeah

Researcher: Okay

Facilitator: Yeah, But so many. I can say so far so good. Yeah, the experience has been good and I love interacting with fellow youths

Researcher: Okay

Facilitator: Yeah coz you know if in case you meet fellow youths you guys are free, you can share anything

Researcher: Yeah, coz there is a certain level you understand each other

Facilitator: Yeah, then you know at least our age bracket, it gave me that opportunity that at least we could share things freely

Researcher: Okay

Facilitator: I think I used to be enjoying this thing

Researcher: Okay

Facilitator: Yes, yes

Researcher: Thank you

Facilitator: You are welcome

Researcher: Yeah, now let me go back to something refers to the research questions. Now that you have been working for over a year in this organization, what advocacy initiatives have you or your organization been using to counter sports betting

Facilitator: Okay, mostly if you guess from my understanding of this illiteracy level among the youths, so we came up with this thing that, okay it is just a program that we came up with; the youth awareness campaigns.

Researcher: Yeah

Facilitator: Yeah, so you know we organize with the local youths, and even leaders coz you know through leaders we could get those guys or the youths whom they, coz most leaders have a large following of the youths. So we thought that if we could find leaders, we'd talk to them, they could help us to organize so that our information could penetrate and reach the wider area of the youth community.

Researcher: Okay

Facilitator: Yeah, though direct communication is also common. You know, we organize camps, meet the youths and share, talk freely with the youths, hear their grievances and they hear us so that at least our information can penetrate their mind and we see if incase we can have something to regulate amongst our youths

Researcher: Okay

Facilitator: Yes, yes

Researcher: Thank you

Facilitator: Though again in selected days, we organize in groups to talk to youths in local centers and towns. Like today you can just hear that we are in Eldoret town, we are to Langas there, then we create time, we organize, we call some youths, they come, then we talk out.

Researcher: Okay

Facilitator: Yes, yes

Researcher: And how are you using these initiatives to counter sports betting addiction? I would like you to just try and elaborate how you have been using these initiatives. You mentioned earlier about direct communication, you mentioned

about awareness, you mentioned about something like meeting the youths. So how are you using these initiatives. Just try to elaborate a little bit

Facilitator: Okay, basically we try to point out the negative aspects. Just a minute [slight interruption]..Okay am sorry

Researcher: It's okay

Facilitator: So I was saying that basically we try to point out the negative aspects of sports betting. Yeah, sometimes we use cases in the mainstream media and attempt to tell them that sports betting will lead them to their downfall.

Researcher: Okay

Facilitator: downfall, actually what brings about downfall in this sports betting is how youths use their money carelessly

Researcher: Yeah

Facilitator: Yeah, you can understand that this thing called mjengo, kijana ametoka ameenda mjengo, amelipwa ata kama ni mia tatu, you find that this person has a family yes, maybe its just a young family. But kwa hii mia tatu, anachukua 200 anaplace betting, then he expects maybe to be remaining with 100 that is supposed to be buying something. You know this is someone who cannot grow.

Research: So you mean appears to be more important than family

Facilitator: Yeah, sure sure, so the family is actually suffering. If in case you walk into homes, so many wives are complaining. Like yeah my husband, yeye anakuja umepata amebakisha 100, amebet na 200, amekunywa 50 bob kwa pombe, anakuja kwa nymba na 50 bob. This is a family that is supposed to be having three meals a day. You can't tell me that in day, your wife is supposed to be spending 10 bob in the morning, 15 bob lunch, and 15 bob supper.

Researcher: And you have a kid

Facilitator: Yeah, and you have a kid also. It's not adding up

Researcher: Yeah, thank you

Facilitator: Okay

Researcher: How often are you doing this? How often are you engaging in advocacy activities?

Facilitator: For direct communication, tunafanya more often. Like let's say at least every week because ni kitu ata something tumezoea. Sometimes you are walking home na unakutana na group of youths. You know engaging with youths is very easy. Mnakutana then you can just start a story. But for youth's awareness camps, iyo tunafanya atleast once a month coz it takes time to organize actually. And we have to liaise na local leaders. But we do try anyway

Researcher: Okay, now there is something more serious that I noticed that's why I came up with this research. Something to do with the mainstream media the celebrity, the Kenyan celebrities. When I talk of the mainstream media, I mean the television, YouTube, digital marketing, the influencers. You see these people have become a big problem.

Facilitator: They are a big problem actually

Researcher: Yeah so, they are attracting a lot of traffic

Facilitator: Yeah, you know some of them actually rely on these adverts. Those endorsements they come; they get many. For them I think they are earning money. But trust me you can use one influencer to influence at least 100,000 youths. I think

that's a negative impact. Yes, and in as much as somebody is earning a living from this, but again you have to consider the outcome, what is the ratio of the impact

Researcher: Yeah, it's so sad

Facilitator: Yeah, it can't be 1:7. That is affecting 7 individuals, that is very dangerous

Researcher: So, I like that you really understand this aspect of influencer marketing. So I would like to know maybe from your experience, what initiatives or strategies have you been using to try to counteract this influencer and mainstream media

Facilitator: Okay, I think this is one of the biggest barriers we face. Just as you have said media is a very powerful tool of which it is. Basically we are using awareness campaigns and encouraging the youth not to ever trusts everything on the media.

Researcher: Yeah

Facilitator: Because we realize that so many people depend on the media

Researcher: Okay

Facilitator: Then our messaging tends to focus more on how betting is just a business for someone. You know coz when a youth loses, someone gains. So for somebody it's a profit.

Researcher: Okay, so from my research and experience, every one team in the top five leagues worldwide must at least lose or draw, so that's why it's a cash cow.

Facilitator: Now look at that example, and imagine how somebody earns from a loss. It's a lot of money.

Researcher: Then there are millions of losers

Facilitator: Millions. Actually from our research we realized that the people who normally let's say wins this betting, they are very few as compared to the number who normally lose. So you know at the end of the day, the owners of these betting companies wins. Then, our focus is to try and create a bad reputation of the media and media influencers that promote sports betting.

Researcher: So you feel that if create a bad reputation, a section of the media and media influencers trying to advertise for betting companies will atleast try to do something positive in the quest towards against this behavior?

Facilitator: Yes, its just like you Mr. Madara if I can tell you know this person does this, but he is just benefitting from your money, you know will be discouraged

Researcher: so it's about discouraging?

Facilitator: Yes, it's about discouraging so that we can have them regulated

Researcher: Okay

APPENDIX VI: APPROVAL LETTER FROM THE DEPARTMENT OF PJCS



**MOI UNIVERSITY
SCHOOL OF INFORMATION SCIENCES
DEPARTMENT OF PUBLISHING, JOURNALISM AND COMMUNICATION STUDIES**

Tel: (053) 43231
Fax No. (053) 43292
Telex NO: 35047 MOIVASITY
E-Mail: hodpublishing.mu.ac.ke OR deanis@mu.ac.ke

P. O. Box 3900
Eldoret
Kenya.

Ref. No.: MU/SIS/PJCS/SA

24th Nov 2022

The Executive Secretary
National Commission for Science Technology & Innovation
(NACOSTI)
P O BOX 30623
NAIROBI

RE: RESEARCH PERMIT FOR MADARA MAXWELL TONGOLA: MS/CS/5600/22

The above named is our Master of Science (**MSc** student in Communication Studies programme in the Department of Publishing, Journalism and Communication Studies, School of Information Sciences, Moi University.

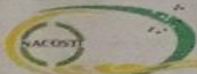
Mr. Madara is intending to carry out research work entitled: "*Advocacy Communication in Countering sports Betting Addiction among the Kenyan Youths, A Case Study of Uasin Gishu County*" which is a requirement to all postgraduate students Programme. We are kindly requesting you to issue the student with a Research Permit to enable him proceed with his research.

Yours sincerely,

Dr. JARED OBUYA
CoD: HEAD: DEPT. PUBLISHING JOURNALISM AND COMMUNICATION STUDIES
/mkm

APPENDIX VII: NACOSTI PERMIT

 **REPUBLIC OF KENYA**

 **NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY & INNOVATION**

Ref No: 690675 Date of Issue: 28/November/2023

RESEARCH LICENSE



This is to Certify that Mr. Maxwell Madara Tongola of Moi University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Uasin-Gishu on the topic: **ADVOCACY COMMUNICATION IN COUNTERING SPORTS BETTING ADDICTION AMONG THE KENYAN YOUTHS, A CASE STUDY OF UASIN GISHU COUNTY** for the period ending : 28/November/2023.

License No: NACOSTI/P/22/22474

690675

Applicant Identification Number


Director General
NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY &
INNOVATION

Verification QR Code



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See overleaf for conditions

APPENDIX VIII: APPROVAL FROM THE COUNTY GOVERNMENT

REPUBLIC OF KENYA
COUNTY GOVERNMENT OF UASIN GISHU

Tel. NOs: direct line: 053-2016215
053-2016000
053-2016125

Fax: +254-053-2062884
Website: www.uasingishu.go.ke
Email: info@uasingishu.go.ke



When Replying, Please Address to:
County Secretary
Uasin-Gishu County
P.O. Box 40 – 30100
Eldoret, Kenya.

REF: UGC/ADM.1/31/GEN/2022/VOL.I/ (106) **DATE:** 16 December, 2022

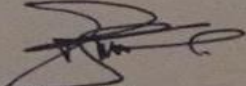
Madara Maxwell Tongola,
P.O Box 3900 - 30100
ELDORET.

**APPROVAL TO CARRY OUT RESEARCH
WITHIN THE COUNTY GOVERNMENT**

Your letter of 13 December, 2022 on the above subject is in reference.

Authority is hereby granted to you to carry out your research within Uasin Gishu County Government, for your academic use and we request you to share your findings with the Office of the undersigned. Your findings may be useful in addressing the Role of Advocacy Communication employed by civil society organizations with the purpose of countering sports betting among the youth in the County.

By copy of this letter, the Ag. Chief Officer, Gender, Social Protection and Culture is requested to assist you accordingly.



Edwin Bett
**COUNTY SECRETARY/
HEAD OF COUNTY PUBLIC SERVICE**

Copy: Ag. Chief Officer, Gender, Social Protection and Culture,

**APPENDIX IX PLAGIARISM REPORT FROM MOI UNIVERSITY
TURNITIN-CERM-ESA**



SR434

ISO 9001:2019 Certified Institution

THESIS WRITING COURSE

PLAGIARISM AWARENESS CERTIFICATE

This certificate is awarded to

MADARA MAXWELL TONGOLA

MS/CS/5600/22

In recognition for passing the University's plagiarism

Awareness test for Thesis entitled: **ADVOCACY COMMUNICATION IN COUNTERING SPORTS
BETTING ADDICTION AMONG YOUTHS IN UASIN GISHU COUNTY** similarity index of 7% and
striving to maintain academic integrity.

Word count: 32432

Awarded by

Prof. Anne Syomwene Kisilu
CERM-ESA Project Leader Date: 18/01/2024