

UNDERSTANDING THE RISE OF TELEVISION GAMING AMONG YOUTHS IN PORT HARCOURT

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Abstract

The rapid rise of television sports gaming has significantly impacted the gaming industry, fostering the emergence of new social norms and professional opportunities. This growth, particularly fueled by the increasing popularity of eSports, has led to the creation of a thriving ecosystem of professional gamers, coaches, analysts, and event organizers. In parallel, platforms like Twitch, a popular streaming service for gamers, have introduced unique social practices and cultures. Notably, Twitch users engage in distinctive interactions such as the use of emotes to express emotions and reactions, and a culture of financial support through subscriptions and donations. This phenomenon has contributed to the rise of a new class of celebrity—the Twitch streamer—who generates significant income through sponsorships, subscriptions, and audience donations. This study explores the influence of television sports gaming habits, particularly focusing on eSports and the cultural shift brought about by platforms like Twitch. By examining these new social norms and the changing nature of gaming, the study sheds light on how television sports gaming has created a multifaceted and financially lucrative gaming ecosystem, while also influencing broader entertainment practices.

Keywords: Television Sports Gaming, eSports, Twitch, Gaming Culture, Social Norms

INTRODUCTION

One of the benefits of television sports gaming habits is the upsurge in the growth of the gaming industry. This growth has been driven in part by the increasing popularity of eSports, which involves competitive video gaming events with professional players and teams. As such, this has instigated the emergence of professional gamers, coaches, analysts, and event organizers. Television sports gaming habits have created a new social norms and practices. For instance, Twitch, a popular streaming platform for gamers, has its own culture and set of practices that are unique to the platform. They include the use of emotes, which are small images or icons that can be used in the chat to express emotions or reactions. Twitch has its own set of social norms, such as the expectation that viewers will subscribe to a streamer's channel to support them financially. This has led to the emergence of a new type of celebrity; the Twitch streamer enables substantial income from sponsorships, subscriptions, and donations from their audience.

There is hardly any community you go to in Rivers State that you do not see one sports gaming centre. Sometimes you find up to three or four of these centres on a street. There is hardly any house that does not have a television or an android handset which makes sports betting online very accessible. There are concerns about the impact television sports gaming culture have on the society. One of such concern is the

potential for addiction to video games, particularly among young people. The World Health Organization (WHO) has recognized gaming disorder as a mental health condition. WHO in 2018 described it as a pattern of persistent or recurrent gaming behavior, which may be online or offline, manifested by impaired control over gaming, increasing priority given to gaming to the extent that gaming takes precedence over other life interests and daily activities, and continuation or escalation of gaming despite the occurrence of negative consequence.

However, excessive sports gaming can also lead to a sedentary lifestyle, which can increase the risk of obesity, heart disease, and other health problems. Research has shown that youths who engage in excessive sports gaming are more likely to have poor physical health outcomes than those who do not. For example, a study conducted by the National Institutes of Health found that youths who played sports video games for more than two hours per day were more likely to have higher body mass index (BMI) and lower physical activity levels than those who played for less than two hours per day (Marino et al., 2020).

Statement of the Problem

Sport betting is a phenomenon that has caused problems to society and is growing at a disturbing rate (Derevensky, 2008). What is even more worrisome is that youths are not only engaging in but are getting addicted to sports betting. The television / newspaper has been extolled as the conscience of modern society. It coordinates social communication and furnishes a vital check on other institutions of a nation. Thus, it presupposes that television / newspapers must have a social conscience, be devoted to public welfare and public service. And they should be responsive to problems in society.

In recent studies which have been conducted on sport betting in Nigeria (Tade, 2014; Omobowale, 2009), all the studies examined the acceptance of sports betting, the gambling behaviour of youths, and the proliferation of football betting among youths in Nigeria as a whole. Also, many of the studies were more of position papers that did not collect data from any specific state of the Federation to determine the influence television representation of sports gaming culture exacts on the youths in South- South Nigeria. Hence, a knowledge gap exists on television sports gaming habits among youths in Port Harcourt Metropolis and its impact on their economic well-being. Sports betting has become like cancer that is slowly eating up the socio-economic lives of the youths. If left unattended to, Nigeria will eventually have a population that in the nearest future will not have regard for hard work, education or skills acquisition. Valuable time and man hours are dissipated by the youths idling away at the gaming centres waiting to see if their bets were successful. Where they are unsuccessful, their frustrations are leashed out on others through violent means. This sometimes results in loss of life and property. Some people have staked all their life earnings and when they are unsuccessful, they become psychologically demented and sometimes commit suicide. Consequently, this study sought to ascertain the economic gratifications television sport gaming habits have among the youths of Port Harcourt Metropolis.

Objectives of the Study

The study seeks to appraise the television gaming habits of youths in Port Harcourt so as to align them with overt economic gratifications. This is anchored on the scholarly premise of vicarious experiences as inherent offshoots of media encounters. The specific objectives therefore are to:

- i. find out the extent to which Port Harcourt youths engage in acts associated with television gaming;
- ii. ascertain the stations, sites and platforms youths in Port Harcourt engage their gaming time on;
- iii. identify the techniques and patterns with which youths in Port Harcourt engage in television gaming;

Research Questions

This study sought to answer the following questions:

- i. What is the extent to which Youths in Port Harcourt are engaged in television gaming?
- ii. Which stations, sites and platforms are Youths in Port Harcourt spending their gaming time on?
- iii. What are the techniques and patterns that Youths in Port Harcourt are using for television gaming?

Theoretical Framework

The study adopted two theories: Social learning theory and Theory of planned behaviour sharpen this study.

Social Learning Theory

The social learning theory simply theorizes that learning is through observation, imitation, and modeling and is influenced by factors such as attention, motivation, attitudes and emotions. It also postulates that the interaction of the environmental and cognitive elements have an effect on how people learn. Lou (2013) opined that Bandura proposed the concept of social cognitive theory. A general contention is that much of the development in human cognition is explained by the interplay of internal personal factors in the form of cognitive, affective and biological events; behaviour; and environmental events. According to Nabavi (2014), Bandura in 1961 conducted his famous experiment known as the Bobo doll experiment to study patterns of behaviour, by social learning theory, and that similar behaviour was learned by individuals shaping their behaviour after the actions of models.

Bandura's results from the Bobo Doll Experiment changed the course of modern psychology and were widely credited for helping shift the focus in academic psychology from pure behaviourism to cognitive. He demonstrated that children learn and imitate behaviours that they have observed in other people. According to Banyard & Grayson (2000), Bandura believed that direct reinforcement could not account for all types of learning and that people can learn new information and behaviours by watching other people. According to Shaffer (2005), people learn from one another, via Observation; Imitation; and Modelling.

Observational Learning: According to Lou (2013), in his famous Bobo doll experiment, Bandura demonstrated that children learn and imitate behaviours they have observed in other people. The children in Bandura's studies observed an adult acting violently toward a Bobo doll. When the children were later

allowed to play in a room with the Bobo doll, they began to imitate the aggressive actions they had previously observed.

Imitation Process: This has to do with the ability to replicate a behaviour or action. The child who observes a certain behaviour repeatedly is expected at some point to be able to imitate and reproduce said behaviour.

Modelling process: it is important to note that not all observed behaviours are effectively learned. For the process to be successful, the model and observer must abide by the following as observed by O'Rorke (2006), who explained how the following modelling processes influence learning.

The significance of this theory to the present study is that youths are heavily influenced by newspaper representation of sports betting and they adopt the behaviour of others through observation. This means that Nigeria youths will adopt the behaviour of people they see on mass media.

Theory of Planned Behaviour (TPB)

According to Awaludin (2014) in Olaore, Adejare and Udofia (2020), the theory of planned behaviour (TPB) is a model of social psychology that is often used to predict human behaviour. Tracing the history of TPB, Olaore, Adejare and Udofia (2020) state that the TPB was first mentioned in 1985 published work of Kuhi and Beckmann, "Action-control: From cognition to behaviour". In that work, a chapter entitled "From intentions to actions: A theory of planned behaviour" was written by Icek Ajzen (Ajzen, 1991). However, the theory became popular with his (Ajzen) work published in 1991 titled "The theory of planned behaviour", which has been cited several times in various articles (Awaludin, 2014). TPB postulates that human behaviour can be predicted through their intentions and three factors can help to predict human intentions.

These important factors, according to Ajzen (1991), include:

- i. attitude towards the behaviour;
- ii. subjective norm; and
- iii. perceived behavioural control.

Lastly, the third anchor to this theory is the perceived ease or difficulty (risks) of performing such behaviours. The introduction of mobile betting removed every barrier and inconvenience of going to the betting store. In like manner, the legalizing of online betting in Nigeria eliminated the risks associated with such behaviour. As Ogden (2012) in Olaore, Adejare and Udofia (2020) pointed out; major antecedents of behaviour include the perceived risk of engaging in such acts. The absence of a risk to a large extent presumes positive reinforcement. Thus, without any reasonable barrier to the practice, more and more will engage and repeat the behaviour.

History of Television gaming habits

Television gaming habits refers to the subculture that has emerged from the intersection of television sports broadcasting and video gaming. It is a habit that has grown in popularity in recent years, with

millions of people around the world participating in it in various forms. Gaming habits refers to the subculture that has emerged from the intersection of video gaming and various forms of popular culture. It is a culture that has grown in popularity in recent years, with millions of people around the world participating in it in various forms. The history of television sports gaming habits can be traced back to the early days of video gaming. In the 1980s, the first sports video games were created, such as "Tecmo Bowl" and "Double Dribble," which were based on popular sports like football and basketball. These games were played on home gaming consoles like the Nintendo Entertainment System (NES), and they quickly gained popularity among gamers and sports fans alike.

In the 1990s, video game technology advanced significantly, and games became more sophisticated and realistic. This led to the creation of sports games that were more true-to-life and included more advanced graphics and gameplay mechanics. Games like "Madden NFL" and "NBA 2K" became the standard-bearers for sports gaming, and they continue to be popular to this day. Television sports betting has a long history that dates back to the early days of television. In the 1960s, betting shops began to appear in the United Kingdom, offering customers the opportunity to place bets on horse racing and other sports. This led to the creation of televised horse racing events, where viewers could watch races and place bets from the comfort of their own homes. As technology advanced, so too did the ways in which people could place bets on sports. The introduction of online betting platforms in the late 1990s made it possible for people to place bets on sports from anywhere in the world, using their computers or mobile devices.

A Review of Television / Video Gaming habits

Video gaming culture is universal due to the new media subculture created by video game hobbyists. As video games have rapidly increased in sophistication, accessibility and popularity over time, they have had a great influence on popular culture, especially among middle class adolescents and youth adults. Television game culture has also change with internet culture and the increasing popularity of mobile games. People who constantly play video games often identify as gamer, a term that can mean anything from players who only enjoy casual gaming to passionate enthusiasts and professional gaming competitors. The games becomes more social with multiplayer and online capability, gamers find themselves in growing social networks. Playing video games can both be entertainment as well as competition, as the trend known as electronic sports or esports has become more widely accepted.

Influence of Television Sports Gaming on Youth

Sports gaming has become a popular pastime for many youth around the world. With the advent of new technology and online platforms, young people are now able to engage in sports gaming on a larger scale than ever before. While sports gaming can be a fun and enjoyable activity, it can also have a significant impact on the livelihood of youth. This research will explore the influence of sports gaming on the livelihood of youth, including the positive and negative effects on physical health, mental health, academic performance, and social development.

Gambling Laws in Nigeria

Gambling in Nigeria is regulated by the National Lottery Regulatory Commission. Lottery was legalized with the National Lottery Act, 2005 and gambling is defined by Chapter 22 of the Criminal Code Act enacted in 1990. The law splits the games into two categories: The legal and illegal games. The legal games are lottery, land-based casino, and sports betting. Roulette, dice games, and non-skilled card games are illegal. The law regulates slot machine activity and only licensed operators can provide slot machine gambling. Money laundering activity is covered by the Money Laundering (Prohibition) Act, 2011. Although these laws are in place, gambling in Nigeria is not well regulated and as a result, there are many illegal casinos which operate in the country. The legal land-based casinos are located in the two largest cities with the current biggest casino being The Federal Palace Hotel, Lagos. Nigerian law focuses on activities to reduce money laundering and illegal gambling.

Online gambling

Online gambling in Nigeria is regulated by the Nigerian Lottery Commission. All bookmakers are required to obtain a license from the gaming commission before operating in Nigeria. Nigerian law does not mention online space and there is no restriction for the people to reach local or foreign gambling sites. Although Internet space is not mentioned exactly in the law, the companies are obliged to follow the regulations and laws as it is for the land-based casinos. All types of online games are available except those that are illegal. Online Gambling Companies Nigeria is one of the most competitive markets in gambling in Africa. The size of the population and internet exposure of the residents creates the right conditions for online gambling companies to operate in. Gambling age The gambling age is defined by the law. People below the age of 18 cannot legally gamble. Payment gateways there is no obstacle when depositing money to foreign or local bookies, although betting limits exist as defined by respective individual bookmakers. Users deposit money using bank cards, e-wallets such as Skrill or Neteller, and USSD services. There is no legal restriction or service blocking.

Nigerian Gambling Laws

Nigerian Gambling Regulation and Legislation, the laws and regulations governing gambling in Nigeria can be a little confusing because there is no cut and dried law or legislation that solely addresses gambling in the West African Nation. Instead, there are two federal Acts that make reference to gambling in terms of what is illegal or not allowed, and what is legal and allowed. Here is a brief explanation of each: The Gaming Machines (Prohibition) Act of 1977, The first is The Gaming Machines (Prohibition) Act of 1977, which specifies that the ownership and use of gaming machines in Nigeria is illegal, and that the penalty if caught and convicted of owning and using gaming machines, is a year in prison without the option of a fine. In addition, all proceeds derived from said machines as well as the machines themselves are liable to be confiscated by the Nigerian Government. According to the Act, a gaming machine is considered to be any mechanical coin or token operated gambling or gaming device that is used for the sole purpose of enticing

people to gamble in the hope they win monetary rewards. The Nigerian Criminal Code Act The second Act in Nigeria that pertains to what constitutes legal and illegal gambling practices is the Nigerian Criminal Code, specifically Subsection 1 of Section 236 in Chapter 22.

In this Act, an illegal gaming house is defined as any property or venue where unlawful gaming is offering or undertaken. If caught, the owner, operator, manager or occupier of an illegal gaming house can face a fine of 1000 Naira and/or two years in prison. The Act goes on to specify which types of gambling are permitted and which are not. In other words, which games are unlawful (see the list below). This, of course, begs the question of what constitutes legal or lawful gambling in Nigeria. What is Lawful Gaming in Nigeria? There are really only three lawful types of gambling in Nigeria – betting / pools, lotteries and a handful of land casinos. **Media Depictions of Gambling**

According to Monaghan and Derevensky (2008) “the amount of media consumption an individual is exposed to determine the likelihood of adopting the messages conveyed as their own. It is pertinent to put into consideration the impact of the representation of gambling in the media as innocuous and entertaining, without an objective representation of the possible negative consequences attached to it.” p.538. A social learning theory according to Bandura (1986) in Monaghan and Derevensky (2008) suggests that individuals learn and model behaviours through observing others in their environment and when reinforced, individuals are more likely to adopt this behaviour. With this, adolescents are likely to model attitude and behaviour observed by people they admire.

For example, Delfabbro and Thrupp (2003) in Monaghan and Derevensky (2008) state that modelling of behaviour exhibited by celebrities playing poker on TV, or playing the role of gamblers in movies, or those celebrities and role models advertising gambling sites are likely to promote this activity especially amongst adolescents and youths. Data collated from Australia and the USA suggests that childhood exposure to gambling increased the likelihood of gambling in adulthood. This supports the need for regulation of media content promoting gambling especially during prime time.

Online Gaming Gains Popularity

A major advance in game technology came with the increase in Internet use by the general public in the 1990s. A major feature of Doom was the ability to use multiplayer gaming through the Internet. Strategy games such as Command and Conquer and Total Annihilation also included options where players could play each other over the Internet. Other fantasy-inspired role-playing games, such as Ultima Online, used the Internet to initiate the massively multiplayer online role-playing game (MMORPG) genre (Reimer). These games used the Internet as their platform, much like the text-based multi-user dimension (MUDs), creating a space where individuals could play the game while socially interacting with one another.

Methodology

The study adopted the survey method. Cozby (2007) says that a survey research design helps the researcher identify the relationship that exists among variables and the way attitude and behavior change

over time. It also provides the avenue in which the researcher can elicit opinions and view from the respondents. Survey research investigates the relative occurrence, distribution, and interrelationships of sociological and psychological factors in both large and small groups by selecting and analyzing samples taken from the population (Okwachime, 2016). The study utilized questionnaire method to ascertain the view of respondents on Television Gaming Habits of Port Harcourt youths. The universe of the study comprised the youths of Port Harcourt Metropolis which includes the entire Port Harcourt (Local Government Area), Obio Akpor and portions of Eleme Local Government Areas which is projected to be 1,858,165, a sample size of 400 was derived using Taro Yamane formula.

To ensure the validity of the instrument, the questionnaire was subjected to expert review. Professors, communication scholars and supervisors evaluated the instrument to ensure its relevance, clarity, and ability to accurately capture the variables of interest. Data from the study were analyzed using frequency distribution tables and percentage.

Presentations of Results

Table 1: Percentage analysis on source of knowledge

S/No	Question	Personal	%	Friends	%	Mass	%	Research Media
8.	What is your source of	10	3	310	84	50	13	knowledge?

The data in Table 1 revealed the primary sources of knowledge among respondents. A significant majority, 84%, reported that friends are their main source of knowledge, indicating a strong reliance on social interactions and personal networks for information dissemination. This suggests that interpersonal communication plays a crucial role in the exchange of knowledge within the surveyed group. In contrast, mass media, which includes television, radio, newspapers, and online news platforms, is the source of knowledge for 13% of respondents.

Table 2: Analysis of involvement in sports bet

S/N	Question	Yes	%	No	%	I can't say	%
9.	Have you placed sports bet before?	309	84	41	11	20	5

The data from Table 2 reveals that a significant majority of respondents have engaged in sports betting. Specifically, 309 out of the total respondents, representing 84%, confirmed that they have placed sports bets before. This high percentage suggests that sports betting is a prevalent activity among the surveyed population. In contrast, a smaller portion of the respondents, 41 individuals or 11%, indicated that they have not participated in sports betting. This group represents a minority, highlighting that only a few

people abstain from this activity, possibly due to personal, ethical, or financial reasons. Furthermore, 20 respondents, accounting for 5%, were undecided or chose not to disclose their betting behavior.

Table 3: Percentage analysis on place of bet placement

S/N	Question	Online	%	In the	%	USSD	%	bets B.	Shops	code
10.	Where do place your sports bets?	80	22	279	75	11	3			

The data presented in Table 3 illustrates the distribution of sports betting preferences among respondents. A significant majority of respondents (75%) prefer to place their sports bets in physical shops, totaling 279 individuals. This indicates a strong inclination towards traditional betting methods, possibly due to the perceived reliability and social aspect of visiting betting shops. In contrast, online betting attracts a smaller portion of the respondents, with 22% (80 individuals) opting for this method. This shows that while there is a notable group of users who favor the convenience and accessibility of online platforms, it is still less popular compared to physical shops. Factors such as trust in online transactions and familiarity with digital platforms might influence this choice. The least favored method is using the USSD code, with only 3% (11 individuals) of respondents choosing this option. This could be attributed to a lack of awareness or comfort with using USSD codes for betting purposes. **Table 4: Percentage analysis on betting company is use by respondents**

S/N	Question	Bet9ja	%	Nair abet	%	Merry bet	%	Betaking	%	Sporty bet	%	XBet	%	Mel Bet	%	Others	%
11.	Which betting company do you use to place your sports bet?	124	81	49	41	28				22	17	8					

Based on the data presented in Table 4, which shows the percentage distribution of respondents' preferences for different betting companies, several insights can be drawn. Firstly, Bet9ja emerges as the most popular choice among the respondents, with 124 individuals, constituting the highest percentage among the listed options at 41%. This indicates a strong market presence and brand preference among sports bettors surveyed. Nairabet follows as the second most chosen platform, selected by 81 respondents, representing 27% of the sample. While Nairabet shows a significant user base, it trails behind Bet9ja in terms of overall preference among the respondents. Merrybet ranks third with 49 respondents, accounting for 16% of the total.

Question: Which stations, sites and platforms are Youths in Port Harcourt spending their gaming time on?

Table 5: Percentage analysis on which stations, sites and platforms Youths in Port Harcourt spend their gaming time

S/N	Question	Football	%	Basketball	%	Tennis	%	Cricket	%	Volleyball	%	Rugby	%	Hockey	%	Others	%
19.	Which sports do you bet on?	99	56	49	41	28	22	17	8								

Table 5 presents the distribution of respondents' preferences regarding the sports they most commonly bet on. From the data, football emerges as the overwhelmingly preferred sport for betting, with 99 respondents indicating a preference, constituting 50% of the total respondents. Basketball follows, with 56 respondents (28%), while tennis and cricket are also popular choices, with 56% and 49% of respondents betting on them, respectively. Volleyball, rugby, hockey, and other sports have lower percentages of respondents betting on them, ranging from 8% to 22%.

Table 6: Percentage analysis of frequency of betting

S/N	Question	Less	%	1-2	%	2-3	%	More than	%	than	hours	hours
	3 hours											
	hour											

20. How many hours do 34 9 48 13 84 23 203 55 you spend betting?

The results from Table 6 indicate the distribution of time spent on betting among respondents. From the data, it is evident that a significant portion of the respondents allocate varying amounts of time to betting activities. Specifically, 9% of respondents reported spending less than an hour on betting, while 13% dedicated 1-2 hours to this activity. A notable 23% of respondents engaged in betting for 2-3 hours, and the majority, comprising 55% of respondents, indicated that they spend more than 3 hours on betting.

Table 7: Percentage analysis of frequency of betting on your favourite sport

S/N	Question	Very often		Often		Occasional		Seldom		Not certain	
			%		%		%		%		%
21.	How often do you	200	54	100	27	40	11	20	5	10	3

These findings suggest a spectrum of engagement levels in betting among the surveyed population. bet on your favourite sport?

The results from Table 7 indicated the frequency of betting on favorite sports among respondents. According to the table, 54% of participants reported betting "Very often," which suggests a significant portion of the sample engages in this activity frequently. Additionally, 27% mentioned betting "Often," indicating a considerable number of respondents participate in betting regularly but not as frequently as the first group. A smaller percentage, 11%, reported betting "Occasionally," indicating sporadic engagement in this activity.

Findings

1. The findings revealed that the knowledge of sports betting is almost universal among the respondents, with 95% acknowledging familiarity with it. This high level of awareness points to the strong presence and possibly the impact of sports betting in their lives, indicating that any initiatives, policies, or studies related to sports betting would likely be relevant to a significant portion of this population.
2. The finding indicated that fewer individuals rely on their own efforts to acquire knowledge, possibly due to time constraints, accessibility issues, or a preference for more passive forms of information gathering.
3. The finding indicated that sports betting is a common practice among the majority of the respondents, with 84% having participated in it. A minority of 11% have not engaged in betting, while 5% remain uncertain. This suggests a strong inclination towards sports betting within the population studied, potentially highlighting its popularity and social acceptance.

4. The finding revealed that in-shop betting is the dominant method among the respondents, with 75% favoring it over online and USSD code options. While online betting is somewhat popular, it still lags behind traditional methods. USSD code betting is the least preferred, indicating potential barriers in adoption. This suggests that physical betting shops play a crucial role in the betting industry, and any shift towards digital methods will need to address existing trust and familiarity challenges.

5. The finding illustrated that Bet9ja leads as the preferred betting company among the surveyed population, followed by Nairabet and Merrybet. This suggests that Bet9ja maintains a strong competitive edge in the sports betting market, potentially due to factors such as brand recognition, service offerings, or promotional strategies that resonate well with Nigerian bettors. Further analysis could explore factors influencing user preferences and the implications for market dynamics in the sports betting industry.

Conclusion

Based on the findings of the study it is concluded that sports betting among respondents reveals several critical insights. Nearly universal knowledge of sports betting, with 95% familiar, underscores its widespread influence. However, active information seeking is less prevalent, suggesting time constraints or preferences for passive acquisition. Participation is high, with 84% engaging in betting, reflecting its popularity and social acceptance.

Traditional in-shop betting remains dominant, preferred by 75%, indicating physical shops' continued relevance despite digital advancements. Bet9ja leads as the top betting company, attributed to strong brand recognition and effective promotions. Economic factors and support for favorite teams drive television gaming among youths in Port Harcourt, with advertising significantly influencing engagement. Football is the preferred sport for betting, guiding strategic planning and marketing. The activity's time-intensive nature, with many spending over three hours on it, highlights its popularity and significant time commitment. The study also notes a strong association between television gaming and negative outcomes, including criminal tendencies and financial mismanagement, suggesting the need for comprehensive interventions. Furthermore, a significant relationship between television gaming habits and economic gratifications was identified, impacting youth participation in betting activities.

Recommendations

Based on the findings and conclusion of the study, it is recommended as follows:

1. Local educators and youth counselors should be involved in conducting surveys and workshops in schools to gather data and educate parents and students about the impact of television gaming.
2. University researchers and media analysts should collaborate to carry out detailed studies and publish findings that highlight the preferred gaming platforms among youths, providing insights for better regulation and parental guidance.

3. Psychologists and game developers should be tasked with studying and documenting the gaming techniques and patterns, which can then be used to develop healthier gaming habits and promote positive game design.

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