

Social Facilitation Among Gamblers:

A Large-Scale Study Using Account-Based Data

What is *social facilitation*?

The effect that people sometimes show an increased level of effort (e.g., when gambling) as a result of the presence of others.



NOVELTY

Introduction of a novel framework to empirically measure social facilitation among gamblers.



FINDINGS

Gamblers stake more money and play longer sessions the more crowded the venues get.

Social avoiding gamblers gamble more when they play with their most-frequent co-gambler.

Results indicate that social avoiding gamblers are more susceptible to social facilitation than social seeking gamblers.



IMPACT

Practical implications for gambling researchers and gambling industry in designing / evaluating responsible gambling tools.

What data was analyzed?

Analysis of more than one million gambling sessions using data of the Norwegian gambling operator *Norsk Tipping*.