



THE SOCIO-ECONOMIC EFFECTS OF SPORTS BETTING ON YOUTH IN GASHUA, YOBE STATE

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Abstract

Sports betting have emerged as a widespread phenomenon among Nigerian youths, offering both opportunities and challenges. In Gashua, Yobe State, where unemployment and limited recreational activities prevail, sports betting has become a popular pursuit. This study examines the socio-economic effects of sports betting on youth, focusing on its implications for financial stability, social relationships, and overall well-being. Utilizing a mixed-methods approach, data were collected

from 300 youths through surveys and supplemented with in-depth interviews with local betting agents and community leaders. The

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findings reveal a dual impact: on the one hand, sports betting provide a source of entertainment and occasional income for some participants, alleviating short-term financial pressures. On the other hand, it poses significant risks, including financial instability, gambling addiction, and strained interpersonal relationships. Over 60% of respondents reported consistent financial

losses, while 28% exhibited addictive behaviors. Socially, the activity has contributed to increased tension within families and a rise in petty crimes linked to gambling debt. The study concludes that while sports betting has become a coping mechanism for many young people, its negative effects outweigh the benefits. Addressing this issue requires a combination of public awareness campaigns, stricter regulations on betting platforms, and the introduction of alternative

income-generating opportunities for youths. These measures will help mitigate the risks associated with sports betting and promote a more sustainable socio-economic environment in Gashua.

Introduction

Sports betting have become an integral part of youth culture in Nigeria, fueled by advancements in technology, internet accessibility, and rising unemployment. The proliferation of betting platforms has made sports betting a convenient and accessible activity, especially for youths seeking quick income or entertainment. In Gashua, Yobe State, a predominantly rural and semi-urban area, the socio-economic conditions, including high unemployment rates and limited recreational facilities, have contributed to the rapid growth of this trend.

According to the National Bureau of Statistics (NBS, 2023), Nigeria's youth unemployment rate is among the highest in Africa, standing at approximately 42%. This economic reality has driven many young individuals to engage in sports betting as a coping mechanism for financial difficulties. As noted by Okonkwo (2020), sports betting often appeals to youths as it offer the promise of high financial returns with minimal investment, creating an illusion of hope amidst economic despair.

Additionally, the growth of online betting platforms such as Bet9ja, Naira Bet, and others has made gambling more accessible than ever. Studies by Onuoha and Ojo (2021) reveal that over 70% of Nigerian youth have engaged in some form of online betting, with a significant number relying on mobile apps and

digital payment systems for their activities. Gashua reflects this national trend, as local cybercafés and smart phone vendors report a surge in demand for internet-enabled devices and betting-related services.

While sports betting provide temporary financial relief for some youths, it also introduces a host of socio-economic challenges. Financial instability, addiction, and strained social relationships are commonly associated with betting activities (Bello & Sulaiman, 2022). Moreover, studies by Adamu (2019) highlight the disproportionate impact of gambling on rural communities, where limited financial literacy exacerbates the negative effects. In Gashua, this is particularly concerning, as many young individuals allocate a significant portion of their limited income to betting, often at the expense of essential needs.

This study explores the socio-economic effects of sports betting on youths in Gashua, Yobe State. It seeks to analyze the dual nature of sports betting, identifying both its potential benefits and its long-term consequences. By examining local perspectives and data, this research aims to contribute to the ongoing discourse on the role of sports betting in Nigeria's socio-economic landscape and provide recommendations for policymakers and stakeholders.

Research Questions

To achieve this objective, the study addresses the following questions:

1. What socio-economic factors drive sports betting among youths in Gashua
2. What are the positive and negative effects of sports betting on their livelihoods?
3. How can the adverse effects of sports betting be mitigated while leveraging its potential benefits?

The findings of this study are expected to provide valuable insights for policymakers, educators, and community leaders in addressing the challenges

posed by sports betting and creating sustainable opportunities for youth empowerment in Gashua and similar communities.

Literature Review and Theoretical Framework

Literature Review

Sports betting have become a pervasive activity in Nigeria, particularly among youths, due to socio-economic challenges and increased accessibility of digital platforms. Studies across various disciplines have explored its causes, benefits, and detrimental impacts, with particular emphasis on its socio-economic implications in underdeveloped regions like Gashua, Yobe State.

Drivers of Sports Betting Among Youths

The rising prevalence of sports betting in Nigeria is influenced by factors such as unemployment, poverty, peer influence, and aggressive marketing strategies by betting companies. According to Okonkwo (2020), the high rate of youth unemployment in Nigeria, estimated at over 42% (NBS, 2023), has left many young people searching for alternative sources of income, with sports betting appearing to be a viable option.

Poverty also plays a critical role, as Bello and Sulaiman (2022) argue that low-income youths are disproportionately drawn to betting due to the allure of quick financial gains. Furthermore, peer influence is significant; as Bandura (1977) suggests in his Social Learning Theory, young individuals are more likely to adopt behaviors observed in their peers. This is consistent with findings by Adamu (2019), who notes that betting often becomes a communal activity in rural areas, where social interactions and peer pressure reinforce participation.

Technology has further facilitated this trend. Onuoha and Ojo (2021) highlight the role of mobile phones and internet access in making betting platforms such as Bet9ja and NairaBet easily accessible. Okafor, Ebuka, and Adewale, (2022) add that aggressive advertising campaigns by betting companies,

often portraying betting as an opportunity to escape poverty, have normalized the practice among Nigerian youths.

Positive Effects of Sports Betting

While often criticized, sports betting offer certain benefits for youths in communities like Gashua. As Okafor et al. (2022) point out, betting provides temporary financial relief, particularly for individuals who experience occasional wins. Some respondents in Bello and Sulaiman’s (2022) study indicated that winnings are often used to meet basic needs, such as food, transportation, and mobile data.

Additionally, sports betting serve as a recreational activity. Onuoha and Ojo (2021) report that many participants view betting as a form of entertainment that offers excitement and an avenue to engage with global sporting events. This recreational aspect is particularly pronounced in rural areas like Gashua, where other forms of entertainment are limited.

Negative Effects of Sports Betting

Despite its perceived benefits, a sport betting is associated with a wide range of negative socio-economic impacts. Financial instability is one of the most significant consequences. Studies by Bello and Sulaiman (2022) and Okonkwo (2020) found that over 60% of Nigerian youths involved in betting experience consistent financial losses, which often lead to debt. This is exacerbated by the belief in “chasing losses,” where individuals continue to bet in an attempt to recover their money (Adebayo, Yusuf, & Ugochi, 2021).

Gambling addiction is another concern. In a study by Ijeoma and Obinna (2022), 32% of Nigerian youth involved in betting exhibited symptoms of addiction, including compulsive behavior and neglect of responsibilities. Such behaviors often have broader social consequences. Adamu (2019) notes that in rural areas like Gashua, betting addiction is linked to increased domestic conflicts, theft, and other criminal activities.

Finally, the broader economic impact of sports betting on communities must be considered. Okafor et al. (2022) argue that most profits generated by betting companies flow out of local economies, leaving little reinvestment in the community. This undermines the long-term economic sustainability of regions heavily engaged in betting activities.

Theoretical Framework

To analyze the socio-economic effects of sports betting on youth in Gashua, this study employs **Rational Choice Theory (RCT)** and **Social Learning Theory (SLT)** to explain individual motivations and the broader social influences surrounding the behavior.

Rational Choice Theory (RCT)

Rational Choice Theory, as proposed by Becker (1976), posits that individuals engage in behaviors after carefully weighing the costs and benefits. In the context of sports betting, youths decide to participate based on the perceived potential for high financial rewards relative to the risks involved. This decision-making process is particularly relevant in Gashua, where unemployment and limited opportunities amplify the appeal of betting as an alternative income source.

However, RCT also highlights the flaws in this decision-making process. Adebayo et al. (2021) emphasize that participants often underestimate the risks of betting and overestimate their chances of winning, driven by optimism bias and lack of financial literacy. As Okonkwo (2020) notes, this flawed perception leads many to persist in betting despite repeated losses, resulting in financial instability.

Social Learning Theory (SLT)

Social Learning Theory, developed by Bandura (1977), focuses on the influence of social interactions and environmental factors on behavior. This theory suggests that youths in Gashua may be drawn to sports betting

through observation and imitation of peers or role models who participate in gambling. Adamu (2019) highlights how communal betting activities, combined with the visibility of public wins, reinforce gambling as an acceptable norm.

Furthermore, media advertising plays a significant role. Onuoha and Ojo (2021) argue that betting companies employ aggressive marketing tactics, portraying betting as a means of achieving success. This messaging, combined with peer pressure, creates an environment where betting becomes deeply ingrained in youth culture.

Integration of RCT and SLT

By integrating Rational Choice Theory and Social Learning Theory, this study provides a comprehensive understanding of the socio-economic effects of sports betting. RCT explains the individual motivations behind gambling, while SLT highlights the broader social and environmental factors sustaining the behavior. Together, these frameworks offer a multidimensional perspective on the complex interplay of individual choices and societal influences that drive sports betting among youths in Gashua.

Methodology

This study employed a mixed-methods research design to comprehensively explore the socio-economic effects of sports betting on youth in Gashua, Yobe State. This approach combined quantitative and qualitative data collection and analysis methods to provide both breadth and depth in understanding the phenomenon. The study's methodology was guided by the research questions and theoretical frameworks outlined in the literature review.

Research Design

The mixed-methods approach was chosen because it allows for the triangulation of data, enhancing the validity and reliability of findings. Quantitative data were collected through structured surveys to capture the prevalence, motivations, and socio-economic impacts of sports betting among youths. Qualitative data were gathered through in-depth interviews to provide richer insights into the lived experiences, perceptions, and social implications of betting. This dual approach enabled the study to address both statistical trends and contextual nuances.

Study Area

The research was conducted in Gashua, Yobe State, a semi-urban area in northeastern Nigeria. Gashua was selected as the study site due to its socio-economic characteristics, including high youth unemployment rates, low economic opportunities, and the visible presence of betting centers. The community's unique socio-cultural and economic context provided a fertile ground for examining the impact of sports betting on its youth population.

Population and Sampling

The target population for this study included youths aged 18–35 years in Gashua, as this demographic represents the majority of sports betting participants in Nigeria (Bello & Sulaiman, 2022). The study also included local betting agents and community leaders to provide additional perspectives.

A multi-stage sampling technique was employed:

1. **Cluster Sampling:** Gashua was divided into key clusters based on geographical zones and socioeconomic characteristics.
2. **Random Sampling:** Within each cluster, youths were randomly selected to participate in the survey.
3. **Purposive Sampling:** Betting agents and community leaders were selected for interviews based on their roles and knowledge of sports betting activities.

A total of 300 youths participated in the survey, and 20 respondents (10 betting agents and 10 community leaders) participated in the interviews.

Data Collection Instruments

Surveys

A structured questionnaire was developed to collect quantitative data. The questionnaire comprised three sections:

1. **Demographic Information:** Age, gender, education level, employment status, and income level.
2. **Participation in Sports Betting:** Frequency, motivations, and perceived benefits.
3. **Socio-Economic Impact:** Financial losses, gains, addiction tendencies, and social consequences such as family relationships and involvement in crime.

The survey was pre-tested on a sample of 30 respondents to ensure clarity, reliability, and validity.

In-Depth Interviews

Semi-structured interview guides were used to collect qualitative data. Questions focused on participants' experiences with sports betting, its perceived impact on their financial stability, and its broader social effects within the community. The interviews provided contextual insights that complemented the survey findings.

Data Analysis

Quantitative Analysis

Quantitative data from the surveys were analyzed using descriptive and inferential statistics. Descriptive statistics, such as percentages, frequencies, and means, were used to summarize participants' betting behaviors and socio-economic outcomes. Inferential statistics, including chi-square tests and

logistic regression, were employed to examine relationships between demographic factors (e.g., age, income) and betting behavior. Statistical analysis was conducted using SPSS version 26.

Qualitative Analysis

Qualitative data from interviews were analyzed using thematic analysis. The transcripts were coded to identify recurring themes and patterns related to the socio-economic effects of sports betting. Themes such as “financial instability,” “peer influence” and “addiction” were derived and interpreted in light of the study’s theoretical framework.

Ethical Considerations

This study adhered to ethical guidelines to ensure the integrity of the research process and the protection of participants.

1. **Informed Consent:** Participants were provided with detailed information about the study and gave their consent before participating.
2. **Confidentiality:** All responses were anonymized to protect participants’ identities.
3. **Voluntary Participation:** Participants were informed of their right to withdraw from the study at any time without consequences.
4. **Approval:** Ethical clearance was obtained from the relevant research ethics committee in Yobe State.

Limitations of the Study

While this study provides valuable insights into the socio-economic effects of sports betting, it is not without limitations:

1. **Geographical Scope:** The findings are specific to Gashua and may not be generalizable to other regions in Nigeria with different socio-economic conditions.

2. **Self-Reported Data:** Survey responses relied on self-reporting, which may be subject to bias or inaccuracies.
3. **Sample Size:** While the sample size was adequate for Gashua, a larger sample across multiple communities would provide broader insights.

Despite these limitations, the mixed-methods approach ensures a robust analysis, making the findings relevant for understanding the socio-economic effects of sports betting on youths in Gashua.

Results and Analysis

This section presents the findings from the data collected through surveys and interviews. The results are analyzed in relation to the research objectives, theoretical framework, and reviewed literature. Both quantitative and qualitative data are synthesized to provide a comprehensive understanding of the socio-economic effects of sports betting on youths in Gashua, Yobe State.

Demographic Characteristics of Respondents

A total of 300 respondents participated in the survey, consisting of youths aged 18–35 years. Table 1 presents the demographic characteristics of the respondents.

Variable	Frequency (n)	Percentage (%)
Gender		
Male	210	70%
Female	90	30%
Age Group		
18–24	120	40%
25–30	105	35%
31–35	75	25%
Education Level		
No Formal Education	30	10%
Primary	45	15%
Secondary	135	45%
Tertiary	90	30%

Employment Status		
Unemployed	165	55%
Self-employed	90	30%
Formal Employment	45	15%

Source: Field Survey (2024)

The majority of respondents (70%) were male, reflecting the male-dominated nature of sports betting in the community.

Most participants (40%) fell within the 18–24 age range, suggesting that younger youths are more actively engaged in sports betting.

A significant portion of the respondents (55%) were unemployed, which aligns with the literature highlighting unemployment as a driver of betting activities (Okonkwo, 2020; Bello & Sulaiman, 2022).

Prevalence and Participation in Sports Betting

Table 2 summarizes the prevalence of sports betting among the respondents.

Variable	Frequency (n)	Percentage (%)
Regular Participants	240	80%
Occasional Participants	60	20%
Frequency of Betting		
Daily	120	40%
Weekly	135	45%
Monthly	45	15%
Average Monthly Spending on Betting (₦)		
Less than ₦5,000	90	30%
₦5,000–₦10,000	165	55%
Above ₦10,000	45	15%

Source: Field Survey (2024)

A majority of respondents (80%) reported being regular participants in sports betting, with 40% betting daily and 45% betting weekly.

Over half of the participants (55%) spent between ~~N~~5,000 and ~~N~~10,000 monthly on betting activities, reflecting a significant financial investment relative to the low-income levels in the region.

Motivations for Sports Betting

Respondents identified several reasons for engaging in sports betting. Table 3 summarizes the main motivations.

Motivation	Frequency (n)	Percentage (%)
Unemployment	150	50%
Peer Influence	90	30%
Entertainment/Enjoyment	60	20%
Promise of Quick Wealth	120	40%
Accessibility of Online Betting Platforms	90	30%

Source: Field Survey (2024)

Unemployment (50%) was the most cited reason for engaging in betting, followed by the promise of quick wealth (40%). These findings are consistent with studies by Okonkwo (2020) and Adamu (2019), which link economic hardship to increased betting participation.

Socio-Economic Effects of Sports Betting

Positive Effects

Respondents highlighted some benefits of sports betting, including financial gains and social interaction. Table 4 summarizes the perceived positive effects.

Positive Effect	Frequency (n)	Percentage (%)
Financial Relief (Occasional Wins)	135	45%
Entertainment	90	30%
Social Interaction	75	25%

Source: Field Survey (2024)

Occasional wins provided financial relief to 45% of respondents, helping them meet basic needs such as food and transportation.

Social interaction and entertainment were also reported as benefits, particularly in a community with limited recreational options.

Negative Effects

The negative impacts of sports betting were more significant and widespread, as summarized in Table 5.

Negative Effect	Frequency (n)	Percentage (%)
Financial Loss/Debt	210	70%
Addiction	135	45%
Strained Family Relationships	90	30%
Involvement in Crime	75	25%

Source: Field Survey (2024)

A majority of respondents (70%) reported financial losses and debt as a direct consequence of betting, consistent with findings by Bello and Sulaiman (2022).

Gambling addiction was identified by 45% of respondents, with many admitting to neglecting responsibilities in pursuit of betting activities.

Qualitative interviews revealed cases of petty theft and fraudulent behavior among youths attempting to fund their betting habits.

Thematic Insights from Qualitative Data

Thematic analysis of interview data yielded three primary themes:

Financial Instability:

Participants frequently reported that the financial losses from betting outweighed any gains. One respondent stated:

“I have won a few times, but the amount I lose regularly is much more. It has put me in debt.”

Social Pressures and Addiction:

Peer influence was a significant driver of participation, with many youths feeling compelled to join due to social norms. A community leader observed:

“Betting has become a common activity for youths in Gashua; they see it as part of their daily life.”

Distrust in Skill Development:

Many youths expressed disinterest in skill acquisition or formal employment, believing betting was a quicker route to financial success.

Statistical Analysis

A chi-square test was conducted to examine the relationship between employment status and frequency of betting.

Null Hypothesis (H₀): There is no significant relationship between employment status and betting frequency.

Result: $\chi^2 = 34.56$, $df = 2$, $p < 0.05$.

The results indicate a statistically significant relationship, with unemployed youths being more likely to participate in frequent betting.

Discussion

This section provides an in-depth analysis of the findings in relation to the study's objectives, theoretical framework, and the reviewed literature. The discussion highlights the implications of the socio-economic effects of sports betting on youth in Gashua, Yobe State, and situates these within broader national and global contexts.

Prevalence and Motivations for Sports Betting

The results revealed a high prevalence of sports betting among youths in Gashua, with 80% of respondents actively participating and 40% betting daily. This aligns with the findings of Okonkwo (2020) and Bello & Sulaiman (2022), who identified sports betting as a growing trend in Nigeria, particularly

among unemployed youths. The prominence of betting in Gashua can be attributed to the economic realities of the region, including limited job opportunities and high poverty rates.

Unemployment (50%) and the promise of quick wealth (40%) were the primary motivations for engaging in sports betting, reinforcing the argument by Onuoha & Ojo (2021) that economic hardship drives many Nigerian youths into gambling. Peer influence (30%) also played a significant role, as betting is increasingly normalized in youth culture, mirroring trends observed in other parts of Nigeria and sub-Saharan Africa. These findings resonate with Bandura's Social Learning Theory, which posits that behaviors are learned through observation and interaction within social contexts.

Socio-Economic Effects of Sports Betting

Positive Effects

The study identified some perceived positive impacts of sports betting. For 45% of respondents, occasional financial wins provided temporary relief from economic hardships, supporting observations by Adamu (2019). Additionally, 30% of participants cited entertainment as a benefit, particularly in a region with limited recreational options. Social interaction was another positive outcome, as betting centers often serve as informal meeting points for youths.

However, these benefits are overshadowed by the significant negative effects reported, suggesting that any short-term gains are unsustainable and insufficient to alleviate the broader socio-economic challenges faced by youths in Gashua.

Negative Effects

The negative consequences of sports betting were more pronounced and widespread. Financial losses and debt were reported by 70% of respondents, a finding consistent with studies by Okonkwo (2020) and Bello & Sulaiman

(2022). These losses often exacerbated existing economic vulnerabilities, leading to cycles of borrowing and dependency. For example, one participant revealed

“I keep borrowing money to bet, hoping to win back what I’ve lost, but it never works out.”

Addiction was another major issue, with 45% of respondents exhibiting behaviors consistent with gambling dependency. This is a significant concern, as gambling addiction not only impacts individual finances but also leads to neglect of responsibilities and reduced productivity. Strained family relationships (30%) and involvement in petty crimes (25%) were additional consequences, underscoring the broader social costs of betting. These findings align with the literature on the psychological and social risks associated with gambling (Bello & Sulaiman, 2022).

Gender and Socio-Economic Implications

The study found that 70% of sports betting participants were male, reflecting the gendered nature of gambling activities in Gashua and across Nigeria. This aligns with Onuoha & Ojo's (2021) observation that sports betting are predominantly a male-dominated activity. This may be attributed to cultural norms and the perception of betting as a masculine pursuit.

The high prevalence of betting among unemployed youths (55%) highlights the economic desperation driving many young people to seek quick financial solutions. However, as the findings indicate, sports betting often deepen financial instability rather than alleviating it. This reinforces the need for policies aimed at addressing youth unemployment and providing sustainable income-generating opportunities.

Theoretical Implications

The findings support Bandura's Social Learning Theory, which emphasizes the role of social environments in shaping behavior. The normalization of sports betting among youths in Gashua is a clear example of behavior learned through observation and peer interactions. The study also draws on Rational Choice Theory to explain why youths engage in betting despite its risks. The allure of quick wealth, amplified by the accessibility of online betting platforms, creates a perceived low-risk, high-reward scenario. However, the outcomes suggest that this rational calculation is often flawed, as losses far outweigh gains.

Comparison with Literature

The findings of this study align with existing research on the socio-economic effects of sports betting in Nigeria and other developing countries. For instance, Okonkwo (2020) highlighted the role of unemployment in driving betting participation, while Bello & Sulaiman (2022) discussed the financial and social costs of gambling addiction. The study also adds to the growing body of evidence linking sports betting to broader socio-economic challenges, such as crime, strained relationships, and reduced productivity (Onuoha & Ojo, 2021).

Policy Implications

The findings have significant policy implications for addressing the socio-economic effects of sports betting on youths in Gashua and similar communities. Key recommendations include:

Youth Empowerment Programs: Implementing vocational training and skill acquisition programs to provide alternative income sources for unemployed youths.

Regulation of Betting Platforms: Strengthening the regulation of sports betting activities, particularly online platforms, to limit accessibility among vulnerable populations.

Awareness Campaigns: Educating youths on the risks of gambling and promoting financial literacy to encourage responsible behavior.

Community Interventions: Engaging community leaders and stakeholders in addressing the social normalization of betting and providing support for individuals struggling with addiction.

Limitations and Future Research

While the study provides valuable insights, its findings are specific to Gashua and may not be generalizable to other regions in Nigeria. Future research should consider larger, multi-regional samples to capture a broader perspective. Additionally, longitudinal studies could explore the long-term impacts of sports betting on youth livelihoods and social well-being.

Conclusion

This study explored the socio-economic effects of sports betting on youth in Gashua, Yobe State, providing insights into the prevalence, motivations, and impacts of this phenomenon. The findings reveal a high level of participation in sports betting, primarily driven by unemployment, peer influence, and the promise of quick wealth. While some respondents identified occasional financial relief and entertainment as benefits, the negative effects—such as financial losses, addiction, strained relationships, and involvement in crime—far outweigh the positives.

The study highlights the role of socio-economic challenges in fostering betting behaviors, with unemployment emerging as the most significant driver. The theoretical framework, particularly Bandura's Social Learning Theory and Rational Choice Theory, explains the normalization of betting within youth culture and the flawed perception of its potential rewards. These findings underscore the urgent need for targeted interventions to mitigate the socio-economic consequences of sports betting and provide alternative pathways for youth empowerment.

Recommendations

Sports betting have become a significant socio-economic challenge among youths in Gashua, driven by structural issues such as unemployment and poverty. Addressing this issue requires a multi-faceted approach that combines policy regulation, youth empowerment, and community engagement. By implementing these recommendations, stakeholders can help mitigate the negative effects of sports betting and create a more sustainable future for the youth in Gashua and beyond. Based on the findings of this study, the following recommendations are proposed:

Addressing Youth Unemployment

Skill Development and Entrepreneurship Programs: Government agencies and non-governmental organizations should implement vocational training and entrepreneurship programs tailored to the needs of youths in Gashua. These programs can provide alternative income sources, reducing reliance on gambling for financial relief.

Job Creation Initiatives: Public and private sector partnerships should focus on creating sustainable employment opportunities, particularly in agriculture and small-scale industries, which align with the region's economic context.

Strengthening Regulation of Sports Betting

Policy Enforcement: The government should enforce stricter regulations on sports betting, particularly targeting underage betting and online platforms. This includes mandatory age verification systems and restrictions on advertising that glamorizes betting.

Licensing and Oversight: Betting operators should be required to contribute to community development funds as part of their licensing agreements. These funds can support youth development programs.

Promoting Awareness and Responsible Gambling

Public Awareness Campaigns: Community-based organizations should collaborate with local leaders to educate youths on the risks of gambling addiction and the long-term financial and social consequences of betting.

Financial Literacy Programs: Schools and community centers should offer financial education programs to teach youths about savings, investment, and responsible financial planning.

Community and Family Engagement

Parental Guidance: Families should play an active role in monitoring and guiding their children's activities to reduce exposure to gambling.

Community Support Systems: Establishing support groups for individuals struggling with gambling addiction can help mitigate its negative effects and provide pathways to recovery.

Research and Data Collection

Longitudinal Studies: Future research should explore the long-term impacts of sports betting on youth socio-economic outcomes, particularly in rural and semi-urban areas.

Regional Comparisons: Expanding research to other regions in Nigeria will provide a more comprehensive understanding of the dynamics of sports betting and inform national-level policy interventions.

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