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SOCIAL LISTENING:
Digital Footprint and Sentiment of Online Gaming in Spain

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KEYWORDS

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ABSTRACT

The gambling industry has become constantly accessible thanks to apps and the internet, with serious implications for public health. This study analyses the digital conversation about online gambling and betting in Spain (October 1–December 31, 2025) using social listening with Determ on websites and social networks (X, YouTube, Facebook, etc.). Higher volumes and visibility were observed for "online gambling" and "sports betting" compared to "online roulette" and "online poker." The debate was episodic and dependent on attention spans, with websites acting primarily as amplifiers. The overall sentiment was mostly positive, with narratives of normalization and problematization coexisting.

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1. Introduction

The gambling industry has shifted from a paradigm based on physical location (land-based gambling) to an omnipresent digital ecosystem. This transformation brings about major changes, since mobile technology and permanent connectivity have eliminated the natural "stopping cues" that existed in face-to-face gambling, facilitating a behavioural continuity that favours the development of pathologies (Gainsbury et al., 2020). A mobile device makes it possible to carry a casino in your pocket 24 hours a day. This accessibility, combined with Big Data algorithms that personalise offers in real time based on user behaviour, creates a highly vulnerable environment for problematic gamblers (Auer and Griffiths, 2023; Martinez-Martinez et al., 2025). Online gambling platforms (casino, poker, bets) have adopted user experience (UX) design mechanics typical of video games and social networks, optimising user retention through variable and intermittent reward systems. This process, known as "gamblification," blurs the boundaries between harmless digital entertainment and monetary gambling, normalising financial risk as a way of digital leisure (Macey and Hamari, 2022). Another interesting phenomenon is sports betting, which in Spain has become the main gateway to gambling for money, unlike in other countries where lotteries or casinos predominate. This "sportification" of gambling contributes to its social acceptance, masking its inherent risks (Parrado-González and León-Jariego, 2020).

Beyond ubiquitous accessibility, the evolution of online gambling can be conceptualised as a structural intensification of the product and of exposure to betting cues. An interview study with online gamblers documented that, alongside increased access and product diversity, high-frequency and micro-decision modalities proliferate (e.g., live betting, microbets, cash-out, and accumulators), and "inducements" and direct marketing via messaging and notifications increase, shaping an environment with a high density of stimuli and betting opportunities (Hing et al., 2022). Consequently, analysis of the informational and promotional ecosystem on the internet and social networks should be read as an environmental determinant of risk (and of normalisation), consistent with public health approaches that call for population-level and regulatory interventions to prevent harm (Wardle et al., 2019).

Although Spain has been a pioneer in implementing strict regulations on gambling advertising (such as Royal Decree 958/2020), the effectiveness of these measures in the digital environment remains a phenomenon to be analysed. Recent studies indicate that, while mass advertising on TV has decreased, promotional pressure has shifted toward less supervised, more direct channels, such as private Telegram groups, Twitch streams, and social networks, where regulatory oversight is more complex (Chóliz et al., 2021). Examples include influencer marketing and user-generated content (UGC), which can help circumvent traditional regulations. Recent research highlights the role of digital "opinion leader" in sports betting. The figure of the Tipster (predictor) operates within a narrative of expertise and skill, reframing chance as a rational investment. This discourse reduces users' perception of risk and fosters the illusion of control, a key cognitive bias in gambling disorder (Lopez-Gonzalez et al., 2024).

In the Spanish case, discussion of the effectiveness of advertising restrictions in the digital environment can be supported by longitudinal time-series evidence. A study using Spanish data (2013–2023) modelled the relationship between monthly marketing expenditure (advertising, bonuses, affiliation, and sponsorship) and online gambling behaviour (new and active accounts, deposits, and amount wagered), finding positive associations between marketing investment and increases in these metrics. In addition, the entry into force of Royal Decree 958/2020 is associated with a weakening of the link between marketing and gambling behaviour, except for bonuses, where the marginal impact intensifies (Gracís-Pérez et al., 2024). Complementarily, another time-series analysis of regulator records showed permanent declines after implementation of the Royal Decree, with reductions in new accounts and total amounts wagered, along with decreases in spending on advertising, bonuses, and sponsorship, while the effect on active accounts (regular gamblers) is much smaller (Aonso-Diego et al., 2025). These results reinforce the importance of examining not only the volume of conversation but also the types of persuasive appeals and the channels to which they are directed. (Inference based on the evidence above).

In this regard, the demographic segment at greatest risk is young people and adolescents (18–25 years), "digital natives" for whom early exposure to gaming mechanics (such as loot boxes in video games) can precondition them to accept online betting as a natural evolution of their leisure activities

(Montiel et al., 2022). Technological accessibility enables young people to bypass age restrictions using VPNs or borrowed accounts. In addition, discourse analysis on social networks reveals that young people are the main consumers of casino and betting streamer content, who often broadcast gambling sessions with "fake" or sponsored money, distorting the reality of the mathematical odds of winning and normalising massive losses as part of the spectacle (Liu et al., 2022).

Social prescription and the attention economy on platforms introduce a layer of influence different from conventional advertising: validation by aspirational figures and the consumption of content as entertainment. In adolescent populations, a qualitative study with focus groups (12–17 years) shows that participants perceive celebrities and influencers as increasing trust, legitimacy, and social acceptance of gambling, acting as catalysts of normalisation and potentially reducing risk perception (Pitt et al., 2024). In parallel, the expansion of gambling livestreaming adds a "cue-laden" and interactive exposure. In their study of stream viewers versus non-viewers, Wu and colleagues (2024) found that viewers tend to be younger, identify more frequently as men, and present higher severity of problem gambling and higher levels of craving. In addition, severity correlates positively with the motivation to use streams to regulate craving and with the craving evoked by viewing. For this reason, it is important to treat digital "opinion leadership" as a vector of exposure rather than merely a communicative node.

In addition, sentiment and visibility on social networks generate a "social proof" effect. When online gambling is discussed on platforms such as X (Twitter), TikTok, or Instagram through a lens of success, quick gains, and a luxurious lifestyle, an echo chamber is created that validates betting behaviour. The literature indicates that exposure to this type of content on social networks correlates positively with gambling intention and the severity of gambling-related problems, especially when content is not explicitly labelled as advertising (Hing et al., 2022).

3. Objectives

From a digital methods perspective, systematic monitoring of online content enables measurement of the prevalence and incidence of concepts and their temporal evolution, with potential usefulness for guiding public communication and policies (Eysenbach, 2009). This work pursues one broad general objective (OG): to analyse the structure, dynamics, and sentiment of the digital conversation about online gambling, sports betting, online poker, online casino, and online roulette in Spain's internet ecosystem during the last quarter of 2025 (from October 1 to December 31), identifying key actors (opinion leaders) and predominant thematic trends. To analyse this objective, four specific objectives (OE) were proposed:

OE1: Quantify the visibility and reach (impressions) of the different online gambling modalities (casino, poker, sports betting, roulette) to determine which one dominates the digital agenda.
OE2: Identify and categorise the main opinion leaders and dissemination channels, analysing their role in spreading messages about online gambling.
OE3: Examine the sentiment associated with mentions to understand the social perception (positive or negative) of online gambling.
OE4: Detect emerging narrative trends and key phrases to infer current topics of interest or concern among users.

To meet these objectives, the following research questions were proposed:

RQ1 (Prevalence and Visibility): Which modality (online gambling, sports betting, casino, poker, roulette) generates the greatest volume of conversation and impressions in the current digital environment in Spain?
RQ2 (Influence): Who are the main opinion leaders who articulate the discourse on online gambling, and which platforms (X, forums, news websites, blogs) act as the main amplifiers of the message?
RQ3 (Discourse Polarity): What is the predominant sentiment trend (positive or negative) in the digital conversation about gambling and betting, and does it vary according to the type of game?
RQ4 (Narratives): Which topics, keywords, and phrases dominate the social conversation, and what do they reveal about the normalisation or problematization of gambling in today's society?

4. Method

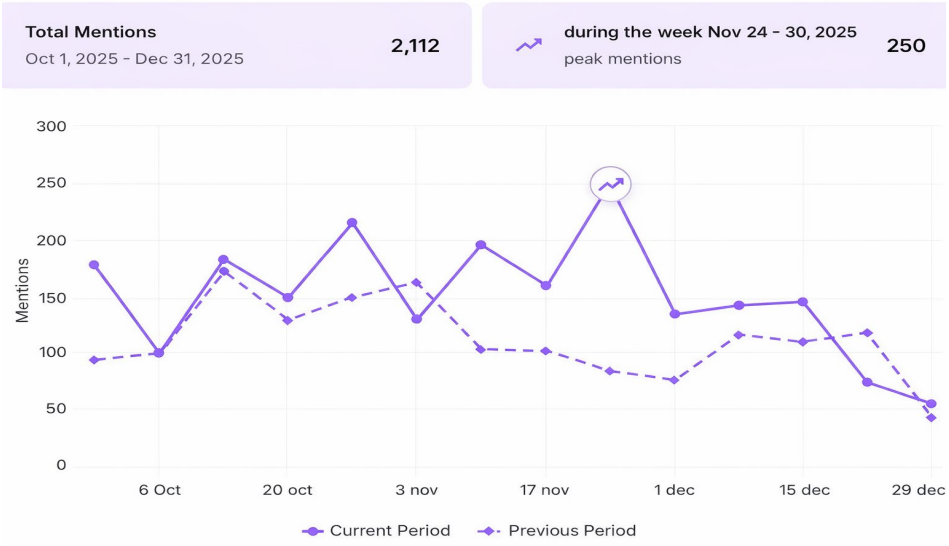
A descriptive analysis of the discourse on online gambling, sports betting, online poker, online roulette, and online casinos was conducted over a three-month period (from October 1, 2025, to December 31, 2025). To this end, the most relevant websites, forums, and social networks (*Instagram, Twitter,*

Facebook, and YouTube) were monitored using the *Determ* tools, which enable the tracking of relevant mentions about a topic on websites and social networks (Martinez et al., 2023), providing information on the number of mentions, impressions, interactions, different publication or consumption channels, DOLs by channel, and the sentiment of publications. For the analysis, five different searches were conducted: (1) online gambling, (2) sports betting, (3) online poker, (4) online roulette, and (5) online casino. All searches were filtered to display results that matched the topics addressed and were published or consumed only in Spain, across the following channels: websites, forums, Twitter, Facebook, Instagram, TikTok, and YouTube.

5. Results

Digital listening data for the topic online gambling recorded 2,112 mentions, with an increase of 35.5% compared to the previous period. Estimated total exposure reached 17,870,239 impressions (+284.5%), while audience activity accumulated 19.64 thousand interactions (+8.9%). These publications showed sentiment trending positive (51%) versus negative (29%). The temporal evolution (Figure 1) showed a pattern with a weekly maximum during the week of November 24–30, 2025, with 250 mentions (period peak). The rest of the quarter showed weekly levels below this maximum, with moderate fluctuations around the overall upward trend observed compared to the previous period.

Figure 1. Year-on-year comparison of online gambling mentions



Source: Authors' own, 2026

Regarding channels, the conversation focused mainly on websites, which accounted for 84.42% of mentions (1.78k). In second place was X (Twitter) with 7.67% (n = 162), followed by YouTube with 4.64% (n = 98) and Facebook with 3.27% (n = 69).

Analysis of opinion leaders (Figure 2) shows a strong presence of digital media: marca.com concentrated 56.16% of impressions (10.04M), followed by elpais.com with 6.77% (1.21M), El País with 5.86% (1.05M), @el_pais with 2.49% (444.5k), and as.com with 2.32% (414.85k). Some of these communications generated many interactions, such as elpais.com, with 31 mentions and a total of 4.28k interactions.

Figure 2. Opinion leaders for online gambling

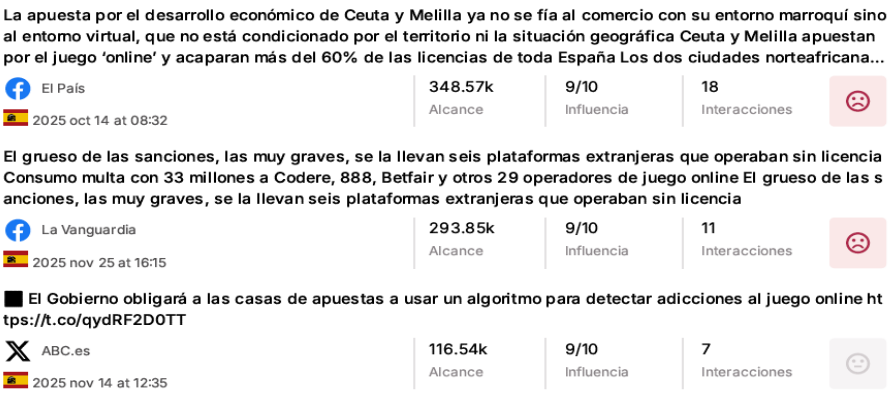


	Opinion leader	Sentiment	Mentions	Interactions	Impressions
1	marca.com		209	121	10.04M
2	elpais.com		31	4.28k	1.21M
3	El País		3	55	1.05M
4	@el_pais		1	15	444.5k
5	as.com		11	65	414.85k
6	investing.com		5	0	381k
7	La Vanguardia		1	11	293.85k
8	elespanol.com		22	737	288.87k
9	elmundo.es		12	139	282.63k
10	abc.es		19	207	250.02k

Source: Authors' own, 2026

The individuals with the greatest reach mainly corresponded to informational content about online gambling disseminated by media outlets (website and social profiles) (Figure 3). Examples include the transition of streamers from video games to the promotion of gambling, and the role of welcome bonuses in increasing online gambling. In the case of social networks, content was found, such as advertising for high-risk financial services and betting on social networks, and explanations of welcome bonuses linked to promotion by streamers, a La Vanguardia publication on sanctions against online gambling operators, or a mention by ABC.es on X (Twitter) about algorithmic measures to detect addictions to online gambling.

Figure 3. Example of mentions for online gambling

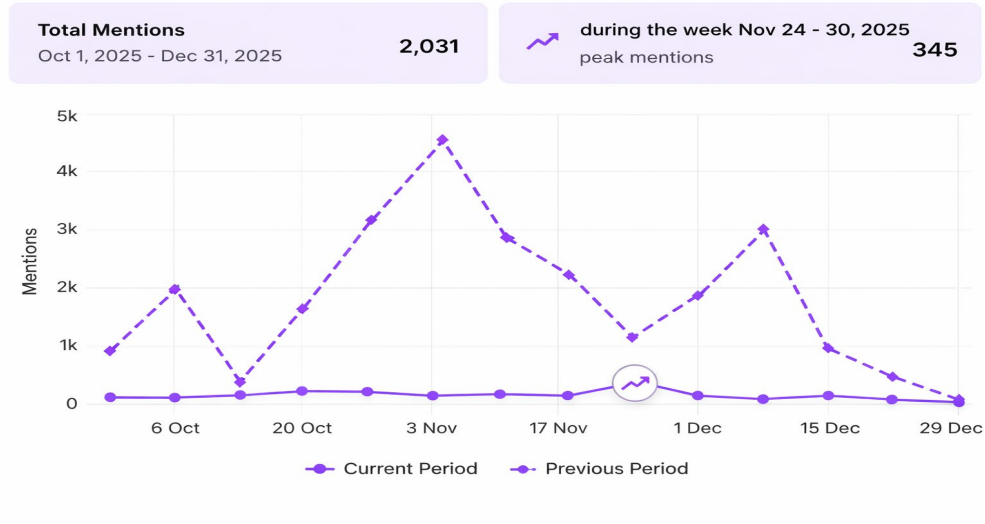


Source: Authors' own, 2026

The visibility analysis of topics/phrases related to online gambling showed other highly visible expressions such as "online betting," "online casinos," "sports betting," and "responsible gambling." Within the set of terms, references associated with regulation and control also appeared (e.g., "royal decree," "serious infringements," "commercial communications," "consumption"), as well as institutional and media actors/areas (e.g., "social rights," "Pablo Bustinduy"), and promotional expressions ("best casinos," "free spins").

Analysis of *sports betting* mentions showed 2,031, representing a 92% decrease in conversational volume compared to the previous period. However, exposure increased markedly, reaching 14.48 million impressions (+177.6%), although there was less interaction with publications (a 61% decrease). Regarding sentiment, 57% of mentions were classified as positive (n = 1,149) versus 14% negative (n = 281). The temporal evolution (Figure 4) showed a low-intensity pattern with a specific maximum of 345 mentions during the same week as online gambling, evidencing episodic behaviour dependent on attention windows.

Figure 4. Year-on-year comparison for sports betting



Source: Authors' own, 2026

Regarding the channels used, the highest concentration of mentions was on websites (79.7%; 1.62k), followed by X (16.25%; 330), YouTube (3.20%; 65), and Facebook (0.84%; 17) Once again, we find an ecosystem where fewer publications generate greater aggregate exposure.

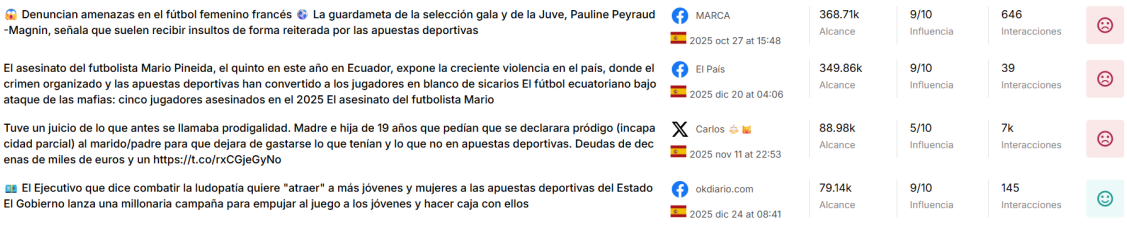
The data show digital media as opinion leaders, along with one outlet specialised in economics (Figure 5). In first place is marca.com, responsible for 63.7% (9.23M) of impressions for the topic, followed by as.com (7.26%; 1.05M), investing.com (3.68%; 533.4k), elpais.com (3.11%; 450.02k), and Daily Stories ESP (2.63%; 381.21k). Although content is published mostly on websites, interaction was much higher on social networks, where a single YouTube item (Daily Stories ESP) accumulated 20.09k interactions (approximately 42.5% of all interactions during the period). Among the mentions with the greatest reach, a post on X also stood out with 7k interactions, accounting for nearly 14.8% of the total for the period. These contents (Figure 6) include references to insults linked to betting in women's football, violence and organised crime associated with football, as well as individual narratives about the personal and economic consequences of gambling.

Figure 5. Opinion leaders for sports betting

	Opinion leader	Sentiment	Mentions	Interactions	Impressions
1	marca.com		192	439	9.23M
2	as.com		28	44	1.05M
3	investing.com		7	0	533.4k
4	elpais.com		12	412	450.02k
5	Daily Stories ESP		1	20.09k	381.21k
6	MARCA		1	646	368.71k
7	El País		1	39	349.86k
8	20minutos.es		12	64	261.05k
9	okdiario.com		11	439	228.03k
10	abc.es		12	353	161.76k

Source: Authors' own, 2026

Figure 6. Example of mentions for sports betting



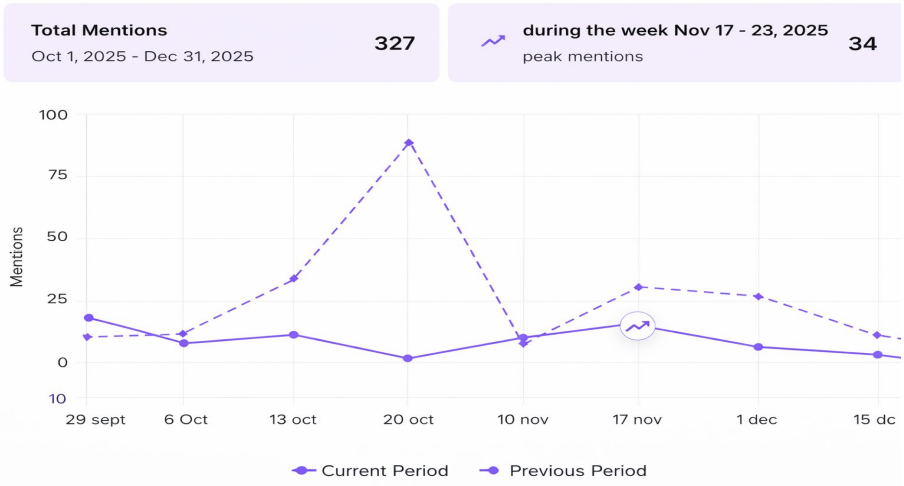
Source: Authors' own, 2026

Finally, analysis of the most popular phrases indicated a discursive orientation toward forecasting content and information applied to sports performance (e.g., “best predictions,” “prediction index,” “provided information,” “obtained predictions”). In the list of highest-scoring expressions, formulations associated with performance/gain emerged (“winning streak,” “you should place,” “you keep winning”), consistent with a communication frame focused on recommendations, optimisation, and expectations of success.

Regarding the term' *online poker*,' the data show 57 mentions, generating 351,192 impressions and 55 aggregate interactions. The inter-period variation reported by the tool was 39% in mentions, 624.9% in impressions, and 50.9% in interactions. In terms of aggregate performance, these magnitudes are equivalent to approximately 6,161 impressions per mention, indicating high visibility for the communication, though it triggers little interactivity. This content is mostly positive (79%; n = 45) versus negative (2%).

Temporal evolution showed sustained low intensity, with a maximum peak of 15 mentions during the week of October 13–19, 2025. Outside that weekly maximum, volume remained low throughout the quarter, consistent with an episodic conversation.

Figure 7. Year-on-year comparison for online casino



Source: Authors’ own, 2026

Distribution by sources evidenced a marked concentration in website content (92.98% of mentions; n = 53), while presence on social platforms was marginal, limited to X/Twitter (3.51%; n = 2) and YouTube (3.51%; n = 2).

Regarding opinion leaders (Figure 8), we again find digital media and only one profile specialised in betting and investment. The domain that concentrated the highest number of impressions was tradingview.com (61%; 211.5k), followed by marca.com (13.67%; 48k) and as.com (10.68%; 37.5k). The top five opinion leaders accounted for approximately 90.6% of impressions, indicating that the topic's visibility depended on a very small number of high-influence, high-reach domains.

Figure 8. Opinion leaders for online casino

	Opinion leader	Sentiment	Mentions	Interactions	Impressions
1	Machete Shorts		1	5.63k	339.87k
2	marca.com		4	0	192k
3	okdiario.com		8	6	65.03k
4	publico.es		10	96	41.03k
5	lavanguardia.com		2	5	28.83k
6	El Faro de Ceuta		1	1	11.29k
7	Gran Madrid | Casino Online		9	27	8.33k
8	elperiodico.com		1	0	6.3k
9	expansion.com		1	0	5.4k
10	eldecano.es		17	0	5.1k

Source: Authors’ own, 2026

The most popular mentions by reach (Figure 9) were dominated by publications in media outlets and informational portals, with little associated interaction. The mention with the greatest reach corresponded to content from tradingview.com about the agreement between OHLA and Mohari, and other content related to "best betting houses."

Figure 9. Example of mentions for online casino

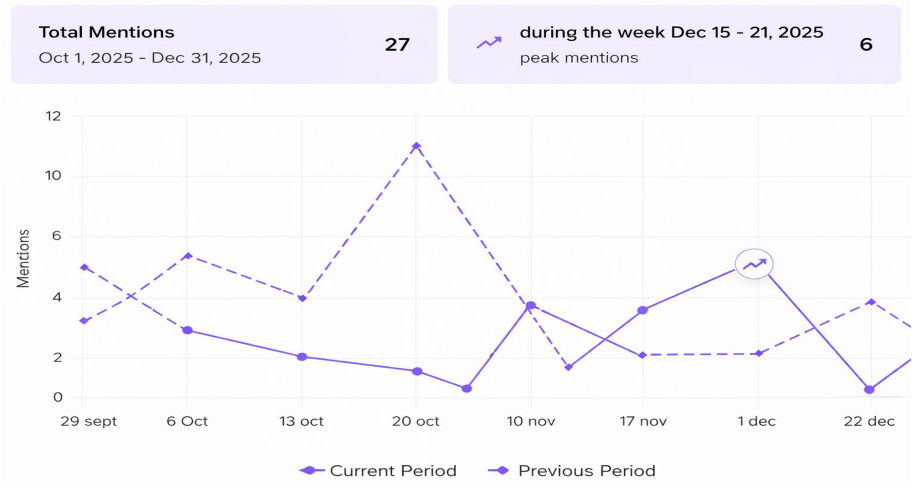


Source: Authors' own, 2026

Finally, thematic visibility analysis and emerging phrases showed emerging terms associated with "Canalejas" (e.g., "Canalejas gallery," "shopping gallery," "main parking") and with corporate actors linked to that informational cluster ("mohari hospitality," "Mark Scheinberg," "poker stars"). In addition, co-occurrences were observed with broader online gambling terminology ("online casinos," "online gambling," "online casino," "free spins"), suggesting that part of the topic's visibility is embedded in a more general discursive frame of online betting/gambling rather than strictly poker.

During the analysed period, 27 mentions linked to *online roulette* were recorded, a 52% decrease compared to the previous year, with a reach of close to 60,000 impressions (351% more than in 2024), although interactions decreased by only 5% (n = 108). Temporal evolution showed a pattern with certain peaks, especially during the week of December 15–21, showing episodic behaviour (Figure 10). Publications showed mostly positive sentiment (70%) versus negative (8%). However, this indicator fell by 29 points from the previous period, indicating a relative worsening in tone even as positivity remained predominant.

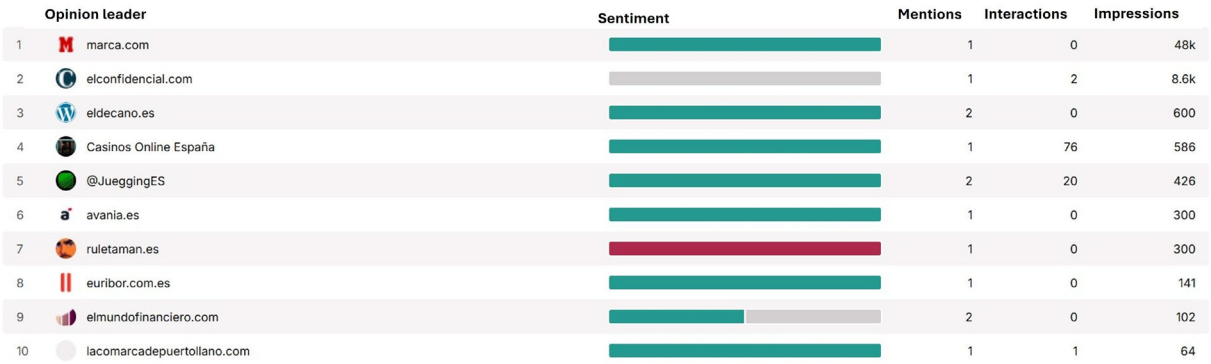
Figure 10. Year-on-year comparison for online roulette



Source: Authors' own, 2026

Again, by channel, the conversation is focused mainly on digital media websites, which accounted for 74% of mentions (n = 20), followed by YouTube (18%; n = 5) and X/Twitter (7%; n = 2) (Figure 11). Topic visibility showed high concentration in a few profiles. In particular, marca.com concentrated 81% of impressions (48,000), followed by elconfidencial.com with 14% (8,600).

Figure 11. Opinion leaders for online roulette

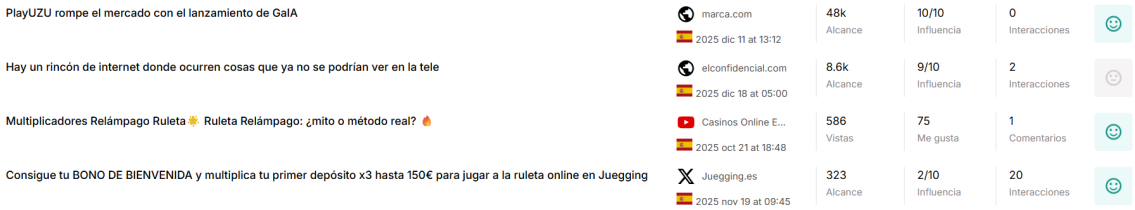


	Opinion leader	Sentiment	Mentions	Interactions	Impressions
1	marca.com		1	0	48k
2	elconfidencial.com		1	2	8.6k
3	eldecano.es		2	0	600
4	Casinos Online España		1	76	586
5	@JueggingES		2	20	426
6	avania.es		1	0	300
7	ruletaman.es		1	0	300
8	euribor.com.es		1	0	141
9	elmundofinanciero.com		2	0	102
10	lacomarcadepuertollano.com		1	1	64

Source: Authors' own, 2026

As observed, the mentions with the greatest reach were dominated by pieces from general digital media outlets. The publication with the greatest reach was "PlayUZU breaks the market with the launch of GaIA" (marca.com), followed by "There's a corner of the internet where things happen that you could no longer see on TV" (elconfidencial.com). In contrast, the highest interactions were associated with promotional or practically informative content on social networks, such as "Lightning Roulette" (Casinos Online España) on YouTube and a post with a commercial incentive ("welcome bonus") linked to Juegging.es on X. This contrast reveals a dissociation between reach (concentrated in reference media) and participation (more associated with content oriented toward immediate use/benefit or promotion) (Figure 12).

Figure 12. Example of mentions for online roulette



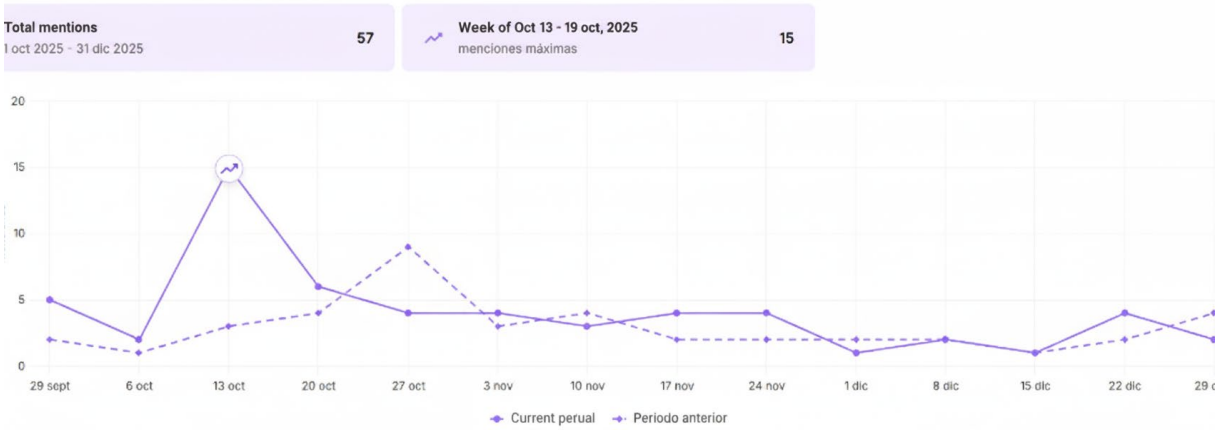
Source: Authors' own, 2026

The dominant phrase was "online roulette," followed by "online casino," "online casinos," "real money," and "best casinos." On a semantic level, the phrases associated with the topic emphasized: monetization and instrumental expectations ("make money," "real money"); product/experience attributes ("real dealers," "real dealer," "social interaction," "high quality"); promotional mechanics ("free spins"); and references to specific modalities ("lightning roulette") and guarantees of randomness ("random numbers").

Digital listening for *online poker* recorded low volume, with 57 mentions, 351.19k impressions, and 55 aggregate interactions. Compared to the previous period, the report indicates relative increases of 39% in mentions, 624.9% in impressions, and 50.9% in interactions.

In temporal terms, the series showed an episodic dynamic, with a weekly maximum of 15 mentions during the week of October 13–19, 2025, while the rest of the period maintained low activity levels (Figure 13). These data reflect moderate visibility supported by a few high-reach pieces. Sentiment analysis showed a predominantly positive profile (78.9%).

Figure 13. Year-on-year comparison for online poker



Source: Authors' own, 2026

As for distribution sources, once again we find an almost absolute predominance of website content (92.98%; N = 53). Some presence of the topic was found on X (Twitter) (3.51%; N = 2) and on YouTube (3.51%; N = 2). This pattern suggests that the informational ecosystem was articulated primarily through digital media and websites, rather than through native social conversation on networks (Figure 14).

Figure 14. Opinion leaders for online poker

	Opinion leader	Sentiment	Mentions	Interactions	Impressions
1	tradingview.com		1	0	211.5k
2	marca.com		1	0	48k
3	as.com		1	0	37.5k
4	elespanol.com		1	1	12.56k
5	elconfidencial.com		1	1	8.6k
6	eldiario.es		1	1	6.92k
7	expansion.com		1	0	5.4k
8	larazon.es		1	0	4.2k
9	europapress.es		1	1	3.95k
10	publico.es		1	0	3.9k

Source: Authors' own, 2026

Among the main opinion leaders (Figure 15) we find tradingview.com, which concentrated 60% of impressions (211.5k) with content about a business agreement linked to the "Canalejas Complex," followed by marca.com (13.67%; 48k) with content about PokerStars' "Galactic Series 2025," and as.com (10.68%; 37.5k), related to "best betting houses in Spain." Together, the top three accounted for nearly 86% of the topic's impressions. Next were elespanol.com (3.57%; 12.56k) and elconfidencial.com (2.45%; 8.6k).

Figure 15. Example mentions for online poker



Source: Authors' own, 2026

Finally, the thematic visibility analysis and emerging phrases revealed other elements, such as "online casinos," "online gambling," "online casino," and "free spins," along with specific nominal references ("mohari hospitality," "mark scheinberg," "poker stars").

6. Discussion and conclusions

Overall, the results enable direct responses to the research questions posed for analysing the informational ecosystem of online gambling in Spain during the last quarter of 2025. In relation to RQ1, concerning prevalence and visibility, the conversation was concentrated predominantly in searches for "online gambling" (2,112 mentions; 17,870,239 impressions) and "sports betting" (2,031 mentions; 14.48 million impressions), while "online roulette" (27 mentions; ~60,000 impressions) and "online poker" (57 mentions; 351.19k impressions) showed substantially lower volumes. In relative terms, visibility per mention (impressions/mention) was high for "online gambling" (~8,461) and "sports betting" (~7,129), which is consistent with a "high exposure" ecosystem driven by a few high-reach pieces. This shows the high profitability of publications, on the one hand, and the need to consume this type of information, on the other.

Temporal analysis provides evidence that the digital debate is structured around "attention windows" and informational episodes, rather than as a stable conversational flow. For "online gambling," a weekly maximum was identified during the week of November 24–30 (250 mentions), and "sports betting" presented a coincident peak (345 mentions), suggesting a pattern of thematic synchrony dependent on media agendas and events (e.g., high-reach publications disseminated by leading domains). In parallel, "online roulette" recorded later peaks, concentrated in the week of December 15–21, while "online poker" presented a weekly maximum during October 13–19 (15 mentions), with the rest of the period maintaining residual activity. This episodic behaviour confirms the usefulness of systematic monitoring of online content to detect fluctuations and conversation peaks with potential relevance for public communication and policy (Eysenbach, 2009).

Regarding RQ2 (influence), the architecture of the conversation was strongly mediated by website content, with digital media serving as the primary amplifiers. For "online gambling," websites concentrated 84% of mentions, followed by X and YouTube, with Facebook as a minor channel. For "sports betting," the focus on websites was also dominant (80%), with a relatively greater presence of X and lower participation on YouTube. "Online roulette" maintained the same pattern (74% on websites), although with a proportionally higher weight for YouTube (18%). Finally, "online poker" and "online casino" relied almost exclusively on websites (93%), with only testimonial presence on social networks. It is notable that, despite websites' primacy in volume, participation (interactions) shifted toward social nodes. This decoupling between reach (reference websites) and participation (highly interactive pieces on social networks) points to a hybrid communicative ecology in which informational consumption and engagement follow distinct logics. Identification of opinion leaders also confirms a pattern of concentration of visibility in a very few domains, with sports and general media as the "gatekeepers" of visibility. This suggests that public debate about online gambling is largely built on informational and commercial pieces indexed by media with high dissemination capacity, rather than on a sustained "grassroots" social conversation on networks.

In relation to RQ3 (discourse polarity), sentiment showed a predominance of positivity across all modalities. Even while critical narratives coexist (e.g., sanctions, addiction, or harms), the aggregate tone leans toward a more favourable or normalising perception. The response to RQ4 (narratives) shows that the semantic space of the conversation simultaneously integrates repertoires of normalisation (promotion, "success," monetisation) and repertoires of problematization (regulation, infringements, responsible gambling). For example, in "online gambling," alongside promotional expressions ("best casinos," "free spins"), explicit references emerged to regulatory and institutional frameworks ("royal decree," "serious infringements," "commercial communications," "consumption") and to prevention categories ("responsible gambling"). In "sports betting," the most popular phrases oriented toward a discourse of forecasting and performance optimisation ("best predictions," "winning streak," "you keep winning"), which is consistent with a narrative of "expertise" applied to betting and with potential to reinforce the illusion of control (Lopez-Gonzalez et al., 2021).

These findings, interpreted considering the theoretical framework, point to a structural tension between the risk environment inherent to the design and accessibility of digital gambling and the mechanisms of social legitimation and persuasion in the informational ecosystem. The literature has described how mobile ubiquity reduces "stopping cues" and facilitates behavioural continuity (Gainsbury et al., 2020), and how convergence between video game/social network UX and monetary gambling ("gamblification") normalises financial risk as digital leisure (Macey and Hamari, 2022). The recurring presence of incentives ("welcome bonuses," "free spins") and the vocabulary of immediate

gain in dominant phrases align with what has been observed in studies on "inducements" and direct marketing in online environments, with particular relevance for young populations (Hing et al., 2022). Added to this is the role of "social proof" derived from visibility and favourable tone on social platforms, where exposure to embedded promotion has been associated with greater gambling intentions (Hing et al., 2022). In terms of youth vulnerability, the centrality of media narratives about streamers and bonuses, together with the weight of highly interactive channels on social networks, links to influencer validation with normalization and reduced risk perception (Pitt et al., 2024), and to the potential of mobile digital environments to increase vulnerability and craving (Deng et al., 2023; Wu et al., 2024).

Finally, the data provide relevant implications for evaluating the regulatory framework and for public health strategies. Although Spanish regulation (e.g., in Spain) has sought to restrict gambling advertising, the literature indicates that some promotional pressure may be redirected to less regulated or harder-to-regulate channels (Chóliz et al., 2021). In this research, the dominance of general/sports media as opinion leaders suggests that the public visibility of the phenomenon depends not only on explicit advertising but also on news coverage, product pieces, and "hybrid" content that combines entertainment, recommendations, and promotion. At the same time, evidence of high interactivity concentrated in specific social pieces (especially YouTube and X) indicates that, for effective prevention, it is insufficient to intervene only on high-reach channels. It is also critical to monitor and counteract high-engagement content that operates as vectors of persuasion and normalisation.

As the main limitations, this study is descriptive and depends on the program's capabilities for tracking, coverage, and automatic classification (e.g., sentiment), without considering how that consumption affects users. Future research should delve deeper into this aspect in order to define causal inferences about the effects of content on gambling behaviour. Although the program offers an assessment of the sentiment of publications, this work could be complemented with a qualitative analysis of mentions (e.g., framing typologies, detection of covert advertising), as well as expanding coverage to environments of high theoretical relevance and difficult observation (e.g., closed groups or streaming platforms), given that the literature identifies these spaces as key to the reconfiguration of digital gambling marketing (Chóliz et al., 2021; Hing et al., 2022).

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