

research snapshot

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People who play newer types of fantasy sport may be more likely to participate in sports betting

What this research is about

Fantasy sport is a type of game that people play on the internet. People put together imaginary sports teams based on real athletes. People keep track of how their team is doing compared to other fantasy teams by checking different websites. Traditional fantasy sport competitions last one year. Players place their wagers in the form of entry fees and earn points if their team performs well.

The fantasy sport industry is growing. It has released newer types of fantasy sport in the last five years. Daily fantasy sport (DFS) is a shorter version of traditional fantasy sport. People who play DFS choose new players for their team every day or week. Dynasty leagues allow players to keep most or all of their players from year to year. Guillotine leagues have competitions each week and teams within each league battle until one team wins.

The Diffusion of Innovations theory explains how innovations such as new ideas, behaviours, or products become popular in a population. Some people are more likely to accept and use innovations than other people. Thus, people have characteristics that make them more or less likely to accept and play newer types of fantasy sport. Few studies have explored the reasons why people avoid certain types of online gaming activities. In this study, the researchers explored why some people do not play newer types of fantasy sport. They also investigated whether people who play newer types of fantasy sport also participate in sports betting.

What the researchers did

The researchers recruited participants through social networks and by contacting them directly. People in

What you need to know

The researchers explored why some people refuse to play newer types of fantasy sport. Participants were 519 adults who were 18 years of age and older and played fantasy sport. Participants completed an online survey. About 36% played dynasty leagues, 7% played guillotine leagues, and 77% played daily fantasy sport (DFS). Many participants did not play dynasty or guillotine leagues because they did not have family or friends who would play with them. Many participants did not play DFS or engage in sports betting because they did not like how much it cost to play. People who played the newer types of fantasy sport were more likely to participate in sports betting. This study could inform future research on fantasy sport and sports betting.

the fantasy sport industry also contacted their fans to ask them if they wanted to participate in the study. Participants were 519 adults who were 18 years of age and older and played fantasy sports.

Participants completed an online survey. The survey collected participants' demographic information such as their age and gender. Participants reported how many hours they spent watching sports and playing fantasy sport in the last week. They reported how many years they had played fantasy sport and how much money they spent on fantasy sport in the last year. The survey assessed how familiar participants were with dynasty leagues, guillotine leagues, and DFS, and if they played them in the past. Participants who said yes reported whether they enjoyed playing these activities. Participants who said no selected the

reasons why they did not play them. Participants also reported whether they would be interested in playing each new type of fantasy sport in the next five years.

They survey assessed how familiar participants were with sports betting and if they bet on sports in the past. Participants who did sports betting reported whether they enjoyed it and how often they played. Participants who said no selected the reasons for why not. Participants reported whether they would be interested in sports betting in the next five years.

What the researchers found

Most participants were familiar with dynasty leagues and DFS. About half were familiar with guillotine leagues. About 36% played dynasty leagues, 7% played guillotine leagues, and 77% played DFS. Many participants who played these newer types of fantasy sport enjoyed playing them. The most common reason for not playing dynasty or guillotine leagues was because participants did not have family or friends who would play with them. The most common reason for not playing DFS was because participants did not like how much it cost to play. Almost half of the participants who did not play these newer types of fantasy sport were interested in playing dynasty leagues in the future. About 32% were interested in playing guillotine leagues. Fewer (17%) were interested in playing DFS in the future.

Most participants (96.7%) were familiar with sports betting. Over half of participants said they did sports betting. Many placed multiple bets a week. They mostly placed their bets online. Most participants enjoyed sports betting. The most common reason why participants did not bet on sports was because they did not like how much it cost to play. About one-third of participants who did not participate in sports betting were interested in doing it in the future. Participants who were greater fans of sports had more interest in playing in the future.

Participants who played in dynasty, guillotine, and DFS were more likely to participate in sports betting than participants who did not play these newer types of fantasy sport. This finding suggests that playing

newer types of fantasy sport may make people more interested in sports betting.

How you can use this research

Researchers can use this research to investigate whether people's interest in sports betting is related to how much time they spend playing fantasy sport. Prevention and treatment service providers can use this research to understand the link between sports betting and fantasy sport.

About the researchers

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Citation

Ruihley, B. J., Billings, A. C., & Buzzelli, N. (2020). A swiftly changing tide: Fantasy sport, gambling, and alternative forms of participation. *Games and Culture*. Advance online publication.

<https://doi.org/10.1177/1555412020966161>

Study funding

No funding was received for this study.

About Gambling Research Exchange (GREO)

Gambling Research Exchange (GREO) has partnered with the Knowledge Mobilization Unit at York University to produce Research Snapshots. GREO is an independent knowledge translation and exchange organization that aims to eliminate harm from gambling. Our goal is to support evidence-informed decision making in safer gambling policies, standards, and practices. The work we do is intended for researchers, policy makers, gambling regulators and operators, and treatment and prevention service providers.

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