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## **Awareness of Online *Bet9ja* Gambling among Nigerian Youth: Study in Kano Metropolis**

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### ***Abstract***

This study examine awareness on online Bet9ja gambling among Nigerian youth study of Kano Metropolis Kano State Nigeria. Online Bet9ja Gambling means taking part in games of chance for a prize (where the prize is money or money's worth), betting involves making a bet on the outcome of sports, races, events or whether or not something is true, whose outcomes may or may not involve elements of skill but whose outcomes are uncertain and lotteries (typically) involve a payment to participate in an event in which prizes are allocated on the basis of chance". The major aim of this research is to examine awareness on online Bet9ja gambling in Kano Metropolis Kano State, Nigeria. The study adopted survey research design. A total of 410 respondents were selected aged 18 to 35 years for the study in order to have the diversified views on online Bet9ja gambling from the study area. The study utilized cluster, purposive, and availability sampling techniques. It was revealed majority of the youth are aware about gambling the factors influenced them includes poverty, unemployment and the desperation for "get rich-quick syndrome". Online Bet9ja gambling therefore, leads to further economic crises and drug abuse among the youths. Thus, the study recommends that, Parents should create a safe space where children can discuss friendship issues with them and make demand of the necessary things they need both for their personal use and for their studies. Domestic and international non-governmental organizations NGOs should also develop a more inclusive system of youth development scheme.

**Keywords,** gambling, online Bet9ja, youth, awareness, Nigeria.

## ***Introduction***

Online bet9ja Gambling means taking part in games of chance for a prize (where the prize is money or money's worth), betting involves making a bet on the outcome of sports, races, events or whether or not something is true, whose outcomes may or may not involve elements of skill but whose outcomes are uncertain and lotteries (typically) involve a payment to participate in an event in which prizes are allocated on the basis of chance". (Gambling act, 2005). The quest for revenue making, Nigerian government imposed some levy on all the revenue made by the players and also reviewed and tightened laws and regulations on all betting games companies through the establishment of a national regulator called the National Lottery Regulation Commission in 2015. In Nigeria, there are various sets of betting games, but the most common is online Bet9ja which is very popular and very common in the major parts of Nigeria. Other forms of betting games play by youth include horse racing, greyhound racing, American football, track racing, basketball, auto racing, boxing, hockey, baseball, and martial arts among others. But placing a stake on football games remains the most common betting game while majority of betting game players are youth within the age range of 15 to 40 years. It is expected that the estimated tax and levies to be made by

the Nigerian Government from the betting industry are expected to rise annually from US\$5.7m in 2011 to US\$8.6m in 2019 representing a 14.2 % revenue increase to the Nigerian Government from 5.7% (Maikori, 2011). However, today's gamblers/bettors are more mobile and more connected than ever before, which means that they operate anywhere. Especially in advanced advance centers, the use of computer and technology, the growth of the internet and the availability of instant voice and data communications have become an integral part of gambling, gambling and lottery companies maintaining Web pages that provide information on products and how they operate. Gambling in Nigeria is regulated by the National Lottery Regulatory Commission.

Undoubtedly, because of Nigeria's large population, it has the largest market in terms of online Bet9ja games in Africa and a hot destination which preferred to be a hub when it comes to investments in betting games (Lagos State Lottery Board, 2017). This has attracted a lot of Nigerians in both urban and rural areas to online Bet9ja games because of the notion that playing online Bet9ja games can empower them economically and socially, too (Ayinde and Popoola, 2008). It is common to see many youth loitering around sporting betting companies and

betting shops all day in Nigerian cities, even during peak working hours attempting to place a bet on various games. They make a choice in which way they play a betting and place their stakes on, by reviewing odds bookmakers provide online or commentaries from radio and television sports pundits. The factors influencing youth involvement in online Bet9ja gambling is the focus of this study taking Kano Metropolis, Kano State Nigeria as geographical scope.

The Nigerian betting game industry has created excitement in recent times given the growth in the demographic asset of betting companies, the growth in the number of betting game players and the increased number of sport betting companies in Nigeria. This trend shows that there is a large and emerging increase in the number of potential *Bet9ja* game players in Nigeria, especially among the youth. The addiction to Bet9ja games in Nigeria by the youth is now becoming alarming as a large number of the youth often time resign from gainful employment to concentrate and devote more energy to playing betting games thereby making it a job. Anti-betting game crusaders in Nigeria maintained that the idleness of most Nigerian youth informed their decision to seek refuge in betting games claiming that up to 70% of the youth sub population is not productively engaged (Okoh, 2003).

In view of the foregoing, the present study will examine the awareness of the online bet9ja gambling among Nigerian youth. The study find answers to the following research questions:

1. What is the level of public awareness of online Bet9ja gambling in Kano Metropolis, Kano State, Nigeria?
2. What is the medium of youth engagement in online Bet9ja gambling in Kano Metropolis, Kano State, Nigeria?
3. What are the age groups frequently patronizing Bet9ja gambling in Kano Metropolis, Kano State, Nigeria?
4. What are the reasons for their involvement in Bet9ja gambling in the study area?

### **Objectives of the Study**

The specific objectives of the study are as follow:

1. To examine the level of public awareness of online Bet9ja gambling in Kano Metropolis, Kano State, Nigeria?
2. To study the medium of youth engagement in online Bet9ja gambling in Kano Metropolis, Kano State, Nigeria?
3. To ascertain the age groups frequently patronizing online Bet9ja gambling in Kano Metropolis, Kano State, Nigeria?
4. To identify the reasons for their involvement in online Bet9ja gambling in Kano Metropolis, Kano State, Nigeria?

## **Literature Review**

### **Conceptual Clarifications**

This section deals with conceptual clarifications of the key terms in the study, which are gambling and online Bet9ja gambling.

### **The Concept of Youth**

The term “youth” is contested. It is defined using biological, psychological, socio-cultural and political approaches but the most common definition of the concept across these areas emphasize age. For instance, the political/legal connotation sees youth as any person who by virtue of age (18 years) is eligible for voting and other constitutional rights and/or responsibilities. The definitions of youth that focuses on economic life of the individual as evident in the person’s preparation for, and engagement with, pay work, thereby becoming economically independent. (Ishaq et al. 2017). The United Nations (2017) explained that, youth is best understood as a period of transition from the dependence of childhood to adulthood’s independence. That is why, as a human category, youths is more energetic than other fixed age-groups (50 years and above). Yet, age is the easiest way to define this group, particularly in relation to education and employment, because ‘youth’ is often referred to a person between the ages of leaving compulsory education and finding their first job. Thus, the United Nations (2017), for statistical purposes, defines ‘youth’, as those persons between the ages of 15 and 24 years, without prejudice to other definitions by member states.

National Policy for youths development (2016) in Nigeria, defines youths as those people within the age bracket of 18-35 years. The National Policy for youths Development in Nigeria’s definition takes cultural, religious, regional, social, and economic factors into cognisance. The study adopted this definition because it can be backed by constitutional provision, whereby the Nigerian constitutional age of a person begins at 18 years and stops at 35 years (National Policy for Youths development, 2016).

Hence, youth is a dynamic stage in life span development that can become a vibrant force in any society’s progress. No society can develop and grow without attaching significance to youths and harnessing their energy and potentials. Substantial learning and the acquisition of skills and attitudes happen during this time. In doing so, youths is commonly conceptualized as a period of transition in which young people strive to meet the social markers of adulthood, such as getting work, starting families and being recognized as full and productive citizens (Banks, 2015).

### **The Concept of Gambling**

Gambling is the action of wagering money, possessions, time or something else on the outcome of something, such as a game or race (Udeze, 2018). In other words, the act

or practice of playing games of chance for a stake; usually money. People all over the world have gambled on the outcomes of things for thousands of years. Six-sided dice existed in Mesopotamia about 3000 B.C., i.e., 5000 years ago. Individuals involved in betting risk losing something, depending on the outcome of, for example, a horse race. However, they also have a chance of winning something. In most cases, if they win, they get back more than their stake (Volverge, 2008). Gambling exists in hundreds of forms. e.g. table games, non-casino games, arcade games and electronic gaming. Bingo, lotteries and dead pool, for example, are non-casino games – they take place outside casinos. Pro-gambling and anti-gambling groups have been engaged in a long-running struggle for control over public policy toward gambling (Salonen, 2015). Such changes in public policy in the United States has been documented and applied to a number of political economy models. In applying such a model, Salonen (2015) contended that larger governments, which in turn require greater revenues to operate, have prompted gambling expansion.

Gambling revenues have become increasingly significant to governments and are often perceived as being a form of voluntary taxation. Consequently, Salonen (2015) suggested that ultimately such changes in social policy directions, accompanied by stricter regulation, would necessitate significant cuts in government expenditures and/or increased non-gambling revenues. Assessing the social costs and benefits of gambling has created considerable debate among social scientists and economists (National Research Council, 1999). Given methodological difficulties in assessing and adequately describing the social costs associated with gambling and the significant source of revenues for governments, expansion has continued at a rapid rate. Nevertheless, the National Research Council (1999) has highlighted the need to pay special attention to high-risk, vulnerable groups, with adolescents being one such identified group.

The public view of gambling is frequently inaccurate. On the one side, it is common knowledge that gambling presents a severe risk to those who are too willing to play. On the other side, it is also recognized, on average, that gambling can have beneficial effects by collecting levy for societies and be a pleasant pastime for individuals (for example, through the provision of a source of income for sports clubs or humanitarian causes). (Vong, 2009).

People with more favorable gambling behaviors are more susceptible to gaming and gambling-related issues (Chiu & Storm, 2010; et al). There are concerns in the areas of public health and addictions regarding the effect of the comprehensive accessibility, publicity and sanction of legalized gambling. The incidence of unregulated gambling among adolescents has considerably risen. A compulsive gambler is unrealistic in his thinking whereas non-gamblers view gambling as unethical and disruptive, The gambler sees it as taking calculated risks to build in a lucrative business with the firm

belief in the saying “no wasting, no wanting”. Gamer behavior is not usually illegal. It has increased the prevalence of gambling in societies and allows almost every part of the world to play one way or the other. The lack of sanctions on the players part paves the way for new forms of bet, e.g, online Bet9ja in Nigeria to be introduced.

### **The Concept of Online Bet9ja Gambling**

Online Bet9ja Gambling (also known as betting) is wagering money or something of value (referred to as "the stakes") or an event with an uncertain outcome, with the primary intent of winning money or material goods using internet or any technology assisted tool. Online Bet9ja Gambling thus requires three elements to be present: consideration (an amount wagered), risk (chance) and a prize (the outcome). It's also a major international commercial activity, with the legal gambling market totaling an estimated \$335 billion in 2009. In other forms, gambling can be conducted with materials, which have a value, but are not real money. For example, players of marble games might wager marbles, and likewise the games of Pogsor Magic: The Gathering can be played with the collectible game pieces (respectively, small discs and trading cards) as stakes, resulting in a meta-game regarding the value of a player's collection of pieces (Robert A, 2020).

Online Bet9ja gambling activity in Nigeria is sports betting and to youths, especially males, it as an alternative source of income to meet their daily expenditures. There is striking evidence of a growing interest among female youths in Kano State to participate in sports betting that implies that expenditures among youths have recently increased (Oyebisi, 2012). Hence, gambling activities have reduced youths away from being involved in crime. The attitude towards gambling has raised the value of the purchase of basic needs in the market, which may have a positive steering effect on the demand for them. In this regards, the productive time in school and in the workplace by youth is lost as a result of gambling activities. This may have short-term effects on the productive activities of the state. Therefore, short-term damage control is needed to circumvent these likely production effects. Because of technological advancements, gamblers do not perceive negative medium- to the long-term effects of gambling on productivity (ibid). Gambling is associated with monetary stakes, which implies that those who are active participants in the labor market may use part of their income on gambling. This runs counter to the common belief that the popularity and prevalence of gambling activities result from rising youth unemployment. On this note, the study emphasizes that employment is a critical determinant of participation in gambling (Novarro, 1998).

Online Bet9ja is currently a very popular gambling activity with some Nigerian young people where prediction needs to be done using the internet. The higher the number of matches, the higher the expected result will be if the forecast ends the match. Due to

technological advances, the emergency for new gambling forms like online gambling, such as betting in Bet9ja, increased the prevalence of this behavior in society, because people only need to sit in their room to apply for a matching prediction online, which in turn increased the diverse gambling implications among this population (Adedokun, 2014). In view of the above, individuals living in an environment where people engage in gambling, such are also expected to join the group and participate in such act. Also it suggests that physiological arousal also motivates an individual to engage in gambling. Binde (2007) claimed that internal reinforcement improves the vulnerability of individuals to gambling.

### **Level of Public Awareness of Online Bet9ja Gambling**

Although online Bet9ja gambling is a recent development, Nigerians have begun to have awareness of its existence, but the awareness is more common among the youths than old people. Thus, it should be noted that, some of the youth have still more awareness of traditional gambling than the online Bet9ja gambling especially youth that are not prone to sport betting (Tumber, 2020). The public view of gambling is frequently inaccurate. On the one hand, it is a common knowledge that gambling presents a severe risk to those who are too willing to play. On the other, it is also recognized, on average, that gambling can have beneficial effects by collecting levy for societies and be a pleasant pastime for individuals (for example, through the provision of a source of income for sports clubs or humanitarian causes) (Vong, 2009).

Gambling exists in hundreds of forms. E.g. table games, non-casino games, arcade games and electronic or online gaming. Bingo lotteries and dead pool, for example, are non-casino games they take place outside casinos. Pro-gambling and anti-gambling groups have been engaged in a long-running struggle for control over public policy toward gambling (Salonen, 2015). With the advent of the internet, all the previous traditional forms of gambling mentioned above have given way to the online betting, in which online Bet9ja is one of them and the public are becoming aware of its existence.

Based on the nature of the public awareness, majority of people are of the view that individuals with more favorable gambling behaviors are more susceptible to gaming and gambling-related issues (Chiu & Storm, et al 2010). In Nigeria today, the youths have more tendency for the online gambling. There are concerns in the areas of public health and addictions regarding the effect of the comprehensive accessibility, publicity and sanction of legalized gambling. The incidences of unregulated gambling among youths is considerably on the rise. A compulsive gambler is unrealistic in his thinking whereas non-gamblers view gambling as unethical and disruptive.

Thus, Online Bet9ja gambling is currently a very popular gambling activity with many Nigerian young people where prediction needs to be done using the internet. The higher the number of matches, the higher the expected result will be at the end of the match. The emergence of new online gambling like online Bet9ja gambling and others, increases the prevalence and much awareness of the behavior in society. Because, youth only need to sit in their room to apply for a matching prediction online, which in turn increased the diverse gambling implications among this population (Adebayo 1998).

Today, Multiple Internet websites are becoming aware by youth and are intended for youth feature gambling-type games, including online Bet9ja gambling, card games, roulette and virtual gaming machines, allowing youth to become familiar with these games, thus making it more likely that they will see real-money sites as an acceptable past-time, form of entertainment and an 'easy' way to make money. Recent findings suggest that youth frequently report these gambling online due to boredom or for excitement as they perceive gambling as an acceptable pastime (Derevensky, Gupta, & McBride, 2006).

Hence, the popular *Neopet* website (which has 33 million members, 70% of whom are below the age of seventeen. Features gambling-type games including online Bet9ja, virtual poker, blackjack, roulette, lottery scratch cards and pokies which teach youth how to play and gamble online to earn points to feed their virtual Neopet. The widely accessed youth social networking site *Facebook* allows users to gamble without money with applications enabling users to play poker, join an online lottery (in which users can win cash prizes of up to \$500 or gift certificates from Amazon and eBay) and play Mahjong, one of the most popular worldwide gambling games. *Facebook* offers these applications in multiple languages and provides instructions to assist users in learning the rules of the games and encouraging them to improve their skills (Neopets.com, 2006).

The promotion of online gambling as a game or recreational activity diminishes the perception of possible hazards or risks involved. Strong distinctions are not drawn between gambling-themed games and actual gambling activities making it more likely that youth will be familiar with gambling games and aware of the rules and practicalities of the gambling without an awareness of the potential negative consequences. However, paradoxically, advertisements for sports betting are permitted during the airing of major sporting events in most of the media outlet, an exemption that sends a message that sports wagering is an acceptable form of gambling. Therefore, promotion of gambling during sporting events can be prohibited to discourage the association between watching and enjoying sports and wagering (Derevensky et al, 2006).



## **Theoretical Framework**

This section reviews theories that can be used in explaining youth involvement in online Bet9ja gambling in Kano metropolis Nigeria. For the purpose of this study, the social structure and anomie theory and Social and Economic Action Theory of Max Weber were reviewed in the quest to elaborate on the subject of the study.

### **Social and Economic Action Theory**

The theory of social and economic action is attributed to Weber in 2005. The theory therefore, is instrumental in explaining why youths engage in online Bet9ja. Social and economic action involves various types of action. The use of the social action in understanding youth engagement in online Bet9ja is obvious, because Ritzer (2011: 126) mentioned that “Weber utilized his ideal-type methodology to clarify the meaning of *action* by identifying four basic types of action”. The typology, according to Ritzer, is significant for understanding what Weber meant by action as well as the basis for Weber’s concern with larger social structures and institutions. These actions include rational action (divided into means-end rationality and value rationality), effectual action and traditional action. In other words, youth engagement in online Bet9ja is a means to economic end rationality.

In his analysis of Protestant Ethics, Weber (Weber, 2005) observes that religion in most capitalist societies has had a free hand to alter the social distribution of the population in accordance with its needs, and to determine its occupational structure. In this context, the youth engagement in online Bet9ja is an action that can be interpreted as worldly gain business. According to Weber, the greater relative participation of Protestants in the ownership of capital, in management, and the upper ranks of labor in great modern industrial and commercial enterprises, may or may not be explained in terms of religious affiliation or cause economic conditions, but to a certain extent appears to be a result of them (Weber, 2005).

Participation in the above economic functions usually involves some previous ownership of capital, and generally an expensive education; often both. These are today largely dependent on the possession of inherited wealth, or at least on a certain degree of material wellbeing. The results of that circumstance favor the Protestants in their struggle for economic existence (Weber, 2005). As a social action therefore, the youth engagement in online Bet9ja in Nigeria can be an adventure for economic gain because there are cases of some youths who achieved huge amounts of money from Bet9ja.

## **Methodology**

This section deals with the techniques adopted in the conduct of the research. It consists of the background of the study area, research design, population of the study,

sample size and sampling technique, methods and instruments of data collection, and techniques of data analysis.

### **Background of Kano Metropolis**

Kano Metropolis comprises eight (8) local governments in Kano State, such as Dala, Fagge, Gwale, Kano Municipal, Kumbotso, Nasarawa, Tarauni and Ungogo. It covers 499 square kilometers (192 square miles) and has a population, 4,348,000 (National Population Commission, 2023). Hausa is the major ethnic group in the area and the most widely spoken language by both indigenes and non-indigenes. English is the official language in formal organizations. Arabic is also spoken by numerous settlers with Arabic affinities (such as Arabs, Lebanese, etc.). In addition to Hausa, and Arabic, other languages, such as Yoruba, Igbo, Kanuri and Igbira, are extensively used by other ethnic groups residing in the state. Kano State borders, Katsina to the northwest, Jigawa to the north east, Bauchi to the south east and Kaduna to the south-west (NPC, 2023) Historically, Kano State in general has been a commercial and agricultural area known for the production of groundnuts among others. The state has over 18, 684 square kilometers of cultivated land and is the most extensively irrigated state in Nigeria. Kano is the leading industrial center in the north and trading articles in the Kano city include leather goods, a bicycle assembly and many agro-based industries. Kano City is linked by rail and road to all parts of the country and internationally. (News Agency of Nigeria, 2019).

Kano exerts a lot of economic influence on its neighboring states, such as Jigawa, Katsina and Bauchi. Therefore, it receives many settlers and migrant groups from far and wide as a result of which it grew into a great trading hub of immense commercial importance for traders all over Nigeria as well as North and West Africa. As a result of its commercial viability and population, Kano is a stronghold in Nigeria. It plays a key role in the socio-political and economic affairs of the country. It was as a result of the stronghold of the state and the cosmopolitan that it possess a lot of activities taken place like online Bet9ja gambling, among others.

### **Research Design**

This research is descriptive in nature. Descriptive research design was used to describe online Bet9ja gambling and to also create awareness on gambling issues in Kano Metropolis. The research was thus survey, because primary data were collected from respondents using questionnaires and in-depth interviews. Secondary data were also sourced from library materials, text-books, journals periodicals, and newspapers which found in libraries and online sites.

### **Study Population**

The study population are parents, gamblers (males and females) and law enforcement agents (from the Nigeria Police Force and National Security and Civil Defense Corps),

Bet agents, academics as well as community leaders in Kano Metropolis, Kano state, Nigeria.

### **Sample Size**

A total of 410 respondents were selected from study population using the Krecie and Morgan's (1970) determination formula. Out of the total sample, 400 are respondents for quantitative data and the ten (10) are respondents for qualitative data, which include parents, youths gamblers, academics, traditional leaders, Bet9ja agents police, National Security and Civil Defence Corps (NSCDC) personnel.

### **Sampling Techniques**

The study adopted multi-stage sampling technique. At stage one, cluster sampling was utilized and divided Kano Metropolis into 8, with each cluster constituting one local government area. In the second stage, simple random sampling technique was used and selected 16 political wards. From each of the 8 clusters, two political wards were randomly selected. This has been achieved through simple lottery method, i.e by writing the names of the political wards of each cluster on sheet of papers and fold them and insert in a container, shake well and then randomly picked out the selected ones from the clusters, which gave 16 political wards. That is, two political wards were selected from each of the eight local government areas giving a total of 16 political wards.

In the third stage, purposive sampling technique was used to select one street from each of the 16 political wards, in which online Bet9ja gambling centers are found. This gave a total number of 16 streets. In the fourth stage, simple random sampling was utilized to select 25 households from each street, which gives  $(16 \times 25) = 400$  households. In the final (fifth) stage, availability sampling technique is employed to select 1 respondent from each of the 400 households. The total respondents for quantitative data was therefore  $(25 \times 16) = 400$  respondents.

In addition, purposive sampling was further utilized to select 10 respondents for qualitative data, which comprised of law enforcement agents, parents, youths, online Bet9ja gamblers, bet agents, academics as well as community leaders from the study area. This technique was used given that, only those who possessed in-depth knowledge of the area of inquiry are required as participants. Therefore, respondents' categories for quantitative were 400 and those for qualitative data were 10. The sum total of the sampled respondents was 410.

### **Instrument of Data Collection**

The study adopted a questionnaire and in-depth interviews for generating hybrid data out of the diversified sampled population. The study provided four hundred and ten

(410) questionnaires with open close ended questions. The first part socio demographic data of the respondents while the second part included the substantive issues of the research. The in-depth interviews guide contained questions on socio demographic data as well as the substantive issues, some questions had probes intended to make respondents elaborate more on their answers.

### **Method of Data Analysis**

Mixed methods of data analysis was adopted during analysis of data collected from the field.

**Quantitative Data Analysis:** data generated through questionnaires have been processed through statistical package for social science (SPSS) Version 22. The outcomes were presented in tabular form using simple frequency and percentage.

**Qualitative Data Analysis:** Content analysis was utilized in the analysis of the qualitative data. In this regards, the data were translated, transcribed and interpreted and presented to complement the quantitative data.

### **Results and Discussions**

This section presents analysis of data collected from the field. The analysis was done based on the socio-demographic of the respondents and the study objective namely; awareness of online Bet9ja Gambling in Kano Metropolis

### **Demographics Characteristics of the Respondents**

This section consists of the gender, age, marital status, educational qualifications and employment status of the respondents.

**Table Gender of the Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	301	76.4
Female	93	23.6
Total	394	100

**Field work, 2023.**

Table shows that, majority of the respondents, (76.4%) are males, while 23.6% are females. This shows that there are more males than females respondents in the sample. This is because male category are available and have the interest in the research. In contrast, female category are not mostly accessible because of certain socio-cultural and religious factors that remain barriers in the study area.

**Table Age Distribution of the Respondents**

Age	Frequency	Percentage
26-35 years	140	35.5
18-25 years	92	23.4
36-45 years	93	23.6
46 and above	69	17.5
Total	394	100

**Field work, 2023.**

Table indicates the age distribution of the respondents. One hundred and forty of the respondents representing 35.5% of the respondents are of ages between 26 and 35. Ninety two of the respondents representing 23.4% are aged between 18 and 25. Ninety three of the respondents representing 23.6% are aged between 36 and 45. And 59 of the respondents representing 17.5% are of ages between 46 and above. The finding therefore, reveals that majority of the respondents are of ages ranging from 26 to 35 years. Having majority of the respondents between the age of 26 and 35 is not surprising because the society's demographic composition is that youths constitute the majority. In addition, the study is about problem generally perpetrated by the youths (online Bet9ja gambling). Thus, there is likelihood for having youths. Constituting the majority because the places where online Bet9ja gambling is played are dominated by the youths.

**Table Marital Status of the Respondents**

Marital Status	Frequency	Percentage
Single	262	66.6
Married	93	23.6
Separated	18	4.6
Divorced	20	5.0
Widowed	1	0.2
Total	394	100

**Field work, 2023.**

Table depicts the marital status of the respondents. It shows that 262 of the respondents representing 66.6 % are single, 93 of the respondents representing 23.6% are married, 18 of the respondents representing 4.6% are separated and 20 of the respondents representing 5.0% are divorced, while 1 of the respondents representing 0.2% is a widow. This indicates that majority of the respondents are single as indicated. Looking at the nature of the research in which youths can be speculated that online Bet9ja gambling is dominated by youth who are single with less or no responsibilities in the study area.

**Table Educational Qualifications of the Respondents**

Qualifications	Frequency	Percentage
SSCE	127	34.9
Primary	90	24.7
OND/NCE	107	26.7
HND/B.Sc	53	11.8
PGD/M.Sc/ PhD	17	1.9
Total	394	100

**Field work, 2023.**

Table implies that 127 of the respondents representing 34.9% are SSCE holders and educational qualification of the respondents, where 90 of the respondents representing 24.7% only obtained primary school certificates; 107 of the respondents representing 26.7% are OND/NCE holders, 53 of the respondents representing 11.8% are H.N.D/BSc./B.A holders while 17 of the respondents representing 1.9% are PGD/M.Sc/Ph.D holders. Therefore, majority of the respondents are SSCE holders. This might be connected to the fact that the higher educational qualifications are rare and difficult to be obtained by the people in the study area. Youth normally stop schooling after secondary education. Very few of them proceed to higher education. This entails how gullible they might be.

### **Public Awareness of Online Bet9ja Gambling in Kano Metropolis**

This section presents respondents' awareness of online Bet9ja gambling in Kano Metropolis, Kano State, Nigeria.

**Table: Awareness of Online Bet9ja Gambling**

Response	Frequency	Percentage
Yes	376	95.4
No	18	4.6
Total	394	100

**Field work, 2023.**

Table presents respondents' awareness on online Bet9ja gambling. The data shows that 356 of the respondents representing 95.4 (%) are aware of the subject of the study, whereas 8 of the respondents representing 4.6 (%) are unaware of the subject.

However, a male police officer, aged 39 when interviewed on this issue has this to say:

We are aware of the newly introduced gambling,  
whereby youths are trooping into online betting during

footballs and other games. The need to orient youths into major job opportunities is becoming apparent because gambling is optional.

This indicates that online Bet9ja gambling is very common among the youths in the study area. The level of this awareness is implying that majority of the respondents have the knowledge of online Bet9ja gambling

**Table Knowledge of Online Bet9ja Gambling Based on Category**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Online Bet9ja	258	65.5
Bet Biga	71	18.0
Naira Bet	53	13.5
Others	12	3.0
Total	394	100

**Field work, 2023.**

Table shows that 258 representing 65.5 % are aware of Online Bet9ja gambling. This followed by Bet Biga 18.0%, then Naira bet with 13.5%. The data showed that respondents are also familiar with other categories of gambling with 3.0 (%) The others are based on qualitative data gathered and they include; Zoom, Bet King and Papa Ijebu.

A respondent male (Bet9ja gambler) aged 21 suggests that:

Majority of social media users are aware of not only online Bet9ja but other types of gambling like Zoom, Bet King and Papa Ijebu because it is often advertised. That is why these online gambling activities become common in all places, cities and towns, in as much as there is access to internet and the youths are willing to engage in them.

From both qualitative and quantitative data presented above, it is clear that the knowledge and familiarity of online gambling may vary across people, yet the respondents have shown that they are also aware of the various categories of the online gambling. It has also indicated that Bet9ja gambling is the most popular online gambling in the study area.

**Table Medium of Engaging into Online Bet9ja Gambling**

Response	Frequency	Percentage
By using smart phone	167	42.4
Register with book makers	94	23.9
Internet betting option	87	22.1
Others	46	11.6
Total	394	100

**Field work, 2023.**

Table presents respondents' views on the process of engaging into online Bet9ja. According to the responses, it is frequently engaged through the use of smart phones (42.4%), or registering with bookmakers (23.9%), or internet betting options (22.1%) and then to others (11.6%). The smart phones today are becoming rampant among youths which sound problematic because youths use to log into the online Bet9ja websites using their smart phones.

**Table Age Groups Frequently Patronizing Online Bet9ja Gambling**

Response	Frequency	Percentage
18 – 25 years	42	10.7
26 – 35 years	51	12.9
36 – 45 years	46	11.7
All of the Above	253	64.2
46 and above years	2	0.5
Total	394	100

**Field work, 2023.**

Table presents respondents' views on the age groups that frequently patronize online Bet9ja gambling. Responses shows that all of the above mentioned ages (64.2%) frequently patronize Bet9ja gambling. Ten point seven percent of age between 18 and 25 years frequently patronize Bet9ja gambling; 12.9% of age between 26 and 35 years frequently patronize Bet9ja gambling; 11.7% of age between 36 and 45 years frequently patronize Bet9ja gambling; 0.5% of age between 46 and above years frequently patronize Bet9ja gambling. These shows that frequent patronizing of online Bet9ja gambling cut across ages.

A male parent respondent (aged 31) says:

Youths who are jobless are more prompt to online battings to attract some options for survival. But there are instances whereby the married youths are also engaging in it.



From the foregoing, it can be argued that although all categories of people are prone to online Bet9ja gambling jobless youths are more likely to get involved in it because of some pressing reasons (physiological needs) associated with their responsibilities.

**Table Reasons for the Age Group Involvement in Online Bet9ja Gambling**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Peer influence	334	89.0
Acces to data	23	3.6
Advertisement on social media	21	3.0
Frequency social media usage	14	3.9
Others	2	0.5
Total	394	100

**Field, work 2023.**

Table presents respondents' view on reasons for the age group involvement. Responses representing eighty nine point zero percent shows peer influence as the reason for age group involvement in online Bet9ja gambling. Three point six percent responses indicates access to data as the reason for age group involvement in gambling. Three point zero percent responses shows advertisement on social media as the reason for age group involvement in gambling; 3.9% of the responses indicates a frequent social media usage as the reason for age group involvement in gambling. Zero point five percent responses indicates other reasons for age group involvement in gambling. Based on the above findings one can say that peers of age categories play a key role influencing their fellow ones into online Bet9ja gambling.

A respondent, Parent (female) aged 29 provided that:

Different factors influence youths engagement in online betting. First is peer group influence, because the youths are influenced by friends more than other age categories. Second is advertisement. Hence, peer groups is more influential in youths engagement into online betting.

The above qualitative response is an indication of the myriad of reasons that motivate youths to engage in online betting. Presumably, it is likely that more than a factor can form the basis for online betting among youths in the study area. However, peer group influence and social media usage by youths are the basic factors.

## **Conclusion**

The study examined awareness on online Bet9ja gambling in Kano Metropolis. However, the primary objective of this study were to make an awareness about online

Bet9ja gambling among youth in Kano Metropolis Kano State Nigeria. The study found that majority of the respondents are aware of online Bet9ja gambling. Attention of the gamblers is now shifting from the widely known categories of gambling to others that are not widely known to other members of the society. Also, it was revealing that youths who are involve in online Bet9ja gambling sees it as a means to get quick rich. Their involvement into online Bet9ja gambling attributed unemployment as a strong influential factor. Poverty and investment urge are economic factors that indulge Betting. Thus, engagement into gambling is seen as an easy money making activity. The study also reveals that gamblers are vulnerable of becoming poor. The pathological impact that Bet9ja gambling has on youth is creating laziness; follow by deforming youth creative ability; then followed by creating tendencies of self-harm. Finally, findings reveal that the first stage dealing with this influence is to control peer influence; then reduce youth access to credit; then finding alternatives to gambling and more attention should be given on youth counselling therapy.

### **Recommendations**

Based on the findings from the study, the following recommendations are made:

1. The Kano State Government should establish, entrepreneurial and vocational training center to empower idle youths who normally fall prey to gambling as way of life. This will enable them to engage in productive ventures that will go a long way in reducing their patronage of Bet9ja as means of making money in Kano Metropolis of Kano State.
2. The **Kano** State government in collaboration with National Orientation Agency (NOA) and Ministry of youth and culture organize should organize an orientation programs to educate the youths on the effects of modern gambling Bet9ja in **Kano** Metropolis of **Kano** State.
- 3 The laws prohibiting the use of gambling should be strictly enforced in **Kano** Metropolis and **Kano** State at large. There should be a proper security prohibiting any form of gambling activities in **Kano** Metropolis of **Kano** State. It is important for regulatory bodies such as the National Lottery Commission to step up their efforts to ensure that the practice is not exposed to under aged children. These can be achieve by enactment of an act through government policies.
- 4 Parents should create a safe space where children can discuss friendship issues with them and make demand of the necessary things they need both for their personal use and for their studies.
- 5 Domestic and international non-governmental organizations NGOs should develop a more inclusive system of youth development scheme

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