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GENDER, PEER PRESSURE AND ADDICTIVE GAMBLING BEHAVIOUR AMONG UNDERGRADUATES OF OBAFEMI AWOLOWO UNIVERSITY, ILE IFE, OSUN STATE, NIGERIA

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Abstract
The study examined the influence of peer pressure on addictive gambling behaviour; and gender differences in gambling behaviour among undergraduates of Obafemi Awolowo University Ile-Ife. The study employed Multi-stage sampling procedure, Stage 1, four hostels (two females and two males) were randomly selected from eight clusters of Hostels in the University. Stage 2, convenient sampling was used to select 200 respondents from the selected hostels. Data were gathered with the use of questionnaire consisting of peer pressure inventory and South Oak Gambling screen. Two hypotheses were tested using independent t-test at 0.05% level of significance. Findings revealed that peer pressure had significant influence on addictive gambling ***{t = 3.050, p>. 05****}. While there was no difference in gambling behaviour across gender* ***{t = 1.828, p>. 05****}. The study concluded that peer pressure has significant influence on addictive gambling.*

Keywords: Gender, Peer Pressure, Addictive Gambling, Undergraduates, University Environment.

Introduction

Gambling is understood as the established practice of staking money or other valuables on games or events of an uncertain outcome. The origin of gambling is dated back to 200BC in Ancient China where tiles were used as a form of lottery game. During this period, funds generated from lottery were used for civic purposes including the building of Great Wall of China. Other parts of the world such as Europe, America and Africa have long participated in gambling (Thompson, 2001). Australians are reported to be the biggest gamblers worldwide, with the highest gambling expenditure and loss per person (Williams, Volberg, & Stevens, 2012).

People of all ages engage in gambling, though young people including university students are considered a high risk group for gambling today. They engage in a wide range of gambling behaviours, including playing the lottery, poker/cards for money, casino games (i.e. slots/poker machines), horse racing, betting on sports and internet gambling. Common to Nigerian youths are online betting outfits such as NairaBet, NaijaBet, Winnersgoldenbet, Baba Ijebu, and a whole lots of others. It is estimated that =N=1.8 billion is currently spent daily on sports betting in Nigeria, with an average of =N=3,000 individual bets being placed on a daily basis (***The Nation Newspaper***, 2014).

Addictive gambling poses a significant economic, social, and psychological burden to every society, with a high prevalence rate globally (Williams, Volberg, & Stevens, 2012). The prevalence of addictive gambling varies according to age. Delfabbro and Thrupp (2003) found that young adults between 18 and 30 years have

significantly higher prevalence of gambling problems than older adults. This age group also spends the most money on gambling, and has a higher rate of gambling disorders (American Psychiatric Association, 2013)

As observed recently in Nigeria, the issue of gambling and its subsequent addiction has left the realm of old men betting on pools at the local gin bar. Gambling today has become a multi-billion naira venture, fully backed up by legislation, promoted virtually in all media and endorsed by many public figures. A high prevalence of gambling participation and problem gambling has been found in different university student populations, mainly in studies from high income countries. Peltzer (2014).

According to Price waterhouse Coopers "PwC" (2014) statistics, the growth of gambling as a trend has taken a geometric turn. New gambling outfits targets young people, turning their passion for sports into their snare for luring folks into gambling. Today, there is an average of at least two gambling shops or 'stake-houses' as they are popularly called per street. The reinforcement for gambling from previous understudied models puts it to be vicarious in nature, and today, social models play an important role in that too. This conclusion was arrived due to the usage of popular and well followed brand ambassadors like pop musicians, actors, sports personalities and many other celebrities to attach a household name and face to gambling.

Betting on sporting outcomes via the various easily accessible outlets around has not just promoted gambling, but it has also made it very socially acceptable within most communities. It is no longer uncommon to have in many tertiary institutions large population of students that actively engage in online betting and local lotto (Baba Ijebu).

It must be noted that the operation of these gambling outfits are legal and their spread cannot be checked using any legal channel as they are a large contributor to inland revenue generation. But its impact on the youths cannot be over emphasized. It tends to instill the value of "get rich quick" thereby relegating the values of hard work and diligence to the background.

Gambling behaviour has become an issue that requires great attention in our society. In both developed and developing countries of the world, gambling is seen as a social activity, backed up by legislation. But its subsequent compulsiveness to the gamblers poses great risk to them as well as the society at large. Effects of addictive gambling behaviour manifest primarily in finances and money management. Usually, gambling addiction will rip a hole eventually in the gamblers pocket, thereby making the gambler financially unstable. High level of indebtedness to creditors and money lenders is also a common phenomenon associated with compulsive gamblers. Also due to the vicarious nature of gambling reinforcement, it tends to inculcate the ideology of making wealth from values such as fate, chance, luck, etc. Individuals engaging in gambling behaviour usually live a life full of misery and disappointments.

Gamblers can equally suffer health challenges due to the compulsive nature of the gambling behaviour. These include depression, high blood pressure, frustration, anger management issues, anxiety and mood disorders, etc. Similarly, when there is poor finance, compulsive gambling and depression are factored in together, the individual's suicidal tendencies and self-injurious likelihood becomes quite high. Other socio-economic factors related to addictive gambling could include waste of financial resources, family conflicts, lack of vision, lack of creativity and laziness. Brown (1997) pointed out how addictive gambling, shares a number of features with substance addictions such as cognitive distortions and deficits in decision-making, rituals to trigger arousal, low treatment success rates (but frequent spontaneous cures), decline in enjoyment over time and Perceived loss of control.

Gender and Addictive Gambling

A Common finding in many youth gambling studies is the higher percentage of male involvement compared to females. Male youth are overrepresented in a number of problem behaviours, particularly problem gambling and delinquency (Vitaro, Brendgen, Ladouceur, & Tremblay, 2001). Youth who experience problem gambling typically begin gambling quite early in life (Pagani, Derevensky, & Japel, 2009) In the older adult population, problem gambling manifests itself very differently than it does in the middle-aged or youth. In general, older adults who experience problem gambling are more likely to be female (McCormack, Jackson & Thomas, 2003; 2013), to lack a life partner, to have too much idle time, and to have disabilities (McNeilly & Burke, 2000; Southwell, Boreham, & Laffan, 2008). However, they are less likely to encounter

practical difficulties as a result of their gambling (arrests, indebtedness, family problems, etc.) (Petry, 2002; 2014). Although addictive gambling is mostly attributed to the male folks, research has shown that men as well as women engage in gambling behaviour. From various studies reviewed, there is no consensus on whether addictive gambling among young people is gender specific.

Peer Pressure and Addictive Gambling

Peer pressure means being influenced or pushed over by friends/age fellows to do something an individual wish or do not wish to do. It is the pressure an individual feels to conform to the ways of a social group, into which he/she wants to be accepted. (Petal, 2007) Humans are social beings and thus spend most of their lives associating and forming close relationships. Every individual is surrounded by significant others such as parents, sibling, teachers, and friends. These are the social forces influencing an individual's life in different ways and exert him to learn adaptive behavior (Chemiss & Sluke, 2002).

Peer Pressure is an important socializing factor for the adolescents. Some have even gone so far as to suggest that Peer Pressures surpass virtually all parental socializing efforts (Antonishak, 2008; Morton, et al. 1999). Early adolescence is the time when peer pressure is the strongest. During this period a young person is torn between dependence on parents and greater independence, search for the self and building of self-esteem. The wish to be accepted in a group very often involves conforming, even when it means giving up one's desires and attitudes.

Similar to drinking behaviours, the social learning model also applies to gambling, whereby family and peers can inadvertently model and promote gambling behaviours. Research suggests that social learning assists in the development of an individual's subjective norms, which can result in the development and normalizing of gambling behaviours (Blaszczynski & Nower, 2002; Moore & Ohtsuka, 1997), with one study showing that over 67% of 14 to 25 year olds surveyed had gambled with family (Moore & Ohtsuka, 1997). Delfabbro and Thrupp (2003) found that adolescents with family and peers who either gambled or approved of the behaviour, presented with significantly higher levels of gambling behaviours.

Research has also shown a strong link between gambling behaviours of young people and the behaviour of their peers, particularly in regard to gambling onset and problem gambling (Donati, Chiesi, & Primi, 2013; Hardoon & Derevensky, 2001; Moore & Ohtsuka, 1997). Donati, Chiesi, and Primi (2013) reported peer gambling to be more strongly associated with adolescent at-risk problem gambling. They found that adolescents with peers who gambled were 1.64 times more likely to fit the classification of an at-risk problem gambler than those without gambling peers (Donati et al., 2013). Hardoon and Derevensky (2001) noted that 44% of adolescents reported that the gambling behaviours of their peers led to the initiation of their gambling. Research has postulated that adolescents are more likely than adults to be influenced by peers and to take risks on the basis that they desire peer approval which is gained through displays of bravery and risk-taking (Delfabbro & Thrupp, 2003; Gardner & Steinberg, 2005). In addition, emerging adults typically become immersed in peer relationships and move away from the regulation provided in childhood and adolescence by their parents (Arnett, 2000).

Research Questions

i. Is addictive gambling behaviour gender specific?
ii. Will peer pressure influence addictive gambling behaviour?

Research Objectives

The objectives of this study are to:

i. Examine gender differences in addictive gambling behaviour among undergraduate students of Obafemi Awolowo University, Ile-Ife.
ii. Examine the influence of peer pressure on addictive gambling behavior among undergraduate students of Obafemi Awolowo University, Ile-Ife.

Hypotheses

i. There will be no significant gender differences in addictive gambling behavior of undergraduates of Obafemi Awolowo University, Ile-Ife.
ii. Peer pressure will have no significant influence on addictive gambling behavior among Obafemi Awolowo University Ile-Ife undergraduates,

Methodology

Research Design

The study employed descriptive survey design which involves the use of already standardized scales to obtain relevant information from selected respondents.

Population and Sample

The population for this study was undergraduate students of Obafemi Awolowo University, Ile-Ife. The study employed a Multi-stage sampling. The first stage involved a random selection of four Halls from the eight Halls of residence within the university campus, with each Hall representing a cluster. Two females and two males Halls of residence were chosen. The second stage, A sample of 50 respondents were conveniently selected from each cluster to participate in the study. A total sample of 200 respondents participated in the study.

Instrument

A self-administered questionnaire consisting of standardized scales; Peer Pressure Inventory (PPI) by Clasen and Brown (1985) is a 17 item scale that shows the respondents susceptibility to peer influence. Warren (2004) adapted this scale arriving at the reliability coefficient of .65. Similarly, Mukama (2010) adopted the scale and had a reliability of .72. South Oaks Gambling Screen by Lesieur and Blume (1987), is a 20 item scale that discriminated between pathological and non-pathological gamblers and also differentiated the group of clinical from the non-clinical pathological gamblers, identifying different levels of severity. The researchers revalidated these scales among young adults for age relevance and cultural suitability for this study. Using test retest reliability co-efficient of .75 and .78 was obtained for Peer Pressure Inventory (PPI) and South Oaks Gambling Screen respectively.

Result

Table 1 Frequency and Percentage Distribution of Respondents Personal Profile

Variables	Levels	Frequency	Percentage (%)
Sex	Male	139	69.8
	Female	60	30.2
	Total	199	100.0
Age	16-20yrs	73	36.7
	21-25yrs	97	48.7
	26-30yrs	22	11.1
	No response	7	3.5
	Total	199	100.0
Religion	Christianity	156	78.4
	Islam	42	21.1
	Others	1	.5
	Total	199	100.0
Ethnicity	Yoruba	159	79.9
	Igbo	28	14.1
	Hausa	1	.5
	Others	6	3.0
	No response	5	2.5
	Total	199	100.0

The analysis summary presented in table 1 shows the respondent socio-demographics characteristics. From the table, 139(69.8%) of total respondent were male while 60(30.2%) were females. 73(36.7%) were within the range of 16-20 years, 97(48.7%) were within the range of 20-25years, 22(11.1%) were within 26-30years while 7(3.5%) did not reveal their ages. 156 (78.4%) were Christians, 42(21.1%) were Muslims while only one respondent is affiliated with other religious group. 159(79.9%) were Yoruba, 28(14.1%) were Igbo, only one Hausa, and 6(3.0%) were of other tribes. Majority of the respondents were Yoruba. Two hypotheses were tested and the result is presented.

Hypothesis 1: There will be no significant gender differences in addictive gambling behavior of undergraduates of Obafemi Awolowo University, Ile-Ife.

An independent sample t-test was employed to test the hypothesis at 0.05 level of significance. The mean scores of male respondent and those of their female counterpart on their level of gambling related activities were compared; the analysis result was summarized and presented in table 2.

Table 2, Independent sample-t-test showing gender differences in addictive gambling behaviour

Variables		*N*	$\overline{X}$	*SD*	*Df*	*T*	*P-val*
Addictive Gambling Behaviour	**Male**	135	12.65	9.40	192	1.828	.069
	Female	59	9.92	10.02			

{t (192) = 1.828, p>. 05}

Analysis summary shows that there was no significant difference between male and female undergraduates on additive gambling behaviour **{*t (192)= 1.828, p>.05*}**. Further examination from the table indicated that male undergraduates' mean score on addictive gambling behaviour was ($\overline{X}$ ***=12.65, SD=9.40)*** and those of their female counterparts was ***(*** $\overline{X}$ ***=9.92, SD=10.02)***. The analysis suggests that there was no statistically significant difference in addictive gambling behaviour of Male and Female Undergraduates. The hypothesis was therefore accepted.

Hypothesis 3: Peer Pressure will have no significant influence on Addictive gambling behavior among undergraduates.
The hypothesis was tested using independent sample t-test at 0.05% significant level. The mean scores of respondent who reported high pressure and those of their low pressure counterpart on their level of gambling related activities was compared; the analysis result was summarized and presented in table 3.

Table 3, Independent sample-t-test showing the influence of peer pressure on addictive gambling behaviour

Variables		***N***	$\overline{X}$	*SD*	***df***	***T***	***P-val***
Gambling Behavior	High	134	13.03	9.94	189	3.050	.003
	Low	57	8.47	8.16			

{t (189) = 3.050, p>. 05}

It was observed from table 3 that there is a significant influence of peer pressure on addictive gambling behaviour **{*t (189) = 3.050, p>. 05*}**. It was also found that undergraduates who reported high peer pressure mean score on addictive gambling behaviour ($\overline{X}$ ***=13.03, SD=9.94)*** was significantly higher than those of their low peer pressure counterparts ***(*** $\overline{X}$ ***=8.47, SD=8.16)***. The result suggests that there was statistically significant influence of peer pressure on addictive gambling behavior among undergraduates. Therefore the stated hypothesis was rejected.

Discussion
The study examined the influence of peer pressure on addictive gambling behaviour and gender differences in gambling behaviour among undergraduates of Obafemi Awolowo University Ile-Ife. The result indicated that there was a significant influence of peer pressure on addictive gambling behaviour among undergraduate students of Obafemi Awolowo University. This indicated that the tendency to gamble and its subsequent compulsiveness can be learned via peer influence. Not only does the influence facilitate addictive gambling behaviour, but the polarity of gambling acts in many ways reinforces the behaviour and helps reducing cognitive dissonance. This agrees with the findings of Irene (2010) where parents (r=0.21, p <0.01) and peers (r=0.18, p<0.05) had significant influence on gambling problems.
Result also showed that there was no significant difference in addictive gambling behaviour of Male and Female Undergraduates. Irene (2010) study contradicts this finding, stating that boys were significantly more vulnerable to problem gambling than girls, and as such that males are twice as likely to gamble as females. This may be as a result of overrepresentation of males in problem behaviours as stated by (Vitaro, Brendgen, Ladouceur, & Tremblay, 2001). This study has established that male as well as female engage in gambling behaviour. This may be accounted for by the role of media in the publicity of gambling activities and the reinforcement that comes with the package. People of all walks of life are susceptible to gambling through the bombardments of gambling information via various media channels.

Conclusion and Recommendations
The study concluded that there is a significant influence of peer pressure on addictive gambling behaviour among undergraduate students of Obafemi Awolowo University, Ile-Ife. Also, Male and female alike engage in Addictive gambling behaviour.

It is recommended that students in tertiary institutions should develop adaptive social network of peers void of social problem; it is best to abstain from gambling enabling environments and develop resistance towards such activities. Stakeholders, development partners, government agencies and social psychologists should come together to develop intervention programmes that targets young people using Behaviour Change Communication Strategies and Peer to Peer Education to reach out to these young people having established the strong influence peer plays in their life. Also, stronger legislation should be put in place to stop the current spread of sport betting outfits and the propaganda on gambling being made to customers by all telecom providers in Nigeria.

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