

DID YOU KNOW?

# Social media influencers and “flexing culture”

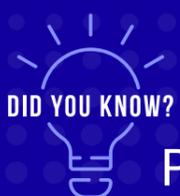


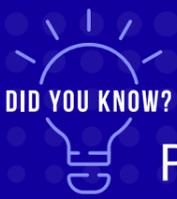
Problem gambling

1

# Did you know... that social media

influencer culture has become an increasingly prominent context within which gambling is framed and interpreted. Influencers can lend legitimacy, familiarity and aspirational appeal to gambling-related content.





2

# Flexing culture, characterised by

displays of wealth, success and risk-taking, intersects with contemporary masculine norms. While direct causal evidence remains limited, plausible pathways link these narratives to gambling appeal.



3

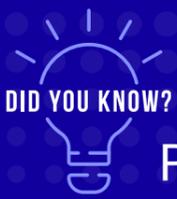
# Young men may be particularly

susceptible during periods of identity formation and social comparison. Influencer content often obscures commercial incentives and sponsorship arrangements.



DID YOU KNOW?

Problem gambling



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4

# This environment complicates

distinctions between entertainment and marketing. Further research is required to clarify impacts and inform regulation.

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For more information, search for 'Gambling' at [www.gcph.co.uk](http://www.gcph.co.uk)