

Understanding the Relation Between Social Behaviors and Daily Fantasy Sports Risk Behavior

Daily fantasy sports (DFS) operators often provide opportunities for players to interact with each other (e.g., friend lists) and also incentivize players to refer their friends to play (e.g., with bonus credit).

Many DFS players are motivated to play by social interactions, and these social motivations may be associated with risky DFS play.

Analyzed **DFS player records from 11,130 players** subscribed to DraftKings to measure how DFS social behaviors relate to potentially risky DFS behaviors.

Social behaviors:



Reciprocal friendships

Added at least one other player to their friend list who added them back



Referred a friend

Earned money through the Refer a Friend program



Friend referrals

Number of successful referrals through the Refer a Friend program



Referred by a friend









Created an account after being referred to play



Player risk scores were the **average of the contest risk scores** for the contests entered. Contests with large top prizes for few players have higher contest risk scores.

The Study

Key Findings

Social behavior	Relation to player risk scores
 Reciprocal friendships	 No association
 Referred a friend	 People who referred a friend were more likely to have higher risk score
 Friend referrals	 People who made more friend referrals were more likely to have a higher risk score
 Referred by a friend	 No association

Key Takeaways

Referring others to play DFS could be an indicator of problematic DFS play.

DFS players who make successful friend referrals should be monitored for risky play and additional signs of DFS-related problems.

Having reciprocal friendships or being referred by a friend were not associated with engaging in riskier DFS play.

Further research should examine how social behaviors interact with other factors to contribute to a player's risk of experiencing DFS-related problems.