

Exploring a multidimensional concept of loss chasing using online sports betting records

Loss chasing is recognized as an indicator and potential risk factor for problematic gambling.

Few studies have tried to identify loss chasing behaviors using actual gambling records. Among the studies that have, most only considered a single behavior type (e.g., deposits).

Analyzed online sports betting records to explore loss chasing among **12,992 sports bettors** during their first month of play



Calculated scores based on how much bettors differed from their normal behavior after losses for: bet size, betting odds, and time between bets



Categorized bettors into “high” and “low” groups for each behavior using the median score as the cutoff

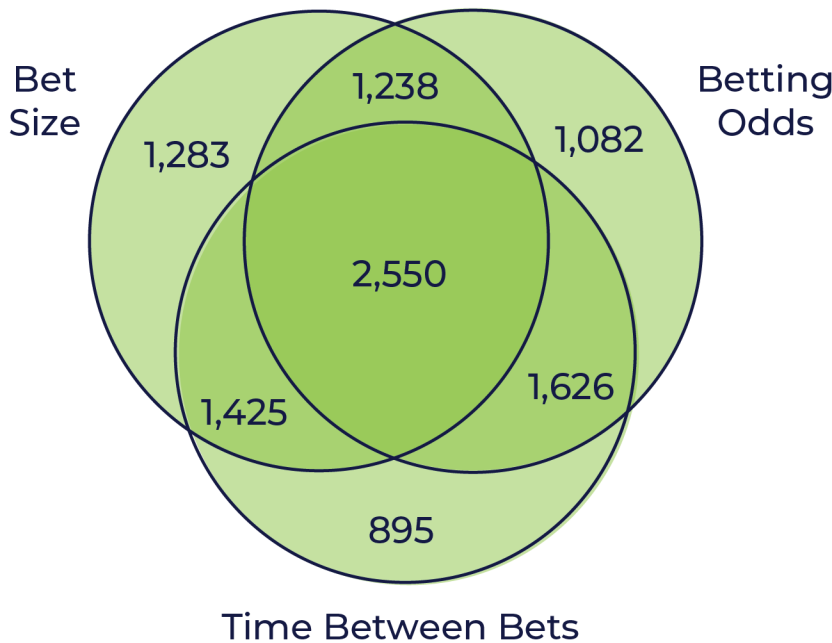


Examined how loss chasing “high” groups independently and collectively predicted increased losses in the following months

The Study

Key Findings

Key Takeaways



Most bettors (77.7%) belonged to the “high” group for at least one loss chasing behavior, but none of the “high” groups were much larger than the others.

Only membership in the bet size “high” group predicted increased losses in later months.

n = 10,099 (excludes 2,893 bettors who were not members of any loss chasing “high” group)

Bettors belonged to various combinations of “high” groups for bet size, betting odds, and time between bets.

Loss chasing can involve multiple behaviors. People who gamble might chase losses in different ways and at varying intensities.

Bettors in the “high” bet size group were more likely to experience mounting losses later on.

Making larger bets than usual after losses may be predictive of future gambling harm.