

GROUP CHAT

AGE RANGE: 15+

WEEKEND PLANS

Purpose

Explore how social media pressure can influence gambling activity.

THE SITUATION



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Jay: Lad I found a site where u get £20 free

Mason: How free tho

Jay: Just sign up, no risk

Liam: Isn't that betting?

Jay: It's calm, my cousin does it

Mason: Drop the link 🙄

(3 mins later)

Jay:

It's not gambling if u don't
use ur own money



WHO HOLDS INFLUENCE IN THE CHAT?



WHAT DOES 'FREE' REALLY MEAN HERE?



WHO IS BEING PERSUASIVE AND HOW?



WHAT'S MISSING FROM THE INFORMATION?



HOW COULD SOMEONE SAY NO WITHOUT LOSING FACE?



WHO MIGHT FEEL MOST PRESSURE HERE?