

Search strategy: Databases, filters and search terms – conducted 02/06/20

PsychInfo (via proquest) – advanced search

Filters:

From 01 January 2015 to 06 June 2020

Scholarly Journals

Empirical Study

Language: English

Terms: ((gambl* OR betting OR casino* OR sports*) AND (market* OR advert* OR promot*) AND (content OR strateg*))

418 results

Web of Science (Science Citation Index Expanded & Social Sciences Citation Index) – advanced search

Filters:

From 2015-2020

Document type: article

Language: English

Terms: ((gambl* OR betting OR casino* OR sports*) AND (market* OR advert* OR promot*) AND (content OR strateg*))

935 results

Google Scholar – free searching

Filters:

From 2015-2020

Patents and citations excluded

16 results