

委託先：関東学院大学
令和6年度 カジノ広告勧誘に関する調査
参考文献及び内容の一覧表

【第1章 インターネット上のギャンブル広告勧誘 ― ギャンブル広告の実態と諸外国での広告勧誘規制 ―】 種別：学術論文 一論、学術書一本、報告書等の資料一頁

資料番号	種別	論文/資料タイトル	発行年	筆者/発行団体名	掲載雑誌名/掲載著書	巻（号）	頁	研究対象					
								ギャンブル広告	オンライン	オンラインギャンブル	広告	ダイレクトマーケティング	ギャンブル
1	費	令和5年度 カジノ広告勧誘に関する文献調査報告書	2024	天野恵美子			1-254	●			●		●
2	学	Youth perspectives on the promotional and public relations strategies of health harming industries	2024	Simone McCarthy, Hannah Pitt, Grace Arnot, Emma Jane Pristov, & Samantha L. Thomas	Health Promotion International	39(6)	1-14	●		●	●		
3	学	Gambling Disorder, Financial Loss and Suicide—A Journey to the ‘Outer Reaches’ of the Common Law	2023	Janet O’Sullivan	Current Legal Problems	76	173-200			●	●	●	●
4	学	Persuasion in an Algorithmic Context	2024	Guda van Noort, Hilde Voorveld, & Joanna Strycharz	Communication Research into the Digital Society(Amsterdam University Press)		189-204	●		●	●	●	●
5	学	PROTECTING CHILDREN IN THE DIGITAL SOCIETY	2020	Louis Fourie	Childhood Vulnerabilities in South Africa(African Sun Media)		229-272			●	●		
6	学	Keeping you connected or keeping you addicted? Weekly use of social media platforms is associated with hazardous alcohol use and problem gambling among adults	2024	Iina Savolainen & Atte Oksanen	Alcohol and Alcoholism	59(3)	1-9	●		●	●		
7	学	The feasibility and acceptability of an inoculative intervention video for gambling advertising: a focus group study of academics and experts-by-experience	2024	Jamie Torrance, Conor Heath, Marie O’Hanrahan, & Philip Newall	Journal of Public Health	46(4)	1-9			●	●		
8	学	Betting on Oversight: Repurposing Regulations for Cigarette and Tobacco Advertising to Address Sports Gambling, America’s Fastest Growing Vice Industry	2022	Cole Eisenshtadt	Administrative Law Review	74(2)	387-419	●	●				
9	学	Sports and Esports as Conduits for Gambling: The Legal Regulation of Gambling Advertising in Australia	2023	Joachim Dietrich & Matthew Raj	University of Queensland Law Journal	42(2)	191-222	●	●				
10	学	Young people’s views about the use of celebrities and social media influencers in gambling marketing	2024	Hannah Pitt, Simone McCarthy, Melanie Randle, Mike Daube & Samantha L. Thomas	Health Promotion International	39(1)	1-12	●		●	●		
11	学	Australian parents’ perceptions of the risks posed by harmful products to the health of children	2024	Hannah Pitt, Simone McCarthy, Emily Hume, Grace Arnot, & Samantha Thomas	Health Promotion International	39(6)	1-11			●	●		
12	学	Online Influencers Create Challenging “Fyre” to Contain	2020	Neil Feinstein & William Murphy	Communications Lawyer	35(3)	38-44					●	●
13	学	Keep up! The Big Problem of Regulating Social Media Advertising for eSports Gambling	2021	Agnes Nairn & Raffaello Rossi	Gaming Law Review	25(10)	435-443	●	●	●	●		
14	学	Get a £10 Free Bet Every Week!—Gambling Advertising on Twitter	2021	Raffaello Rossi, Agnes Nairn, Josh Smith & Christopher Inskip	Journal of Public Policy & Marketing	40(4)	487-504	●		●	●		
15	学	Harmful Macro and Micro Impacts of Facebook Personalized Targeted Advertising: Why the United States Needs to Follow the European Union’s Lead on Regulating Digital Platform Advertising	2022	Megan Uren	Denver Journal of International Law and Policy	51(2)	181-216					●	●
16	学	Facebook with money: the rise of online brokerage platforms and vulnerable groups	2022	Szilárd Gáspár-Szilágyi & Abigail Pearson	Legal Studies	42	377-395	●		●	●		
17	費	Regulatory statement: gambling advertising guidance-Protecting children and young people	2019	Committee of Advertising Practice			1-23	●			●		
18	本	ANNEX 4 DECONSTRUCTING THE GAMING ECOSYSTEM	2023	Atlantic Council	SCALING TRUST THE ON WEB		1-20			●	●		
19	学	Protecting children and young people from contemporary marketing for gambling	2023	Samantha Thomas, May C.I. van Schalkwyk, Darragh McGee, & Martin McKee	Health Promotion International	38(2)	1-14			●	●		
20	学	Illegal Gambling on Sports: A Mediatlional Model of General Strain Theory	2020	Saeed Kabiri, Seyyedehmasoomeh Shadmanfaat, John Winterdyk, Hayden P. Smith & Luke O’Dwyer	Criminal Justice Studies:Critical Journal of Crime, Law and Society	33(4)	354-372	●	●	●	●		
21	学	Pocket Sportsbooks: Mobile Sports Gambling in the Modern Era	2024	Jacob Davis	Fordham Urban Law Journal	51(3)	843-896	●	●	●	●		
22	学	Gambling Marketing Bans in Professional Sports Neglect the Risks Posed by Financial Trading Apps and Crypto-Currencies	2021	Philip W. S. Newall & Leon Y. Xiao	Gaming Law Review	25(9)	376-378	●	●				
23	学	Targeting the next generation of gamblers? Gambling sponsorship of esports teams	2023	Blair Biggar, David Zendle & Heather Wardle	Journal of Public Health	45(3)	636-644	●		●	●		
24	学	Pandora’s Loot Box	2022	Sheldon A. Evans	George Washington Law Review	90(2)	376-444	●	●	●	●		
25	学	Global public health action is needed to counter the commercial gambling industry	2023	Samantha Thomas, Sean Cowlishaw, Joel Francis, May C I van Schalkwyk, Mike Daube, Hannah Pitt, Simone McCarthy, Darragh McGee, Mark Peticrew, Teurai Rwafa-Ponela, Anase Minja & Greg Fell	Health Promotion International	38(5)	1-8	●		●	●		
26	学	Contradictions of Responsible Gambling Policies and Gambling Provision in The Context of Rapid Market Expansion	2020	Mark Van Der Maas & Lia Nower	Gaming Law Review	24(7)	456-465	●	●	●	●		
27	費	Influencers’ guide to making clear that ads are ads	2023	Advertising Standards Authority			1-18		●		●		

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								ギャンブル広告	オンライン	オンラインギャンブル	広告	ダイレクトマーケティング	ギャンブル
28	学	Characterizing restrictions on commercial advertising and sponsorship of harmful commodities in local government policies : a nationwide study in England	2023	Sarah McKevitt, Martin White, Mark Petticrew, Carolyn Summerbell, Milica Vasiljevic, Emma Boyland, Steven Cummins, Anthony A. Lavery, Christopher Millett, Franke Vocht, Cornelia Junghans, & Eszter P. Vamos	Journal of Public Health	45(4)	878-887					●	●
29	資	High Stakes: Gambling Reform for the Digital Age	2023	Department for Culture, Media and Sport			1-256	●	●	●	●		
30	学	Sports Betting Blitz: Advertising Inundation in the U.S. Market Post-PASPA and Steps Operators Can Take to Avoid Further Regulation and Legislation	2022	Serena T. Ruedas	UNLV Gaming Law Journal	13(1)	79-108	●	●	●	●		
31	学	Expert by Experience engagement in gambling reform: qualitative study of gamblers in the United Kingdom	2022	Christian Nyemcsok, HannahPitt, Peter Kremer & Samantha L. Thomas	Health Promotion International	37(2)	1-13			●	●	●	●
32	学	A comparative study of industry responses to government consultations about alcohol and gambling in the UK	2023	Saloni Bhuptani,Sadie Boniface, Katherine Severi, Greg Hartwell & Elizabeth McGill	European Journal of Public Health	33(2)	305-311			●	●		
33	学	Children, young people and the Commercial Determinants of Health	2024	Hannah Pitt, Simone McCarthy, & Grace Arnot	Health Promotion International	39(1)	1-10			●	●		
34	資	Our Greatest Asset – The Final Report of The IPPR Commission on Health and Prosperity	2024	Chris Thomas, Jamie O'Halloran, Henry Parkes, Dave Hawkey, Annie Williamson, Parth Patel, Efua Poku-Amanfo & Harry Quilter-Pinner	Institute for Public Policy Research(IPPR)		70-82	●		●	●		
35	学	Betting on Addiction Money: Can Sports Betting Advertising be Restricted on Broadcast Media in an Age of Heightened Commercial Speech Protection?	2024	Mark Conlad	Harvard Journal of Sports and Entertainment Law	15(1)	127-186	●		●	●		
36	学	Insights into the Belgian gambling advertising ban: the need for a comprehensive public policy approach	2024	Bram Constandt, Steffi De Jans	Health Promotion International	39(4)	1-2			●	●		
37	学	Changing the Game: How the United States Can Look to the European Union to Create Effective Sports Betting Legislation in a Post-PASPA World	2020	Nicolas T. Corbett	Iowa Law Review	105(5)	2273-2298	●	●	●	●		
38	学	Challenges and Prospects of Legal Regulation of Advertising on Online Platforms	2024	Matyash Andrii	Legal Horizons	2024(2)	9-17	●	●				
39	学	An objective methodology capturing online commodity marketing and other harms	2020	Tevita Vaipuna, Lucy Allison, Abhinav Bhasin, Kimberley Choi, Agnes Chu, Karl Grice, Alice Hay, Stephanie Huang, Ellie-May Jarvis, Bridie Laing, Alexandra Lewis, Ripeka Huitau Moriarty, Tobi Obafemi, Prishita Rajendra, James Simpson, Albertina Tay, Anne Yang, Moira Smith, Ryan Gage , Tim Chambers, Antonia Lyons, Jeff Ormandy & Louise Signa	Health Promotion International	35(6)	1312-1319					●	●
40	学	That's Hot: Influencer Stars Should Not Be Blind to Properly Disclosing Social Media Advertisements	2023	Kristin Hovie	Suffolk Transnational Law Review	46(1)	71-122					●	●
41	資	You win some, you lose some more	2023	Parliament of Australia			1-169	●		●	●		
42	学	The lived experience of financial harm from gambling in Australia	2023	Sarah Marko, Samantha L. Thomas, Hannah Pitt, & Mike Daube	Health Promotion International	38(3)	1-13			●	●	●	●
43	学	A Better Legal Definition of Gambling: With Applications to Synthetic Financial Instruments and Cryptocurrency	2022	W. C. Bunting	Albany Law Review	86(2)	257-326	●					
44	資	Policy Reforms for Safe Online Access to Alcoholic Beverages in Indonesia	2021	Pingkan Audrine	Center for Indonesian Policy Studies (policy paper)	31	1-34	●		●	●	●	●
45	学	デジタル広告から考える消費者の個人情報とプライバシーの保護	2020	上机英穂	現代消費者法	56	37-44			●			

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								カジノ	コンプ	ロイヤリティ	ハイローラー	VIP	ラグジュアリー	ジャンケット	規制
1	学	カジノの経済効果 ―その陥穽	2017	桜田照雄	大阪保健医雑誌		19-25	●	●		●	●			
2	学	責任あるギャンブルに関する示唆ーカジノ顧客の傾向分析と「介入」の観点から	2023	孫鶴五・崔載弦	日本ホスピタリティ・マネジメント学会誌 HOSPITALITY	33	57-65	●	●						
3	資	Casino Comp	2025	Game Lounge Ltd website	https://www.americancasinoguide.com/guides/casino-comps			●	●		●				
4	学	統合型リゾートとコンプリメンタリー	2018	中條辰哉	アミューズメント産業研究所紀要	20	97-119	●	●						
5	学	Estimating the Effect of Poker Room Promotions on Player Traffic	2022	Michael T. Paz,Mikhail M. Sher,B.D. McCullough,Shabnam Zarin	UNLV Gaming Research & Review Journal	26(4)	45-59	●	●						
6	学	マカオにおける統合型リゾートカジノのソフト戦略	2020	中條辰哉	アミューズメント産業研究所紀要	22	43-60	●	●		●	●		●	
7	資	ICLG - Gambling Laws and Regulations - Japan Chapter covers common issues in gambling laws and regulations	2024	Gambling Laws and Regulations Japan 2025	https://iclg.com/practice-areas/gambling-laws-and-regulations/japan			●				●		●	●
8	学	Asian Roulette,Criminogenic casinos and illicit trade in environmental commodities in South East Asia	2022	Amanda Gore, Lindsey Kennedy, Nathan Southern, Daan van Uhm	School of International Relation,University of St.Andrews		1-40	●			●	●		●	
9	学	Money laundering in Australian casinos, Journal of Money Laundering Control	2023	John Langdale	Journal of Money Laundering Control	26(7)	99-109	●						●	●
10	学	The Reversion of Casinos under Macau's Concession Model	2022	António Lobo Vilela	UNLV Gaming Law Journal	12(2)	239-285	●	●						●
11	学	Problem Gambling and Cognitive Distortions among Macao VIP Hosts: A Brief Report	2023	Tiang Xu, Brett Abarbanel, Mehmet Erdem, Bo J. Bernhard, Shane W. Kraus	UNLV Gaming Research & Review Journal	27(3)	49-59	●			●	●		●	
12	資	統合型リゾート（IR）～ゲーミング（カジノ）における会計論点～	2015	仁木一彦	https://www2.deloitte.com/content/dam/Deloitte/e/jp/Documents/real-estate/re/jp-rei-ir-business-reserch-group8.pdf			●	●	●					
13	資	Casino,Vegas,Miles & Points,Airlines & Hotels	2024	Travelzork.com	https://travelzork.com			●	●						
14	学	依存症について考える(1)	2019	土居克夫	大阪経大論集	70(1)	103-112	●	●						
15	資	N.J. Stat. § 5:12-102	2024	Section 5:12-102 - Junkets and complimentary services	https://casetext.com/statute/new-jersey-statutes/title-5-amusements-public-exhibitions-and-meetings/chapter-512/section-512-102-junkets-and-complimentary-services			●	●						
16	資	Gambling Laws and Regulations Report 2025 Macau	2024	Global Legal Group	https://iclg.com/practice-areas/gambling-laws-and-regulations/macau			●	●		●			●	●
17	資	Criminal Case Round-Up: Recent Prosecutions Involving Casinos	2024	Peter D. Hardy	https://www.moneylaunderingnews.com/2024/01/criminal-case-round-up-recent-prosecutions-involving-casinos/			●	●						●
18	資	Former President of MGM Grand Pleads Guilty To Violating The Bank Secrecy Act For Allowing Man Involved In Criminal Conduct To Gamble	2024	Justice.gov U.S. Attorneys Central District of California	https://www.justice.gov/usao-cdca/pr/former-president-mgm-grand-pleads-guilty-violating-bank-secrecy-act-allowing-man			●	●						●
19	資	Pennsylvania fines two casinos over giving away too much complimentary slot play	2020	Andrew Mayluth	https://www.inquirer.com/business/rivers-casino-philadelphia-mt-airy-resort-penalties-complimentary-slots-20201028.html			●	●						●
20	学	The Feminizing of the Nevada Gaming Industry	2020	Abigail K. Stanley	UNLV Gaming Law Journal	11(1)	207-233	●			●				
21	資	License Contract of Macao Special Administrative Region for the Operation of Games of Fortune or Chance or Other Casino Games		澳門特別行政区 博彩監察協調局	https://www.dicj.gov.mo/web/en/contract/Wynn/2002BORAEM27S2Sup.html			●							●
22	学	Gambling Behaviors among VIP Hosts in Macao	2021	Tiang Xu	UNLV Theses, Dissertations,Professional Papers, and Capstones		1-90				●	●		●	
23	学	Gambling and ("Dark") Flow. A holistic Study with Best Practice Cases on How to Minimize Harm	2021	Ims K	Almatourism N	23	139-174	●							●
24	学	Gambling in Victoria: Changes in Participation, Problem Gambling and Gambling Environment Between 2008 and 2018	2024	Christine Anne Stone, Kristal Yeung, Lindsay Shaw, and Rosa Billi,G	Journal of Gambling Studies	40	1103-1135	●							●
25	資	Is Gambling More Addictive Than Drugs?	2024	Birches Health	https://bircheshealth.com/resources/is-gambling-more-addictive-than-drugs			●	●						
26	資	Does Easy Access to Casinos Influence Addictive Gambling Behavior by College Students? The Potential Role of Tribal Gaming in America,Journal of Addiction & Addictive Disorders Category	2021	Sciglimpaglia, Tarr EK and Brodowsky GH	DOI:10.24966/AAD-7276/100065			●	●						

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27	学	Jackpot! The Gambler's Chance to Win Big through Rico:The Definitive Argument of Liability Against the Gambling Industry	2023	Anna Lu	Emory Law Journal	73	149-191	●	●						●
28	学	When Should Casinos Owe a Duty of Care toward their Patrons?	2019	Erika Chamberlain	Alberta Law Review	56(4)	963-991	●	●		●				
29	学	Predictors of Active Loyalty: The case of Hotel Group X	2021	Ana Vera Nascimento Prada	ISCTE-IUL	Nov.	1-15	●		●					
30	学	Prospecting Blockchain-augmented CRM, and the Emerging Usage of DLT in Reward Programme Decisions Amongst Finnish Companies	2023	Wilfred Oliver Antwi	MBA Degree, Degree Programme: Digital Business and Management, Vaasa		1-101	●		●					
31	学	The Present and Future of Loyalty Programs in Airline and Hospitality Industry: The COVID-19 era.	2021	Athina Barda	Master of Science (MSc) in e-Business & Digital Marketing, Thessaloniki		1-62	●		●					
32	学	The Effect of Loyalty Program Experiences on Hotel Customers' Brand Love:Social Identity Theory Perspective	2020	Minjung Shin	Doctor of Philosophy in Hospitality Administration, University of Houston		1-24	●		●					
33	学	Service Trust and Customer Loyalty in China's Hotel Services:The Causal Role of Commitment	2022	Jialei Xu	Sustainability	14	1-18	●		●					
34	学	The Antecedents of Program Satisfaction and Program Loyalty for Hotel Reward Programs	2022	Jill Plumer	University of Central Florida,Electronic Theses and Dissertations		1-128	●		●					
35	学	Navigating the Hospitality Horizon: Current Trends and Strategies for Customer Attraction and Retention in the Hotel Industry	2023	Varna Bulgaria	Electronic Journal "Economics and Computer Science"	I-2	88-93	●		●					
36	学	The means and ends of luxury value creation in cruise tourism: The case of Chinese tourists	2020	Kam Hunga, Huan Huangb, Jiaying Lyu	Journal of Hospitality and Tourism Management	22	143-151			●			●		
37	学	The Psychology behind Luxury Consumption	2021	Shradha Thani a and Arpita Sharma	Journal of Pharmaceutical Research International	33(578)	341-349			●		●	●		
38	学	Sustainability : The Ultimate Luxury	2023	Ivona Mileva, Nadica Jovanovska-Boshkovska, Laura Gjinali Konda, Ilijana Petrovska	Economic and Social Development, 99th International Scientific Conference on Economic and Social Development Book of Proceedings, Plitvice Lakes, 15-16 September		1-13			●			●		
39	学	Perception of experiential value in luxury hotel settings: The case of experiential programming and impact on consumers	2023	Matthew Charles Miller	Doctor of Philosophy,Iowa State University Ames		1-143					●	●		
40	学	Comparing loyalty program tiering strategies: An investigation from the gaming industry	2016	Myongjee Yoo & Ashok Singh	UNLV Gaming Research & Review Journal	20(2)	19-41			●					
41	学	Casino Proximity and Poverty Levels in the Northeast : An Ecological Correlation Study	2020	Paulette Joy O'Gilvie	Doctor of Philosophy, Capella University		1-24	●	●	●	●				
42	学	Loyalty Program Rewards Increases Willingness to Use Responsible Gambling Tools and Attitudinal Loyalty	2024	Samantha J. Hollingshead & Michael J. A. Wohl	International Journal of Mental Health and Addiction	22	781-797	●		●					
43	学	The Las Vegas Loyalty Battle Is Over. What's Next? A Study In Customer Behavior, Attitudes and Strategic Insights to Achieve Competitive Advantage for Las Vegas Casino Resorts in the 2020s	2022	Olover L Lovat	BA MSc MBA FRICS		1-38	●		●					
44	学	Work-related attitudes and behaviors: Empirical evidence from a casino destination	2018	Jun (Justin) Lia, Xiaoming Liub, Faizan Ali	Journal of Destination Marketing & Management	9	175-183			●	●	●			
45	学	Responsible Conduct of Gambling Study, Experimental Gambling Research Laboratory	2020	Nerilee Hing, Alex M. T. Russell, Vijay Rawatt	CQ University Australia 19 February		1-191	●			●				
46	学	The New Institutional Economics of Casino Gambling	2020	Andrew R. C. Russell, B. Econ, M. Bus. Econ	Doctor of Philosophy, School of Economics, Finance and Marketing, College of Business and Law, RMIT University		1-263	●	●		●				