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Study motivations and Reasons for the tendency of Iranian youth to bet sites: Case Study of Bet Forward Site

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Abstract

Today, many innovations in the field of entertainment have been invented due to the development of digital space and the expansion of virtual world platforms. One of these pastimes is playing on betting sites, which has gained a lot of fans among Iranian teenagers and youth. The dramatic expansion of this site led me to seek out, target and select users to register and operate on betting sites. These are serious questions that motivate users to spend time on betting sites? Are users satisfied with their experience and performance? And is it fun to have fun with betting and predicting games? I also studied the reasons that lead to playing on such sites. In the present study, the qualitative research method is
participatory observation and semi-structured interview, and a total of 12 users of the Bet Forward betting site were interviewed. The research sampling was done based on the available method and snowball technique and the collected data were analyzed by thematic method. The findings of this study have been analyzed
and sociologically interpreted with theories of use and satisfaction, active audience, entertainment and philosophical views of leisure. Preliminary summary of the results shows that economic needs and environmental impacts are the most important factors in the tendency of young people and adolescents to earn money through betting sites and the weakness of the country is low monitoring, lack of monitoring in the field of legislation and weakness. In virtual field education.

Keywords: betting site, electronic casino, leisure, online gaming, entertainment