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**Title: Gambling Harms – How Responsibility is Shared and between whom?**

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**Proposal**

Harm that can result from participation in gambling has been studied by researchers from many different disciplines however few are situated from the perspective of business. There has been a dominance of quantitative gambling research and a lack of qualitative investigation into harms from the perspective of the gamblers. Due to liberalisation of gambling and its approval and status in society, responsible gambling needs to be evaluated in the interests of society and gamblers themselves.

The theoretical underpinning of the literature should be interdisciplinary with meaningful consideration given to perspectives that assist in providing a better understanding of gambling harms.

By moving from understanding the individual to understanding the systemic problematic effects of gambling, research can develop effective responsible gambling policy.

**Sub-Themes**

A sociological examination of the social and cultural factors that can provide an alternative framework for understanding gambling harms and that can assist in developing effective policies.

A sociological examination of Foucault's responsibilisation with reference to the analysis of whether the beneficiary of the polluter pays.

A sociological examination of the relationship between socio-economic position of the gambler and his or her gambling behaviour.

A sociological examination of the effectiveness and credibility of market regulation if gambling harms are to be minimised.

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