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# Betting-Related Information Needs and Seeking Behaviour of Undergraduate Students in Selected Universities in Nigeria

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**Citation:** Sulaiman, K.A., Saadudeen, A.A., Kolawole, S.S., Faruq, K.O., Kazeen, M.E., Kamaldeen, Z.O. (2026). Betting-Related Information Needs And Seeking Behaviour Of Undergraduate Students In Selected Universities In Nigeria. *Journal of Gambling Issues*, 57, 7-31.

**Editor-in-Chief:** Nigel Turner, Ph.D.

**Received:** 09/19/2025  
**Accepted:** 10/29/2025  
**Published (Online First):** 11/16/2025



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**Abstract.** Sports betting just like social media have become ubiquitous and popular amongst Nigerians especially the youths. The perceived rise of gambling business is relatively fueled by the invention of information and communication technology and incessant use of social media among undergraduates. This study examines betting related information needs and seeking behaviour of undergraduates in selected universities in Kwara State. The study adopts descriptive survey research design. The population includes undergraduate students in university of Ilorin, Kwara State University, Maleté and Landmark University, Omu-aran. The rationale behind the choice of these universities is based on the ownership of Federal, state and private university respectively. The population of the study is 85,467 and the study used simple random sampling technique and Raosoft sample size calculator was used to select sample of 383. Questionnaire was used as method of data collection and descriptive statistics of frequency table, mean and standard deviation was used as method of data analysis. The study found out that information on player statistics to play bet, information on real-time scores, information on how to operate betting apps and websites, information on how betting odds work, information on how to calculate potential winnings, information on team performance to make informed betting decisions, information on terms and conditions that govern betting in my jurisdiction and information on how to avoid financial risks are betting related information need on among undergraduate students in universities in Kwara State. The study recommends that undergraduates who are bettors should look beyond player statistic and team performance but oppositions form.

**Keywords:** Information, Information Need, Information Seeking Behavior, Betting-related Information.

### **Introduction**

Sports betting just like social media have become ubiquitous and popular amongst Nigerians especially the youths. It is commonplace to see bet shops litter a given area in the country. The business of betting becomes common among youths as a result of easy of online access by students or gamblers. The perceived rise of gambling business is relatively fueled by the invention of information and communication technology and incessant use of social media among undergraduate. Afolayan et al. (2023) posited that the sports betting market in Nigeria has grown significantly and it is regarded as largest business in Africa. Sport betting is the game of gambling whereby individuals make gains from sport by successfully predicting the outcome of various sport events in a competition, tournament or league (Tade, 2014). Football betting in most societies where it is practiced, is fast becoming a popular space for resources exchange within the capitalist remit. According to Hodgins et al. (2019), monetary and social gains were the drivers behind sports betting patronage. The possibility of big wins pulls the youth to betting websites and shops to play and smaller wins also fuel the hope of winning big someday.

Sports' betting has become part of mainstream culture through the entertainment, leisure, sport, and tourism industries and it is a significant source of revenue to governments and private enterprise (Wann et al., 2021). Betting industry is one of the legalized industries in Nigeria that is regulated by the National Lottery Regulatory Commission, and is being governed by the National Lottery Act 2005 and National Lottery Regulatory 2007 (as amended) (Lagos State Lottery Board, 2017). However, sport betting either paper play or online betting via mobile phones incorporating in-play betting options, has synchronized the online betting and watching activities, making them both happen simultaneously and hence allowing a larger degree of interactions between head-to-head industries (Benson et al., 2021).

Sports are activities in which one engaged in to massage his body through part-time or regular exercise to enable a healthy living. According to Akinlosotu et al, (2019), sports are social activities that mean various things to different people and to Omobowale (2009), sports are usually aimed at providing entertainment and leisure, but their meaning varies among different cultures and people. The complexity, nature, purpose, and essence of sport has however, always varied over time and across societies.

Sports betting games has taken a new turn in Nigeria and other nations. In Nigeria, the most popular betting youths are engaged include: Naira Bet, Bet 9ja, Sure Bet, Winners Golden Bet, 1960 Bet, Merry Bet, Bet Colony, Stakers Den, Star Bet, Tripple Bet, while the foreign betting games include but are not limited to: Bet 360, Bet 365, 1x Bet, 24H Bet, 368 Bet, Apollo Bet and Bet-at-Home etc. Typically, all the aforementioned betting companies create an open platform for interested persons to predict

the outcome of a game – Football, Basketball, Car race, Hockey, Dog race, Virtual among others. Fans that predict correctly are rewarded and those whose predictions were wrong lose their monies (Jamiu, 2019). The rate of winning by youth is perceived to be influenced by the available information and connection the sport betting possesses.

Meanwhile, Prijana et al. (2023) noted the meaning of information depends on the perspective of the recipient of the information and it relates to the essence of the information itself. Information can be interpreted as something that results from the processing of data organized in such a way based on certain rules that are useful for the recipient. Sulaiman et al (2025) noted information serves as the cornerstone of all human pursuits, and no individual can thrive without it and this can be determine by individual needs. However, Adeniyi (2017) described information need (or need for information) as a factual situation in which, there exists an inseparable interconnection with “information” and “need”, information needs can therefore be said to be the amount of positive information an individual or group of users need to have for their work, recreation and many other like attained. Thus, information need arise wherever individuals find themselves in a situation requiring knowledge to deal with the situation as they see fit. In other words, lack of information needed to accomplish a task results in information need which several authors have variously described and explained (Adeniyi, 2017).

Information needs are diverse and constantly changing and not amenable to generalization. Information needs can be social, economic, political, cultural or educational. However, information need is characterized mostly by the information seeking behaviour of the person in need of information (Vera et al. 2020). Information seeking behaviour is a broad term, which involves a set of actions that an individual, such as undergraduates, takes to express information needs, seek information, evaluate and select information and finally uses this information to satisfy his/her information needs (Fidzani, 1998 ).

Case (2016) defined information seeking as a conscious effort to acquire information in response to a need or gap in your knowledge. Information seeking behaviour is a key concept in library and information science profession. Information seeking behaviour is a broad term, which involves a set of actions that an individual takes to express information needs, seek information, evaluate and select information and finally uses this information to satisfy his/her information needs (Fidzani, 1998). It is therefore described as an individual’s way and manner of gathering and obtaining information for personal use, knowledge, updating and development. In other words, information seeking behaviour of students involves active or purposeful information as a result of the need to complete course assignment, prepare for class discussions, seminars, workshops, conferences, or write final year research paper. The assessment of betting-related information seeking behaviour by undergraduate students is vital in

supporting them to access and use information to meet their required information needs on sport betting.

The growing popularity of sports betting in Nigeria and the active involvement of youth and sports fans is an indication that sports betting is firmly entrenched in country's mainstream culture through sport activities as popularized by advertising. The sports betting industry has been able to take advantage of Nigeria's huge football culture (Temitope et. al, 2019). Some of the big leagues, such as the English Premier League and the Spanish La Liga, have millions of fans in the country which they predict their score and bet on. The growing popularity of Sport Betting in Nigeria and the fact that more youths across the country are getting involved in it daily may prompt several questions, such as; is sport betting gambling, is it a legitimate, legal and does the society permits it, amongst others. Sports betting and other forms of gambling are becoming a phenomenon across Africa and Nigeria in particular (Muhammad & Adam, 2018). The need to win always and win big among sport bettors necessitate the demand for information especially as its related to needs, sources and their seeking behaviour. Against this background, this study examines betting-related information needs and seeking behaviour of undergraduate students in Kwara state

### **Statement of the Problem**

Information is a life, one without information is perceived to distance from life reality. Sources of information available to sport bettors if accessed and well utilised will be of immense benefit to them, especially in meeting both their educational and personal information needs on betting. However, resources, and knowing where and how to get them seem to be a struggle among sport bettors. Despite having access to various sources of information such as library print resources, online databases, search engines, and other information sources, some are still faced with the hurdle of locating and utilizing relevant information to meet their information needs. Others seem to struggle with selecting appropriate sources, evaluating the quality and relevance of information, and generating the information for effective use. However, Etuk et al. 2022; & Edson et al., 2024; Matej et al., 2021; Sethi et al. 2021. Have established that among all professional, information about betting related issues are not usually available because bettor do not have confidence to request for it.

This may be due to poor search skills or locating the right sources for getting the right information, leading to poor academic performance and difficulty in acquiring critical thinking and research abilities. Information seeking behaviour has been positively affected by the use of networked Information sources, need and technique, such as emails, electronic journals, databases, directories and search engines. This has invariably affected the sport bettors' students' information need and information seeking behaviour. It is also established in the literature that no study has examined betting-related information needs and seeking behavior of

undergraduate students. Against this background, this study examines betting-related information needs and seeking behavior of undergraduate students in Kwara State.

### **Objective of the Study**

The main objective of the study is to investigate the betting-related information needs and seeking behavior of undergraduate students in selected universities, Kwara State. The specific objectives are to:

1. identify betting-related information needs of undergraduate in selected universities in Kwara State;
2. examine betting-related information search techniques by undergraduate in selected universities, Kwara State;
3. examine the sources of betting-related information by undergraduates in selected universities, Kwara State and;
4. examine the information seeking behaviour on betting related information by undergraduate students in selected universities, Kwara state university.

### **Scope of the Study**

This study focuses on betting-related information needs and seeking behaviour of undergraduate students in selected universities in Nigeria. Hence, the study covers undergraduate students in universities in Kwara State. The study is limited to three universities: University of Ilorin, Kwara State University, Malete and Landmark University, Omu-Aran. Kwara State These universities are selected based on ownership of federal state and private respectively

## **REVIEW OF RELATED LITERATURE**

### **Betting-Related Information Needs**

Etuk et al. (2022) conceptualize betting as the process of wagering something that is value with an intent of winning something else that is of more value. The authors established that betting requires three pertinent elements which include: amount to be wagered (consideration), chance of winning (risk), and the prize. Sethi et al. (2021) demonstrated that betting revolves around the prediction of an event or activities which consists sports betting, horse betting, casino betting, poker and other various types of gambling. The study confirmed that people engaged in betting sport matches, casino betting and lottery betting by staking money based on an individual prediction of winning bigger prizes. Sport betting is described as activities involving in placing monetary wagers on the results of sporting events, occurrences and competitions (Edson et al., 2024; Matej et al., 2021).

Esparza-Reig et al. (2022) submitted that types of betting motivated the structural game features. The types of betting are indicated by authors as: games of skill (strategic games such as: poker, sports betting, and race betting), games of chances (non-strategic games such as: electronic gaming

machines, instant lotteries and bingo) are all determined by chances only. Brodeur et al. (2021) found that bettors need information to make informed decision making before the placing of wagers. The study indicated that the bettors need player statistics, team performance and historical matches' information to streamline the probability of winning.

Savolainen et al. (2022) revealed that bettors need information on how odds work and effective information on how to calculate the potential winning. The study showed that bettors need information on predictive models and require trends to enrich their chances of winning the game. Claesdotter-Knutsson et al. (2022) discovered that bettors need information on how to operate the betting apps and websites to gather relevant betting insights. The study concluded that the availability and accessibility of pertinent information influence the potential risk of engaging in gambling.

Bolat et al. (2021) found that most gamblers in UK focused on obtaining vital information on gambling literacy, managing gambling habits and the trustworthiness in choosing the platforms for betting. The study established that information need of gamblers centered on economic literacy that will foster the gambling behaviors. Newall et al. (2019) showed that the gamblers need information on responsible betting practices and bankroll management to avoid the financial risks. The study also exhibited that the bettors need robust understanding of online betting apps, mobile apps, and AI-driven predictive tools to demonstrate high potential winning in the betting platforms.

Agnihotri (2023) carried out a survey on navigating the Legal landscape, focusing on frameworks and regulations for Sports betting and gambling. The finding of the study revealed that bettors need information to be aware of the terms and condition that governed gambling in their jurisdiction. The study indicated that the information need of bettors include age restriction, local laws and legitimacy of various betting platforms to influence their participation in betting related activities. Chanda and Pagedar (2025) found that bettors need information on safe payment methods, and data protection to avoid being scammed on the betting websites. The study indicated that the bettors need information on expert analysis and betting trends to enhance their high chances of winning.

Windholz (2025) revealed that both bettors and gamblers need to have sufficient information on players past performance records, expert opinions, and in-depth analysis of upcoming matches. The study indicated that bettors need information on real time scores, betting strategies, bookmaker-odds comparison, and opponent analysis as essential informational factors that will impact the outcome of winning the tickets of the game. Turcu et al. (2020) showed that gamblers need information on news and events that could impact the outcome of sports betting market. The study demonstrated that bettors need information on emotional triggers, cognitive biases and psychological factors that usually make bettors to make irrational decision.

Skorokhodov (2024) revealed that bettors need information on previous match previews analysis, odds and probability data analysis, injury reports news, and team and players performance statistics to foster responsible gambling practices and maintaining gambling related stress. Liu et al. (2021) examined the application of digital technology in gambling industry. The finding of the study revealed that bettors need comprehensive information on technological tools to enhance their betting experience. The study exposed that information on betting exchanges, statistical analysis, and mobile applications that provide real time updates are essential to increase the efficiency and enjoyment of betting activities. Marko et al. (2023) investigated the impact of responsible gambling framing on people with lived experience of gambling harm. The study demonstrated that people need information on setting limit, recognition of problem and risk management control on betting apps to facilitate fundamental knowledge of risks involved in betting.

### **Betting-Related Information Searching Technique**

Searching techniques refers to the patterns, strategies, processes, and tools that are employed by an individual to locate, search, retrieve, and evaluate information to satisfy the curiosity or specific needs (Lefebvre et al., 2019). The authors pointed out that the techniques are characteristically shaped by the numerous variables which include the cognitive abilities, complexity of information need, information literacy level, and access to technologies competencies. Strategies for locating and obtaining information from a range of sources, such as databases, libraries, and the internet, are referred to as searching techniques. These strategies center on identifying the appropriate keywords, applying the appropriate search operators, selecting the best finding relevant sources, evaluating, and integrating the information obtained are all essential elements of efficient search strategies (Howard et al., 2019).

Ibrihich et al. (2022) postulated that information searching techniques or methods incorporates several systems used in locating, and retrieving data and information. The study shows that the techniques used in searching beyond traditional keywords searches and these includes Boolean operators such as AND, NOT, and OR to combine the phrase searching for exact sequences. Samya et al. (2024) assessed automated student assignment evaluation based on Information retrieval and statistical techniques. The finding of the study demonstrated that searchers often follow the iterative patterns to refine their queries, truncating the use of wildcards for variant word forms to enhance the precision and of facilitating efficient information retrieval. Matej et al. (2021) showed that bettors used a set of formal queries to inquiries about unknown information and these queries are action and selected queries to gather game insights, injury updates, and match predictions. The study demonstrated that selective queries retrieve data while action queries further the techniques of searching which include insertion, deletion and update.

Hing et al. (2024) revealed that bettors used wireless information device automatically to search and display the best odds from various bookmakers and this simplified the betting process of incorporating the display of odd to place the bet directly. Mangat et al. (2024) found that the searching techniques employed by users include, writing keywords, identify unique terms, refining and narrowing terms to fit in the result. Clark et al. (2020) revealed that student' employed comprehensive techniques for efficient productive information searches. The study found that students employ special appendix to support guidance on common issues encountered when retrieving information from electronic sources and books and the search technique include charts listing, indexes, databases, and catalogs.

Li et al. (2024) investigated the social selection mechanism for sports betting market. The finding of the study revealed that bettors employed structured queries through the general search engines like Bing and Google. The study showed that bettors often formulated the targeted keywords to retrieve information on team news, betting tips, and performance trends. The study illustrated that the methods maybe "Chelsea vs Liverpool prediction" to focused on yielding the results and facilitate expert analysis for the development of influencing their decision. Guillou Similarly, Su, and Sun (2020) showed that students used the International Standard serial number and book number (ISSN/ISBN) as technique for searching for information in a library database. The results of the study showed that 70% of students were well aware of bibliographies as an invaluable resource for locating pertinent material on certain subjects. The study concluded that with the help of these many searching approaches and techniques students can quickly locate and obtain the materials they want for their academic work.

Banerjee et al. (2023) revealed that the bettors employed the keyword search for precise terms to find odds, match preview and historical performance data. The study illustrated that the search techniques can combine the Boolean operations like NOT, OR, AND to refine the search such as "Barcelona AND injury report NOT transfer news" to locate, analyze, and apply the relevant betting information to improve the decision-making.

### **Sources of Betting-Related Information**

Information is the end processing of analyzing, and interpreting data. This information provides meaning and solutions to the problems. The information is indispensable resource for learning, decision-making, and innovation. Meanwhile, source of Information refers to the origin of where the knowledge emanated from; which include human sources, digital, and physical as foundation of information searching in order to have a robust clarification of sources and ensuring accuracy, relevance, and reliability (Moya-Fernández & Seclen-Luna, 2023). The study shows that sources of information include books, journals, databases, theses, dissertations,

pamphlets, and the internet. Hung et al. (2023) submitted that information sources are regarded as origin or channel in which individual acquire data, facts and knowledge to brighten an individual curiosity. The study indicated that the sources include websites, databases, personal communication, periodicals, library collections, textbooks, dissertations, lecture notes, seminar papers, email, and the Internet to verify the information.

Sulaiman et al. (2025) examined information searching habit of LIS undergraduate students in selected universities in Kwara State. The findings revealed that proper keywords, utilizing the right search operators, searching using indexes and directories, using enclosing sentences in quote marks, Boolean operators (AND, OR, and NOT) are the searching technique used by LIS students in selected universities in Nigeria. Oduor (2024) investigated television's persuasive advertising strategies and sports gambling among university students in Nairobi. The finding of the study revealed that sources of betting include news advert on television, social media, and newspapers influence students' engagement to betting. The study demonstrated that sources and motivation are behind the betting activities due to alleviation of boredom, financial gain, coping mechanism and sense of excitement of winning have influenced individual participation in betting and gambling.

Avenyo et al. (2024) found that online platform have become an integral source of betting information. The study also indicated that websites and mobile application are among the sources of betting that offer real time data on sport prediction using their accessibility and immediacy to significantly impact the betting behavior. The study highlighted that the source of betting also includes traditional media, online platforms, and social interaction to evaluate credibility and relevance of the information. Mateo-Flor et al. (2020) showed that accessible sources for betting include newspapers, television, and radio are providing expert analysis, pre-match predictions, and coverage of major sporting events for casual bettors. The study revealed that online platforms become the primary hub for real-time updates and specialized insights. Such as Reddit communities and social media channels (Twitter, YouTube) are used to get accurate source for odds comparisons, and crowd-sourced tips.

Yüce et al. (2023) exposed that bettor used various sources of information for sports betting prediction and these includes twitter, Facebook, telegram, and Youtube channel to provide real-time discussions and predictions. The study also revealed that TV and radio shows expose audiences to betting trends and predictions. Betting websites and apps provide odds, tips, live scores, and betting options. Expert blogs offer expert analyses and strategies. Odds comparison sites allow bettors to compare odds across bookmakers. Sports news websites provide player statistics and historical data. YouTube channels and podcasts share predictions and advice. Online betting forums create a pool of peer-generated information.

Davis and Lundgren (2019) showed that sports betting platforms like BetNaija, NairaBet, SportBet, 22Bet, 1xBet, Frapapa, Betano,

WazoBet, Accessbet, Betwinner, Bet9ja, BetKing, Paripesa, and Betway have proliferated throughout the nation as a result of increased acceptance in legalization have propel their sources through advertising on traditional media channels like radio, television, newspapers, and digital media. These new features are meant to enhance the sports betting experience by offering cash-out options, live-in play options, instant bet options, micro-betting, and simulation betting (Griffiths et al., 2018).

### **Information Seeking Behavior of Betting-Related Information**

Information seeking behavior refers to the way an individual search and utilizes the available information to satisfy the need and to solve a problem. This information seeking behaviour is an activity used in identifying the needs, selecting the sources, retrieving the information, and evaluating its usefulness. Jia et al. (2021) established that information seeking behaviour refers to the way people search and utilize the information as a result of the need to complete an assessment such as: course assignment, final year research, and the active behavior for class discussion, workshops, and seminars. Similarly, the information seeking behavior is an intentional strength that an individual use to search, access and use the information to improve the chances of maximizing the potential winnings (Killick & Griffiths 2019). Sulaiman, et al (2018) posited that information-seeking is conceived as a process in which information needs are pursued, or in which problem-solving takes place within a context.

Håkansson (2020) showed that bettors usually prioritize the behavior of seeking for the information by typically seek time-sensitive, real-time data such as team line-ups, injury updates, weather conditions, and historical match statistics. Sachdeva et al. (2022) revealed that individual demonstrated a high level of selectivity when they are seeking for the reliability and timeliness of betting information. The study shows that bettors are inclined to prefer sources they can perceive trustworthy and yielded accurate predictions. The study indicated that bettors reflect on the dynamic and responsive nature of information behavior by consulting specific websites, mobile apps and immediate updates to personalize their personal judgment and shape their betting information behaviour.

Sulaiman (2020) examined socio-psychological factors as determinants to information-seeking behaviour of LIS undergraduates in Kwara state. It was also found out that most of LIS undergraduates were helped with internet to have access to various sources of information simultaneously. The study also concluded that there is a significant relationship between computer/internet and information-seeking behaviour of LIS undergraduates in Kwara state. Hing et al. (2022) examined how structural changes in online gambling are shaping the contemporary experiences and behavior of online gamblers. The finding of the study revealed that information seeking behaviour influenced an individual by psychological factors such as risk tolerance to support their initial assumptions. Heirene et al. (2021) found that bettors seek real time updates,

search for specific matches, compare odds across multiple platforms, and make face paced decision due to overconfidence.

Paterson et al. (2021) indicated the seeking behavior of bettors are influenced by social networks, individual needs, psychological traits and technological tools to reflects individual risks behaviour and relying on timely and relevant source to support the decision making and lessening the risk in wagering. Van-Der-Maas et al. (2019) concluded that repetitive checking, emotional driven search, risk-oriented search, and confidentiality concerns are information seeking behavior for betting related information to reduce uncertainty in betting. This can be metamorphosed that individual that engages in betting often avoid contradictory information to sustain optimism. Additionally, the bettors are tend to favor information that support their existing beliefs which can make them to have the preference of betting communities, and tipsters official data to personalizes their information seeking behavior.

The "Theory of Planned Behavior" can be used to serve as the theoretical foundation for this study. The theory was propounded by Ajzen (1985) as an extension to the theory of reasoned action (TRA). This theory was designed to address the limitation in TRA by incorporating the perceived behavioral control as an essential determinant of intention and behavior. Wang et al. (2021) showed that the theory of planned behavior is relevant in understanding the information seeking behavior of individuals regarding the betting and gambling because it explained their intention to seek for such information by perceiving their behavioral control.

The ability of this theory to describe and capture the phenomenon being studied serves as the justification for its selection. The main contention of the theory is that people rationally choose to partake in a specific behaviour (gambling behavior) after weighing the chances and information at their disposal (Kapukotuwa et al., 2023). The study revealed that people that engage in such behavior do so with the purpose of making money, and they have control over how they perceive themselves. According to the idea, the main elements of an individual's intention are their attitude toward such conduct and the subjective norms that shape their behavioral intention (Piancatelli et al., 2021). Perceived behavioral control construct in the theory shows the perceptions of how easy or difficult it is to engage in gambling behavior. The Theory of Planned Behaviour (TPB) and the Uses and Gratification

Theory (UGT) provides a theoretical framework for analyzing the motivations behind students' engagement in sports betting (Gökce-Yüce et al., 2022). The theory argues that an individual's behavior is driven by their intentions, which are influenced by their attitudes, subjective standards, and perceived behavioral control. Conversely, Lopez-Gonzalez et al. (2020) found that people actively look for media that fulfills their unique requirements and preferences. The study also demonstrated that individual engage in information seeking behavior because advertisements promise

monetary gains and social acceptance have an impact on students' involvement in sports betting.

Avenyo et al. (2024) examined online sports betting in universities. The finding of the study revealed that people who gambles makes logical decisions about their behavior by weighing the quantity of gambling-related information at their disposal. The study illustrated that an individual wishing to wager on a football match might choose to consider the team's history, standing in the league table, head-to-head records, goal scoring data, and the associated risk are the information seeking behavior of betting related information. Cleland and Palmer (2025) showed that the more determined individual is to win, the more likely individual is to engage in gambling behaviour. The study established that attitude toward such behavior is determined by the wager's perception of how favorable or unfavorable the stake is to use gambling to double the school fees might have the choice critically evaluated in light of the danger.

### Methodology

This study adopts descriptive survey research design. The population include undergraduate students universities in Kwara state with focus on Federal, State and Private universities in Kwara State, which include: Kwara State University Malete; University of Ilorin, Ilorin; and Landmark University, Omu-Aran, Kwara State and this this totaled =85, 567 encompasses all the undergraduates' students in selected universities in Kwara State (See Table 1).

**Table 1: Population of the Study**

S/N	Selected Academic Libraries	Undergraduates Population
1	University of Ilorin, Ilorin	49, 610
2	Kwara State University, Malete	32, 633
3	Landmark University, Omu-Aran.	3324
	<b>Total</b>	<b>85, 567</b>

Source: Registrars of the respective universities (2025)

Sampling technique refers to the method used to select a subset of individuals from a larger population to estimate the characteristics of the whole and draw valid statistical conclusions (Taherdoost, 2016). In this study, simple random sampling was adopted due to the need to ensure fair representation of undergraduate students across the three selected academic institutions: University of Ilorin, Kwara State University, and Landmark University.

The sample size was determined using the Raosoft Sample Size Calculator (2025), with parameters set at a 95% confidence level and a 5% margin of error. Based on the total undergraduate population of (85,567), the calculated sample size is (383 students).. Hence, this stratified random sampling that is used as a decision to select “383 undergraduates” across the three institutions shall maintains statistical rigor and ensures that findings are representative of the broader student population.

Table 2: Sample size

S/N	Selected Universities	Undergraduates Population	Sample Size
1	University of Ilorin, Ilorin	49,610	$58/100 \times 383 = 222$
2	Kwara State University, Malete	32,633	$38/100 \times 383 = 146$
3	Landmark University, Omu-Aran	3,324	$4/100 \times 383 = 15$
	<b>Total</b>	<b>85,567</b>	<b>383</b>

Source: Registrars of the respective universities (2025)

The data collection instrument was questionnaire. The questionnaire was divided into five sections, which shall consist of the respondents' demographic information (Section A); betting-related information needs (Section B); betting-related information searching technique (Section C); sources of betting-related information (Section D); and information seeking behavior of betting-related information (Section E). The collected data was analysis using descriptive statistics of frequency count, and simple percentage, mean and standard deviation.

### Data Analysis

From the total of Three hundred and forty-three (383) copies of questionnaire that was administered the respondents, only 370 were returned completely filled and found usable, which results in (96.6%) response rate. This is considered appropriate for this study as it is over 97%.

### Demographic Distribution of the Respondents

This section presents the demographic information of the respondents that participated in the study, showing their gender, age and students levels.

Table 3: Respondents' Demographic Information (N=370)

Variables	Frequency	Percentage
<b>Gender</b>		
Male	249	67.3
Female	121	32.7
<b>Total</b>	<b>370</b>	<b>100</b>
<b>Age</b>		
Less than 20 years	120	32.4

21-25 years	234	63.2
26-30 years	12	3.2
31 years and above	4	1.1
<b>Total</b>	<b>370</b>	<b>100</b>
<b>Level</b>		
100 Level	26	7.0
200 level	276	74.6
300 level	60	16.2
400 level	8	2.2
<b>Total</b>	<b>370</b>	<b>100</b>

**Field survey, 2025**

Table 3 shows demographic information of respondents. The table indicates that most of the respondents 249(67.3%) are male while 121(32.7%) are female. This shows that majority of respondents are male. It is also shows in the table that respondent 120(32.4%) are less than 20 years of age, respondents 234(63.2%) are between 21-25 years of age while respondents 12(3.2%) are between 26-30 years of age and respondents 4(1.1%) are between age 31 years and above. This implies that majority of respondents are between 21-25 years of age. Finally, respondent 26(7.0%) are in 100 level, 276(74.6%) are in 200 level while 60(16.2%) are 300 level and 8(2.2%) are 400 level. This shows that majority of respondents are 200 level.

**Table 4: Betting-Related Information Needs**

<b>Statement</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>Mean</b>	<b>SD</b>
I need information on player statistics to play bet.	142(38.4%)	158(42.7%)	16(4.3%)	34(10.0%)	17(4.6%)	4.00	1.11
I need Information on real-time scores	125(33.8%)	164(44.3%)	52(14.1%)	21(5.7%)	8(2.2%)	4.01	0.94
I need information on how to operate betting apps and websites effectively.	131(35.4%)	190(51.4%)	4(1.1%)	28(7.6%)	17(4.6%)	4.05	1.03

I need information on how betting odds work	117(31.6%)	164(44.3%)	61(16.55)	8(2.2%)	20(5.4%)	3.94	1.02
I need information on how to calculate potential winnings.	114(30.8%)	175(47.3%)	32(8.6%)	33(8.9%)	16(4.3%)	3.91	1.06
I need Information on team performance to make informed betting decisions.	103(27.8%)	181(48.9%)	62(16.8%)	8(2.2%)	16(4.3%)	3.93	1.95
I need Information on terms and conditions that govern betting in my jurisdiction,	127(34.4%)	139(37.65)	72(19.5%)	16(4.3%)	16(4.3%)	3.93	1.04
I need Information on how to avoid financial risks.	143(38.6%)	117(31.6%)	57(15.4%)	17(5.7%)	32(8.6%)	3.85	1..23

**Field survey, (2025) Weighted Mean=3.25**

**Note=** SA= Strongly Agree, A= Agree, N= Neutral, D=Disagree, SD= Strongly Degree

Table 4 shows that the majority of the respondents agreed that betting related information are significant with weighted mean scores surpassing the midpoint of ( $\bar{x}$ =3.25). However, the statements “information need on real time scores” has the highest mean of ( $\bar{x}$ =4.01), and it indicated that there is strong agreement among respondents. This implies that information on player statistics to play bet, Information on real-time scores, information on how to operate betting apps and websites effectively, information on how betting odds work, information on how to calculate potential winnings, information on team performance to make informed betting decisions, information on terms and conditions that govern betting in my jurisdiction and Information on how to avoid financial risks are betting related information need on among undergraduate students in universities in Kwara State.

**Table 5: Betting-Related Information Searching Technique**

Statement	SA	A	N	D	SD	Mean	SD
I use web scraping techniques to automate the retrieval of betting-related data.	113(30.5%)	159(43.0%)	53(14.3%)	16(4.3%)	29(7.8%)	3.84	1.14
I use Boolean operators (AND, OR, NOT) to refine my search for betting-related information.	62(16.8%)	166(44.9%)	77(20.8%)	40(10.8%)	25(6.8%)	3.54	1.09

I use specific keywords to narrow down my search for betting predictions	67(18.1%)	153(41.4%)	77(20.8%)	40(10.8%)	33(8.9%)	3.48	1.16
I use trend analysis to search for potential betting markets	76(20.5%)	161(43.5%)	44(11.9%)	52(14.1%)	37(10.1%)	3.50	1.24
I use wildcards (*) to improve the precision of my search for betting information.	84(22.7%)	160(43.2%)	56(15.1%)	37(10.1%)	33(8.9%)	3.60	1.19
I use statistical databases for odds comparisons.	92(24.9%)	123(33.2%)	48(13.0%)	65(17.6%)	42(11.4%)	3.42	1.33

**Field survey, 2025**

**Weighted Mean=3.25**

**Note= SA= Strongly Agree, A= Agree. N= Neutral, D=Disagree, SD= Strongly Degree**

Table 5 shows that majority of respondents agreed with betting-related information searching technique with all slightly above ( $\bar{x}$ =3.25). The table shows that web scraping techniques to automate the retrieval of betting-related data has the highest mean score ( $\bar{x}$ =3.84). This shows that web scraping techniques to automate the retrieval of betting-related data, use Boolean operators (AND, OR, NOT, use specific keywords to narrow, use trend analysis to search, use wildcards (\*) and use statistical databases are betting-related information searching technique.

**Table 6: Sources of Betting-Related Information**

Statement	SA	A	N	D	SD	Mean	SD
BetNaija platform	94(25.4%)	181(48.9%)	21(5.7%)	33(8.9%)	41(11.1%)	3.68	1.25
BetKing website	73(19.7%)	169(45.7%)	66(17.0%)	25(6.8%)	37(10.0%)	3.58	1.17
NairaBet platform	64(17.4%)	215(58.1%)	29(13.2%)	17(4.6%)	25(6.8%)	3.74	1.01
Sporty-Bet website	150(40.5%)	146(39.5%)	49(13.2%)		25(6.8%)	4.07	1.06
1xBet app	118(31.9%)	154(41.6%)	33(8.9%)	40(10.8%)	25(6.8%)	3.81	1.19
Radio broadcasts	120(33.2%)	91(24.6%)	48(13.0%)	61(16.5%)	50(13.5%)	3.45	1.42
TV betting sponsorship channel	100(27.0%)	132(35.7%)	64(17.3%)	53(14.3)	21(5.7%)	3.64	1.18
Social media platforms	150(40.5%)	123(33.2%)	40(10.8%)	32(8.6%)	25(6.8%)	3.92	1.21

**Field survey, 2025**

**Weighted Mean=3.25**

**Note= SA= Strongly Agree, A= Agree. N= Neutral, D=Disagree, SD= Strongly Degree**

Table 6 shows response on sources of betting related information with all above midpoint weighted mean score ( $\bar{x}$ =3.25). However, the table indicates that sporty-Bet website has the highest mean score of ( $\bar{x}$ =4.07) and radio broadcast has the least mean score of ( $\bar{x}$ =3.45). This shows that most of the respondents agreed with BetNaija platform, BetKing website, NairaBet platform, sporty-Bet website, 1xBet app, radio broadcasts, TV betting sponsorship channel and social media platforms as sources of betting related information among undergraduate students in universities in Kwara State.

**Table 7: Information Seeking Behaviour of Betting-Related Information**

Statement	SA	A	N	D	SD	Mean	SD
The use of internet to access betting information simultaneously	159(43.0%)	166(44.9%)	8(2.2%)	8(2.2%)	29(7.8%)	4.12	1.10

Emotional driven search behaviour	103(27.8%)	126(34.1%)	83(22.4%)	33(8.9%)	25(6.8%)	3.67	1.16
Repetitive checking of information online	123(33.2%)	151(40.8%)	57(15.4%)	18(4.9)	21(5.7%)	3.91	1.08
Regularly check social media forums to get betting tips	88(23.7%)	195(52.7%)	70(18.9%)		17(4.6%)	3.91	0.91
Seek real-time information about team line-ups and injury updates	118(31.9%)	203(54.9%)	32(8.6%)		17(4.6%)	4.09	0.90
Using multiple online platforms to compare betting odds	131(35.4%)	130(35.1%)	56(15.1%)	36(9.7)	17(4.6%)	3.87	1.13

**Field survey, 2025**

**Weighted Mean=3.25**

**Note=** SA= Strongly Agree, A= Agree, N= Neutral, D=Disagree, SD= Strongly Degree

Table 7 shows responses on the information seeking behaviour of betting related information among undergraduate students with weighted mean score above ( $\bar{x}=3.25$ ). However, the table shows that the use of internet to access betting information simultaneously has the highest mean score ( $\bar{x}=4.12$ ) and emotional driven search behaviour has the lowest mean score of ( $\bar{x}=3.67$ ). Therefore, the implication of this table to the study is that use of internet to access betting information simultaneously, emotional driven search behaviour, repetitive checking of information online, regularly check social media forums to get betting tips, seek real-time information about team line-ups and injury updates and using multiple online platforms to compare betting odds are information seeking behaviour of betting related information among undergraduates students in universities in Kwara state.

### Discussion

On the betting-related information needs: : the study found out that information on player statistics to play bet, information on real-time scores, information on how to operate betting apps and websites, information on how betting odds work, information on how to calculate potential winnings, information on team performance to make informed betting decisions, information on terms and conditions that govern betting in my jurisdiction and information on how to avoid financial risks are betting related information need on among undergraduate students in universities in Kwara State. The finding of the study is concur with findings by Brodeur et al. (2021) that the bettors need player statistics, team performance and historical matches' information to streamline the probability of winning. This is also in line with study by Savolainen et al. (2022) that bettors need information on how odds work and effective information on how to calculate the potential winning.

On the betting-related information searching technique: the study revealed that web scraping techniques to automate the retrieval of betting-related data, use of Boolean operators (AND, OR, NOT, use specific keywords to narrow, use trend analysis to search, use wildcards (\*) and use statistical databases are betting-related information searching technique among undergraduate students in universities in Kwara state. The finding of study is similar to the finding by Ibrihich et al. (2022) who postulated

that the techniques used in searching beyond traditional keywords searches which includes Boolean operators such as AND, NOT, and OR to combine the phrase searching for exact sequences. The finding of this study contradicts the finding by Clark et al. (2020) revealed that students employ special appendix to support guidance on common issues encountered when retrieving information from electronic sources and books and the search technique include charts listing, indexes, databases, and catalogs.

The study also found out that BetNaija platform, BetKing website, NairaBet platform, sporty-Bet website, 1xBet app, radio broadcasts, TV betting sponsorship channel and social media platforms are sources of betting related information among undergraduate students in universities in Kwara State. The finding of this study is concurred with findings by Davis and Lundgren (2019) that sports betting platforms like BetNaija, NairaBet, SportBet, 22Bet, 1xBet, Frapapa, Betano, WazoBet, Accessbet, Betwinner, Bet9ja, BetKing, Paripesa, and Betway are source of information of betting related information. The findings of this study corroborate the finding by Yüce et al. (2023) that bettor used various sources of information for sports betting prediction and these includes twitter, Facebook, telegram, and Youtube channel to provide real-time discussions and predictions. The study also revealed that TV and radio shows expose audiences to betting trends and predictions.

Finally, the study revealed that the use of internet to access betting information simultaneously, emotional driven search behaviour, repetitive checking of information online, regularly check social media forums to get betting tips, seek real-time information about team line-ups and injury updates and using multiple online platforms to compare betting odds are information seeking behaviour of betting related information among undergraduates students in universities in Kwara state. The findings of this study is related to the study by Sulaiman (2020) that found out that most of LIS undergraduates were helped with internet to have access to various sources of information simultaneously. The study findings also concurred with finding by Van-Der-Maas et al. (2019) that repetitive checking, emotional driven search, risk-oriented search, and confidentiality concerns are information seeking behavior for betting related information to reduce uncertainty in betting.

### **Implication of the Study**

The findings of this study have several implications. Undergraduate students in Nigeria already display strong digital skills and advanced information-searching behaviours through their betting practices, such as using Boolean operators, trend analysis, and multiple online platforms. These skills, if properly guided, it could be redirected to support their academic and research activities. However, the heavy reliance on betting sites, social media, and broadcast media raises concerns about the credibility of information and the influence of non-academic sources on their choices. The emotional-driven and repetitive checking of betting

information also suggests that students may be vulnerable to gambling risks and financial problems, making it important for universities, counsellors, and policymakers to provide awareness on responsible gambling, financial literacy, and student wellness. Libraries and academic institutions equally need to help students on evaluating online information and applying their search skills to scholarly purposes. Overall, the study expands knowledge in Library and Information Science by drawing attention to non-academic information needs like betting, which can shape students' information behaviour and open new areas for future research.

### **Conclusion**

The study concludes that undergraduate students betting related information need and seeking behaviour are the use of internet to access betting information simultaneously, emotional driven search behaviour, repetitive checking of information online, regularly check social media forums to get betting tips, seek real-time information about team line-ups and injury updates and using multiple online platforms to compare betting. The study also established that information needs of bettors are basically on information on player statistics, information on real-time scores, information on how to operate betting apps and websites, information on betting odds, information on how to calculate potential winnings and information on team performance are betting related information needs among undergraduate.

### **Recommendations**

Based on the summary of the findings of the study, the followings are the suggested recommendations:

1. It is recommended that undergraduate students who are bettors should look beyond player statistic and team performance but oppositions form.
2. It is also recommended that bettors should make consultation with experts rather than rely on web scrapping technique only.
3. The study also recommends that efforts should be increase on the use of radio broadcast as source of betting related information among undergraduate students because it is least source of betting related information to undergraduate students.
4. It is recommended that government should established policies that would guide undergraduate students in seeking for betting related information to avoid information mismanagement
5. Counselling and student affairs units should design sensitisation programmes that raise awareness on the risks of gambling, promote financial literacy, and provide support systems for students vulnerable to addictive behaviours.
6. Policymakers and regulators should also strengthen laws and campaigns on responsible betting to protect undergraduates from exploitative platforms and financial losses.

7. In addition, libraries should integrate sessions on evaluating online information sources and credibility checks, helping students apply their existing digital competencies more effectively to research and scholarly work.

**STATEMENT OF COMPETING INTERESTS**

None

**ETHICS APPROVAL**

N/A

**RELATIVE CONTRIBUTIONS**

KAS conceived for this study. SSK,, KOF, MEK, and ZOK wrote the review and AAS proofread the work.

**ACKNOWLEDGEMENTS AND FUNDING SOURCES**

N/A

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