Promotional Influence in Digital Networks: Mapping Sports Betting Promotion on X

Kim, Kwangmi[a*] and Yanggon Kim[b]

[a]*Mass Communication, Towson University (kkim@towson.edu), Towson, USA;* [b]*Computer & Information Sciences, Towson University, Towson, USA.*

Abstract

This study examines sports betting promotion on X (formerly Twitter) using social network analysis. Drawing on betting-related conversations, the analysis maps network structure, identifies key actors and communities, and examines how promotional messages circulate across interconnected groups. The findings indicate that the sports betting promotion network is fragmented rather than densely interconnected, with limited interaction across clusters. When interactions occur, clusters form primarily around organizational actors, including sports betting operators and league- or media-affiliated accounts, while individual users play a relatively limited role in shaping network-level promotion. By adopting a network-based perspective, this study advances interactive marketing and advertising research by shifting analytical attention from message content and consumer responses to the structural organization of promotional influence, demonstrating how visibility, diffusion, and power are embedded within digital communication networks. These findings underscores the importance of network position and structural amplification in shaping contemporary promotional ecosystems.

Keywords: Sports betting advertising, sports betting promotion, social network analysis, network clusters, digital advertising, X (formerly Twitter), social media marketing, and gambling promotion