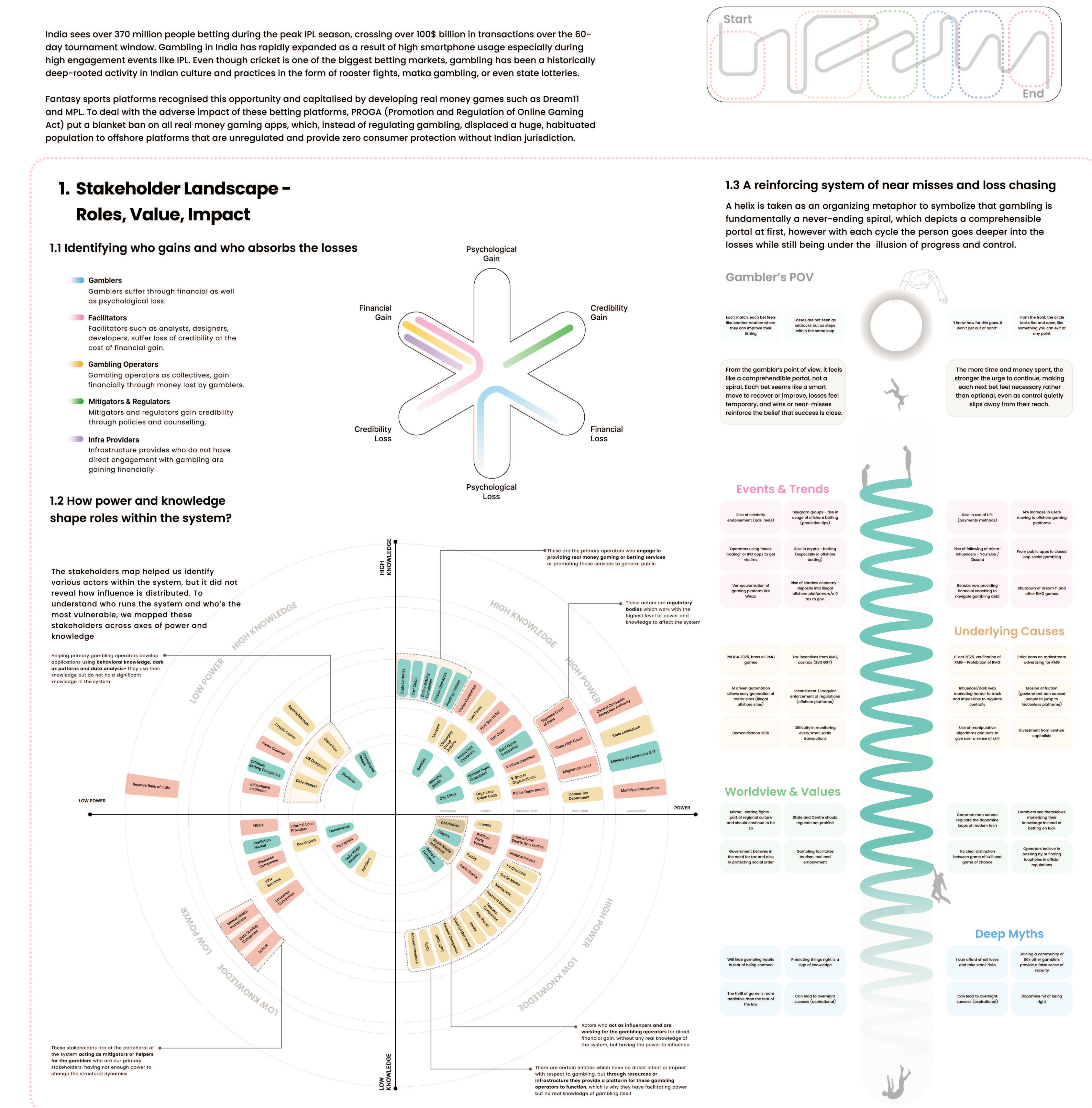


DATA IN RELATION

DATA IN RELATION	Visualising Complexity, Interdependence, and Systemic Change
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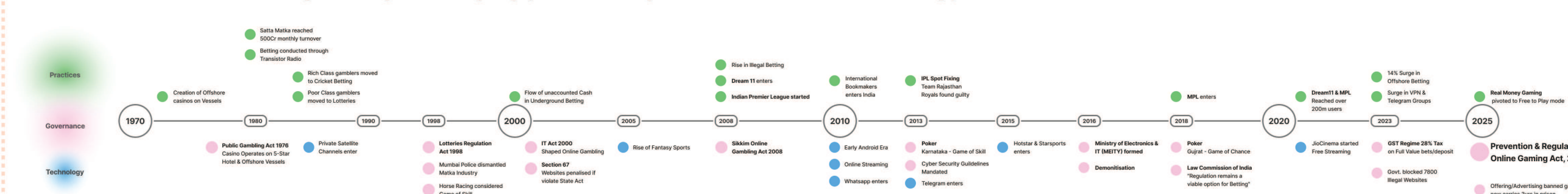
Authors: Mansi Yadav, Prashant Kashyap, Ravi Bhushan, Vivek Kant
Affiliations: 1 Name of the affiliation 2 Name of the affiliation
mansiadav25@iitk.ac.in

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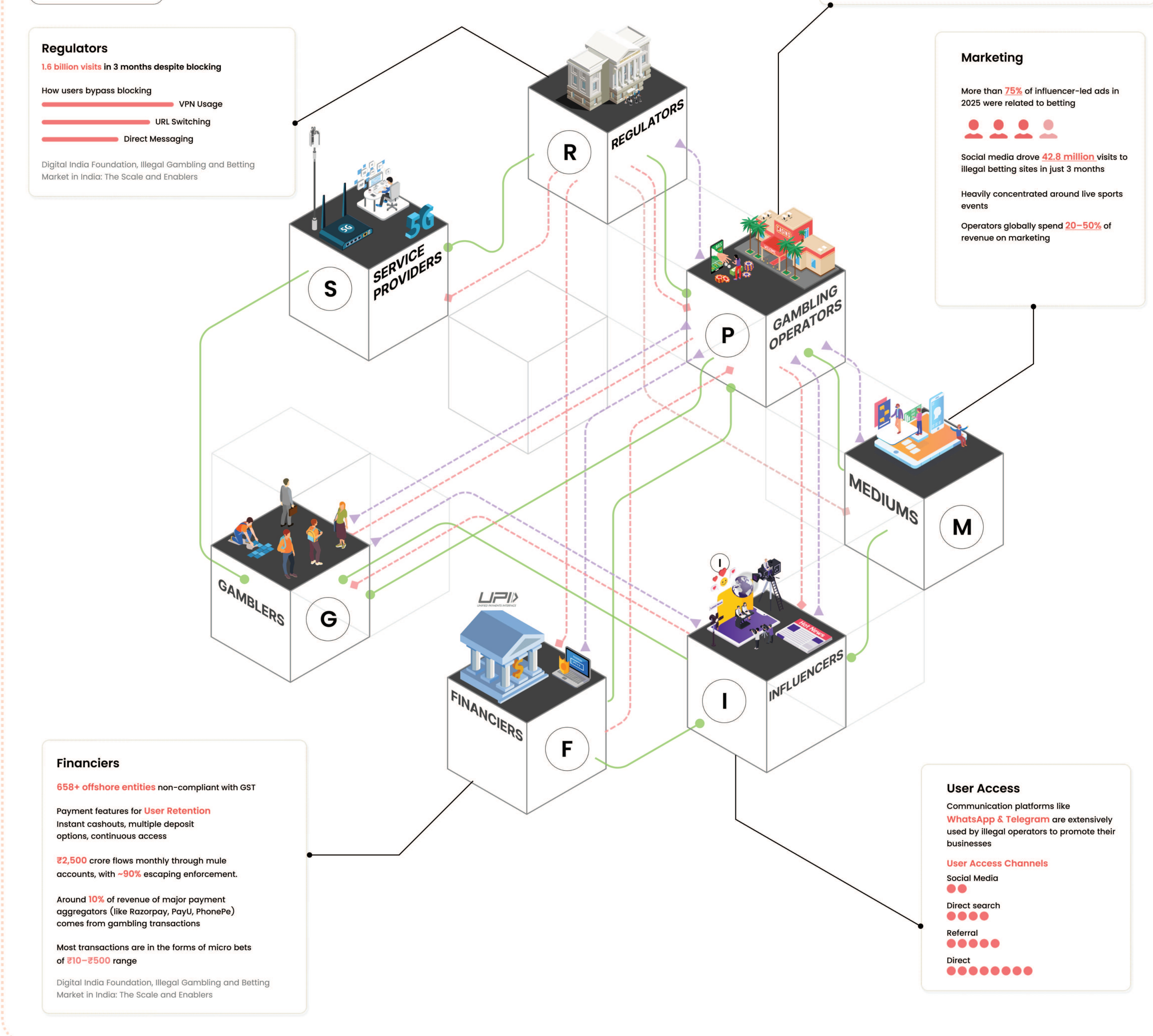
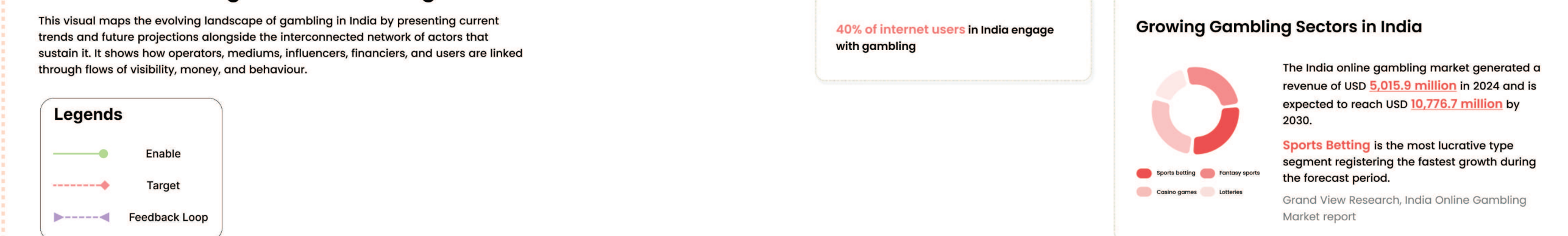


2. Comprehending the system

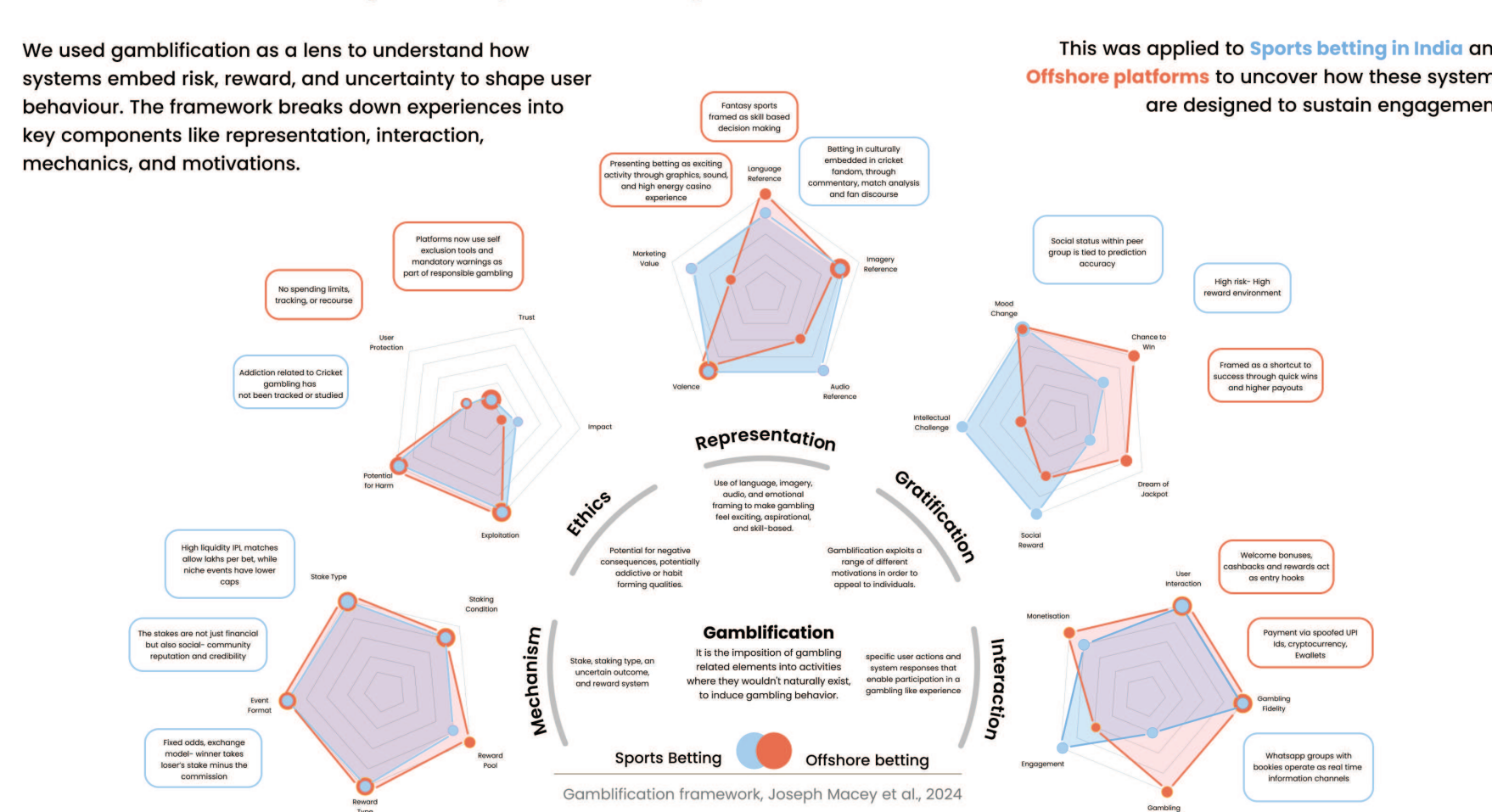
2.1 Evolution of Gambling through changing practices, governance, and technology



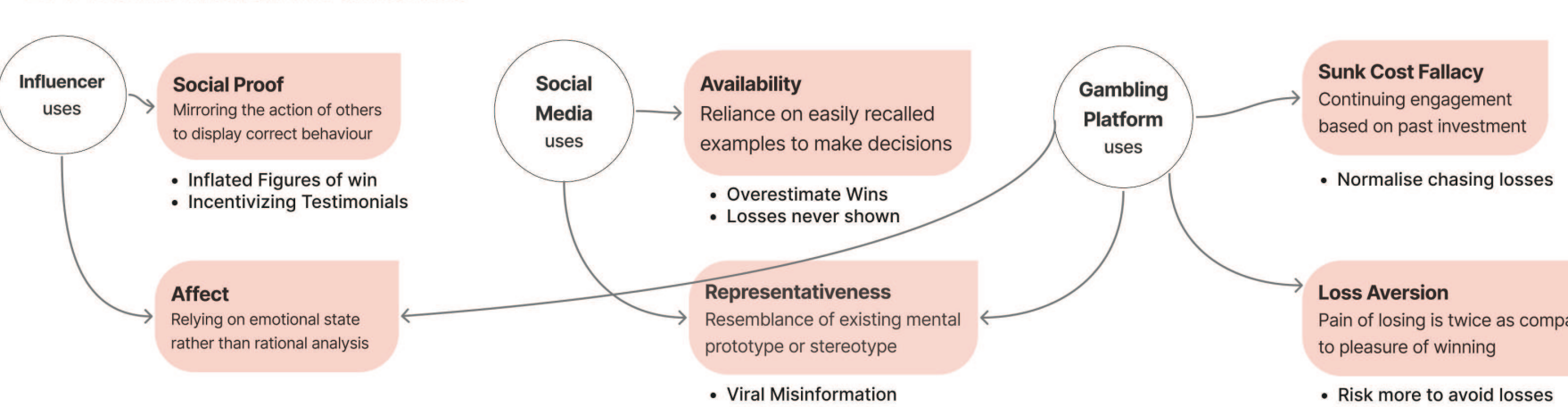
2.2 Understanding India's Gambling Structure



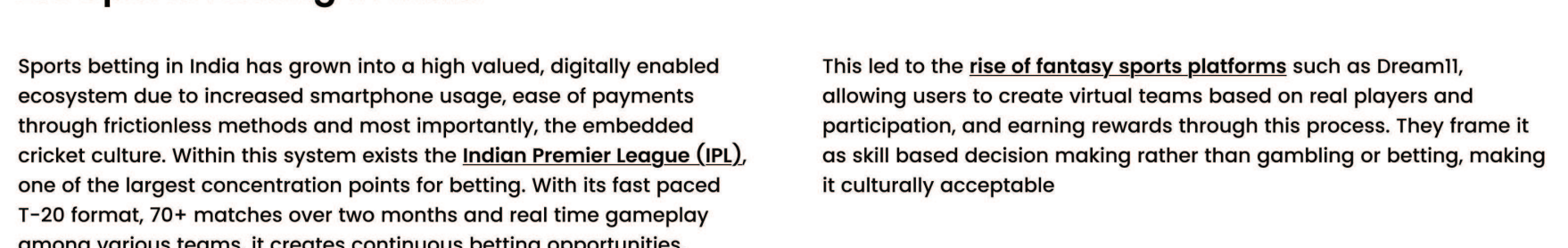
2.3 What it takes to gamblify an activity?



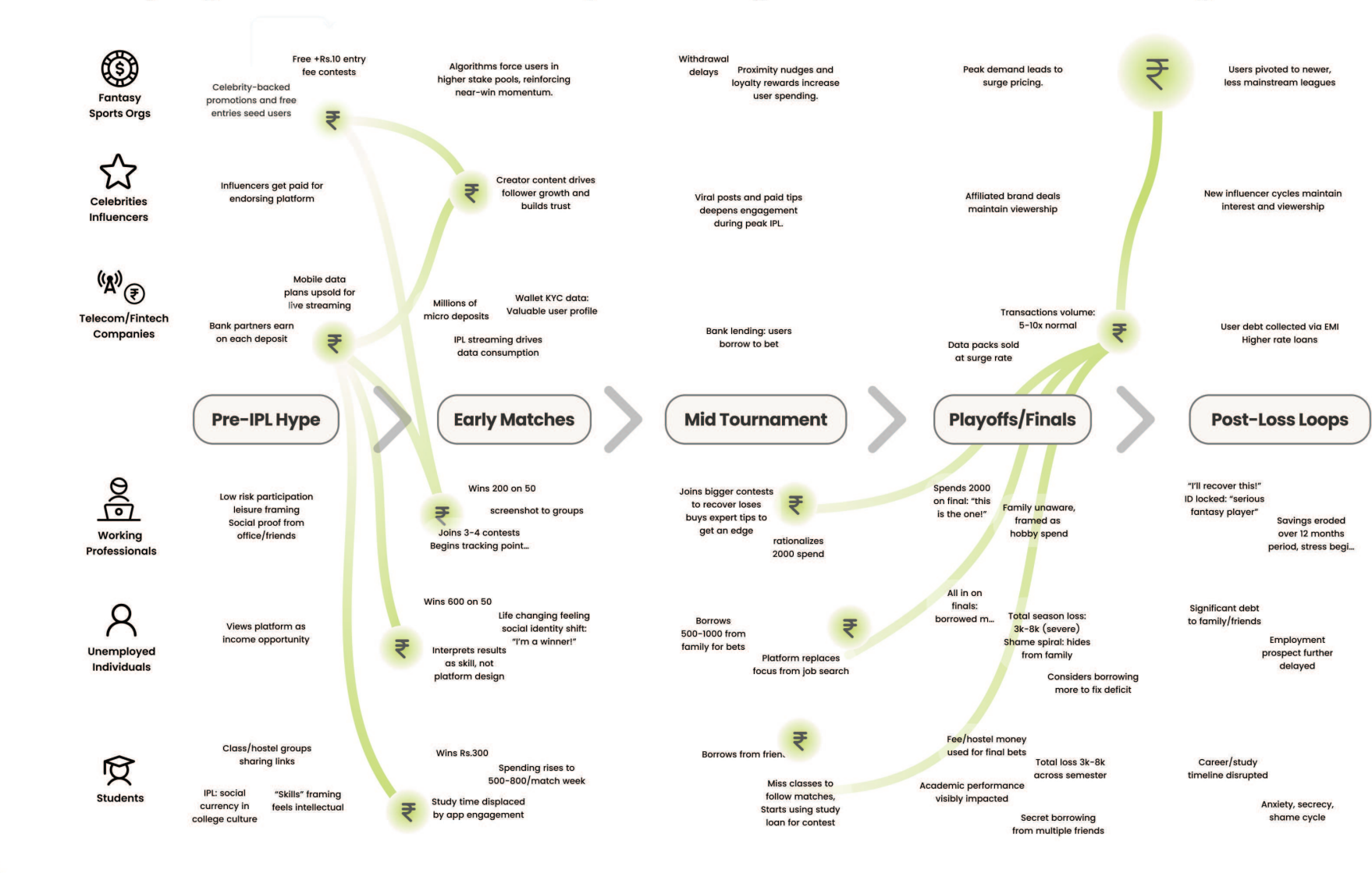
2.4 Behavioral Heuristics



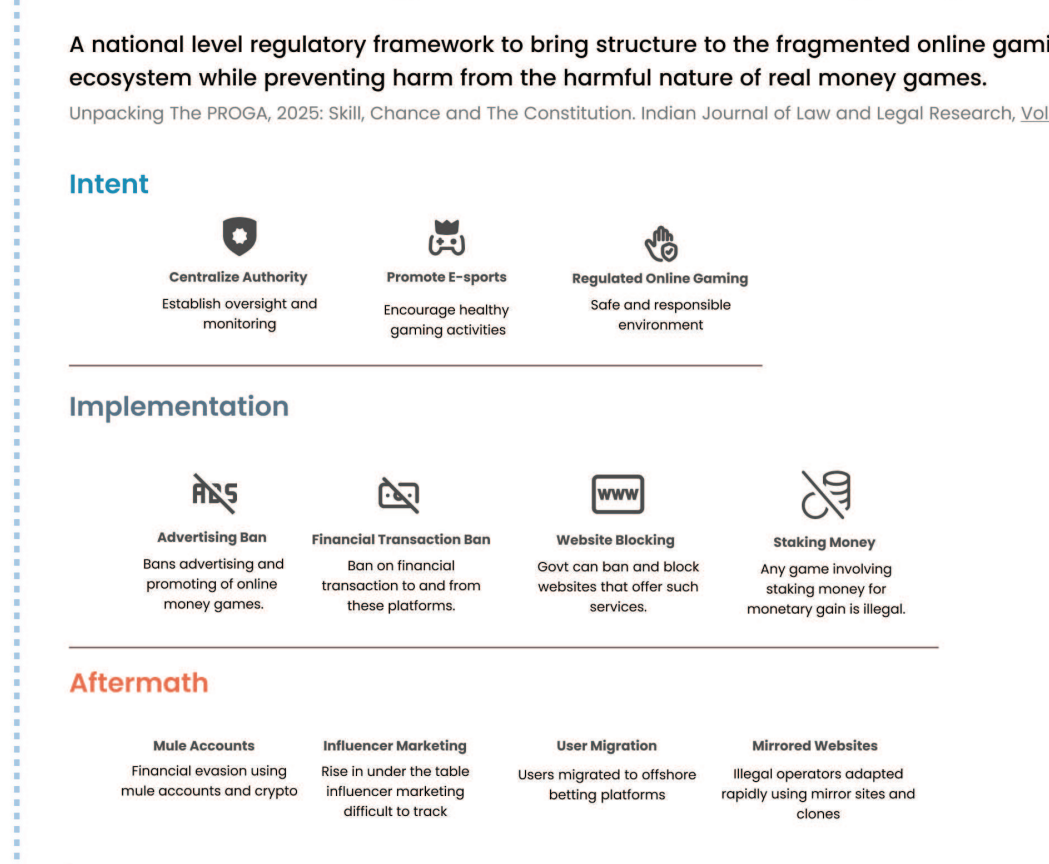
2.5 Sports Betting in India



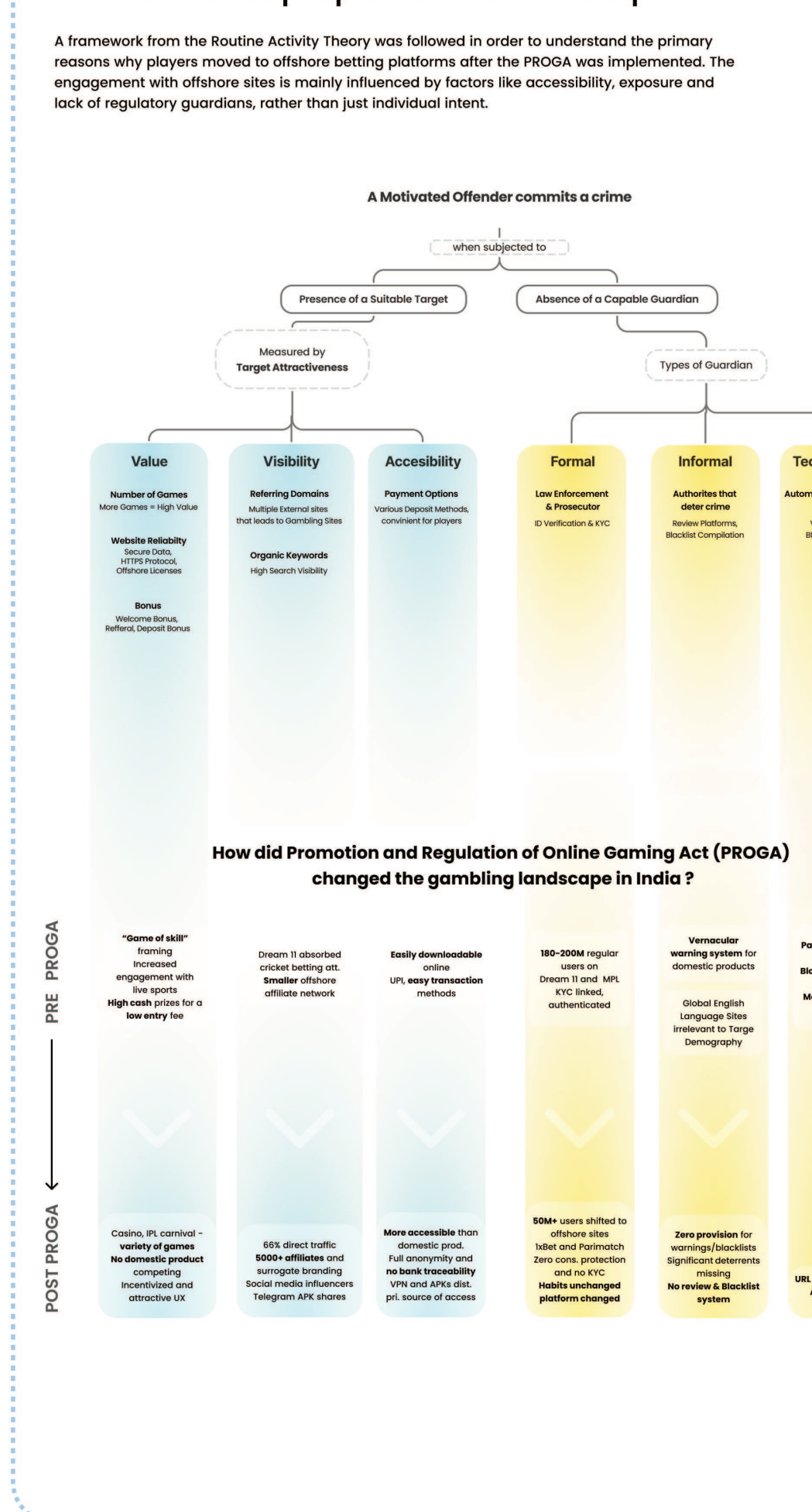
Analyzing stakeholder behavior in sports betting- A case of Indian Premier League



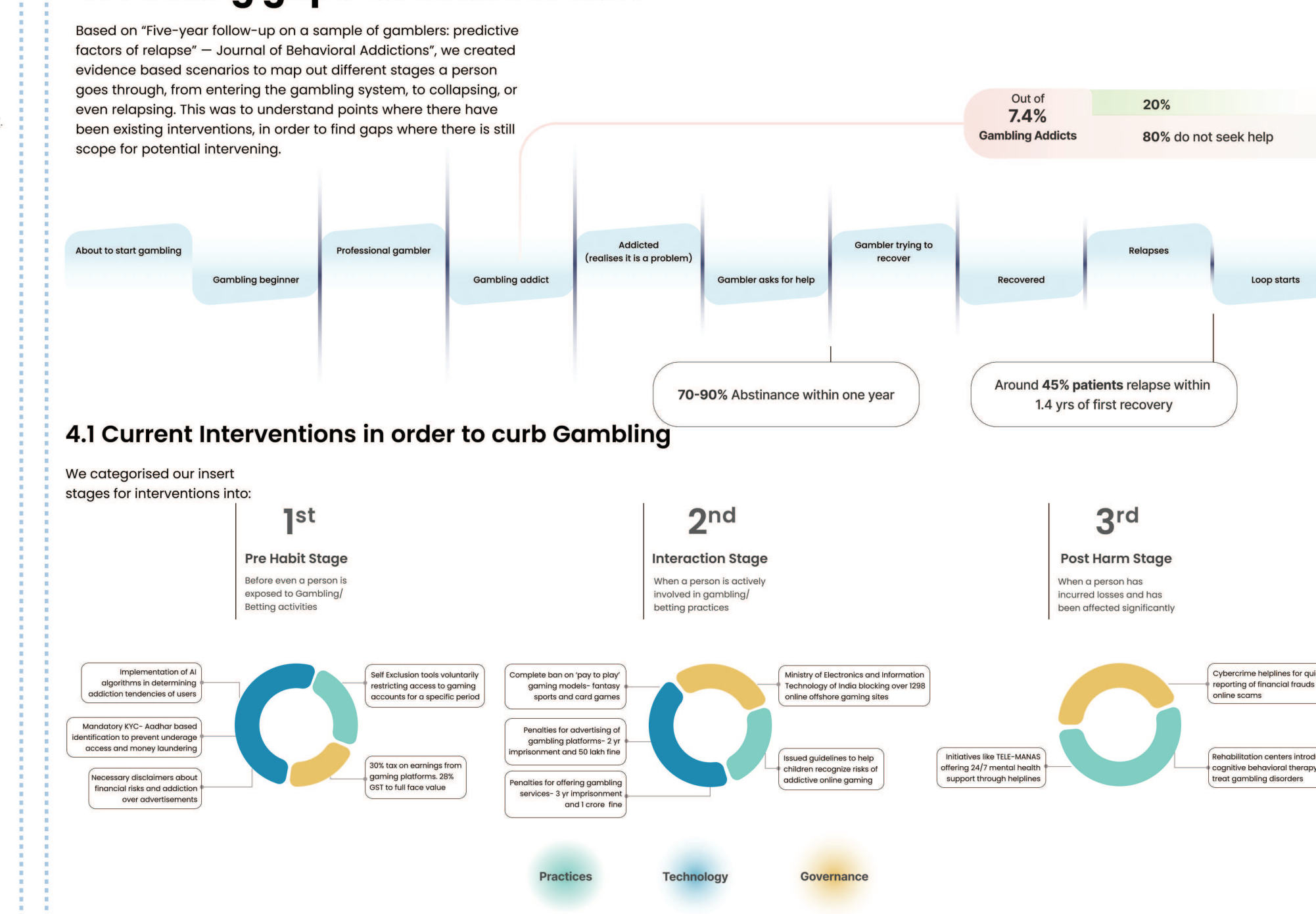
3. Regulatory Landscape - Promotion and Regulation of Online Gaming Act , 2025



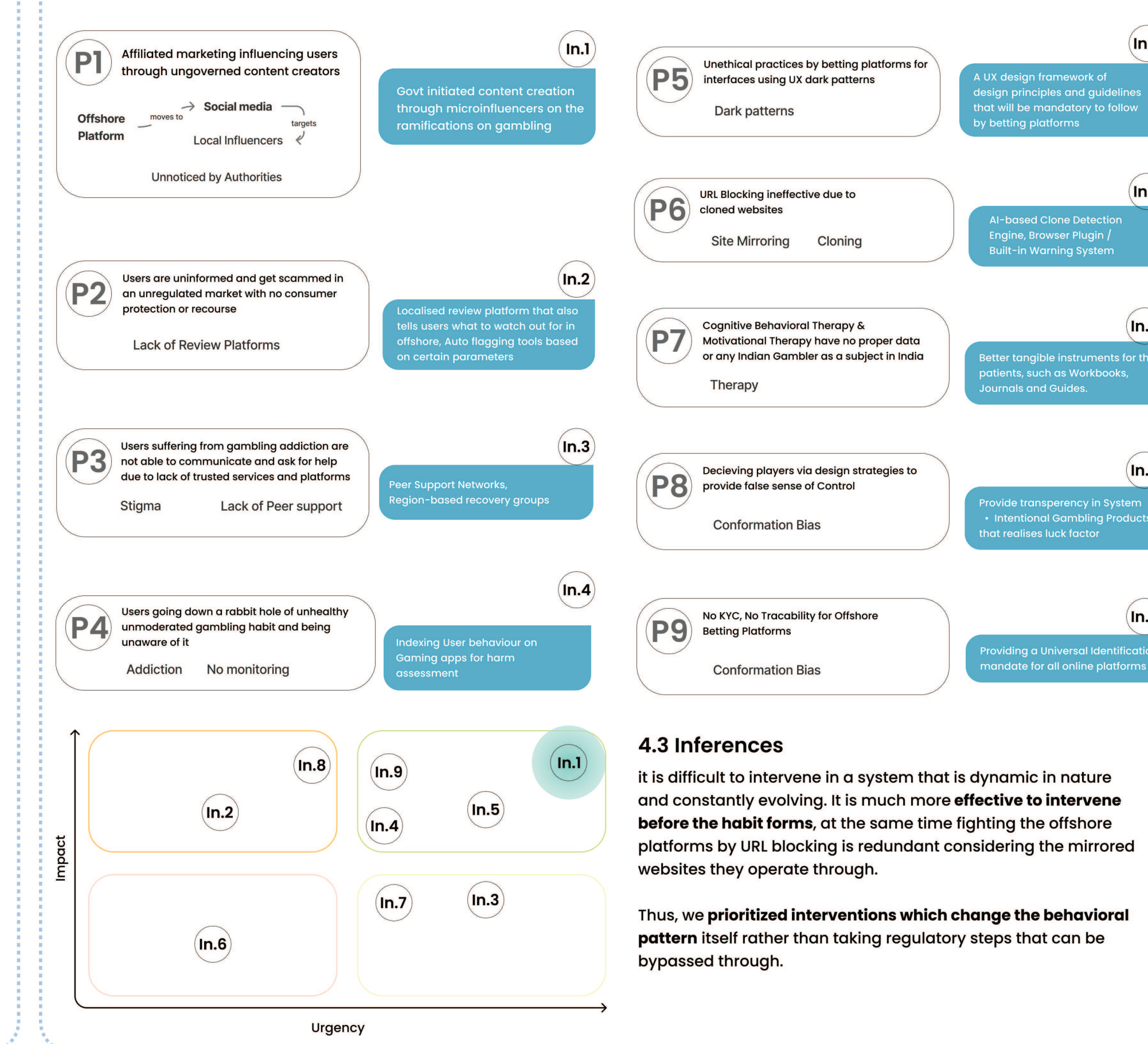
3.1 What makes people move to offshore platforms



4. Finding gaps for intervention



4.2 Pain Points realized and Intervention Point

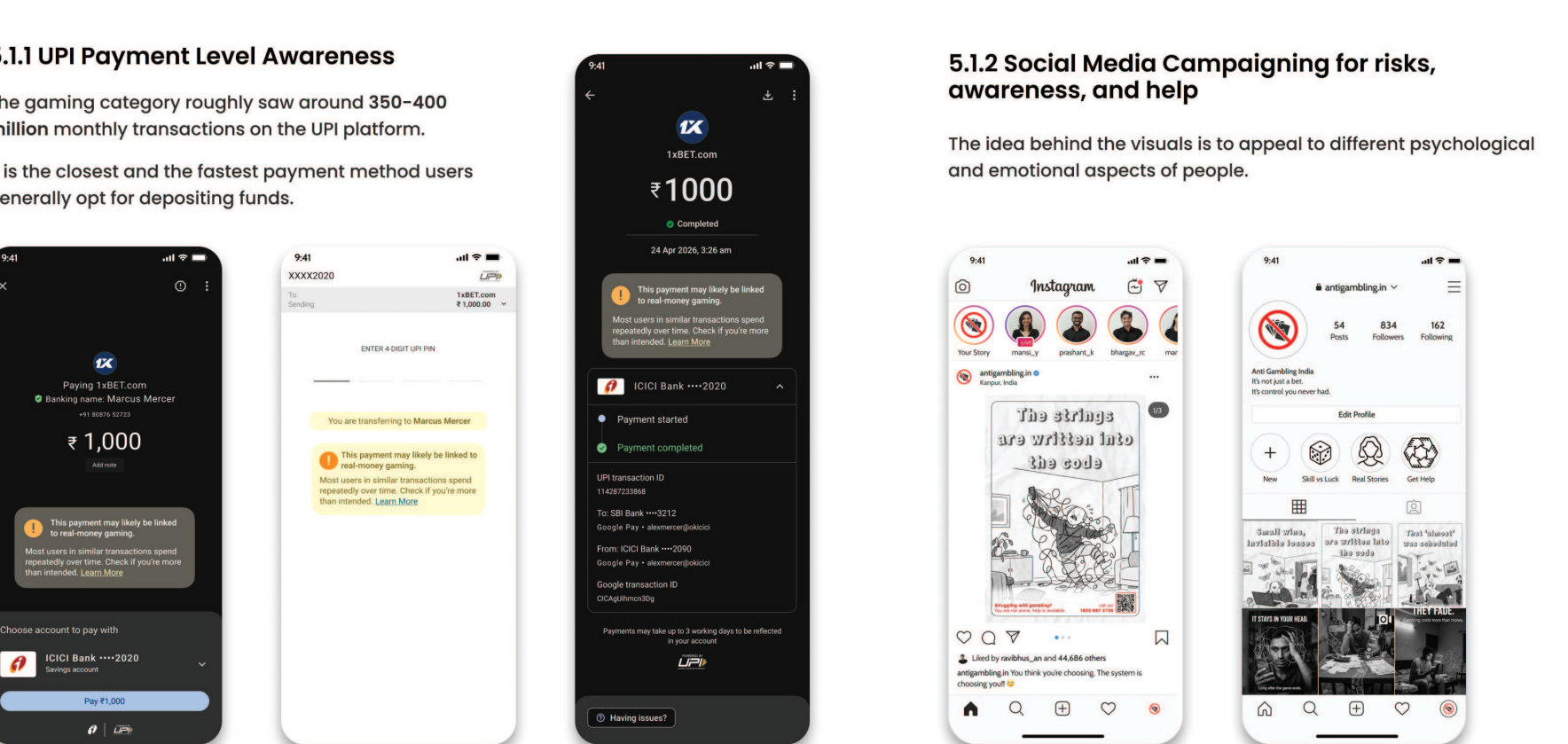


5. Our Intervention

Based on the analysis, an intervention point was found at the pre habit formation point through a government initiated awareness driven advertising campaign, which could be broadcasted during the peak sporting season such as the Indian Premier League (IPL).

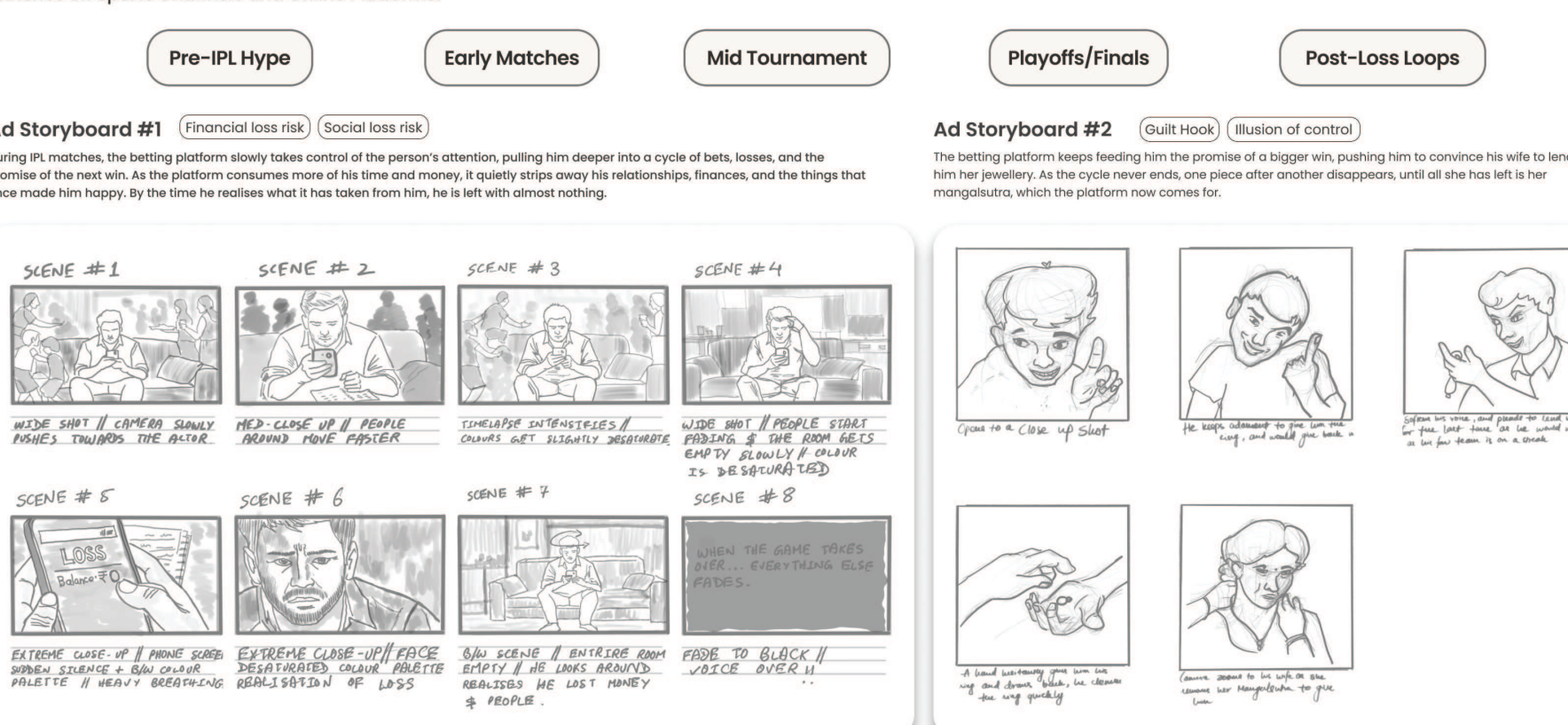
5.1 Objectives

to make the general public aware about how the system works and what are the repercussions of gambling



3.1.3 Video Advertisements for Ad Slots during IPL Matches

These Advertisements will be aired in between the Ad Slots of Cricket matches on Sports Channels and Online Platforms.



4.1.4 Public Awareness Poster Design

The idea behind the visuals is to appeal to different psychological and emotional aspects of people.

Loss chasing loop

Sunk cost trap

Dopamine feedback loop

Debt spiral trigger

Secrecy and isolation

False recovery belief




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