



Lewis CA. Methodological reflections on Daly et al. (2025): “Child oriented advertising on Ireland’s national lottery website: A visual content analysis”. JGPOH 2026, posted: 08.10.2026. DOI: 10.61034/JGPOH-2026-09. www.jgpoh.com

Letter to the Editor

Methodological reflections on Daly et al. (2025): “Child oriented advertising on Ireland’s National Lottery website: A visual content analysis”

Christopher Alan Lewis¹

¹ School of Psychology, University of Greater Manchester, Bolton, England, United Kingdom.

Recommended citation:

Lewis CA. Methodological reflections on Daly et al. (2025): “Child oriented advertising on Ireland’s national lottery website: A visual content analysis”. JGPOH 2026. DOI: 10.61034/JGPOH-2026-09

Corresponding author: Christopher Alan Lewis; School of Psychology, University of Greater Manchester, England, United Kingdom;

Address: Deane Rd, Bolton, BL3 5AB, England, United Kingdom;

Email: c.lewis@greatermanchester.ac.uk;

ORCID: <https://orcid.org/0000-0003-2314-2899>.

Conflict of interests: None.

Financial disclosure: None.

Ethics statement: Not applicable.



Letter to the Editor

Dear Editor,

It is now well established that adult gambling addiction can have its roots in childhood (1). The promotion of gambling to children is largely prohibited across the European Union, reflecting regulatory initiatives to protect children from potentially harmful exposure to commercial communications (2). Recent research has examined perceived child-oriented advertising on Ireland's National Lottery website using visual content analysis (3). The coding schema for this analysis was based on five key elements from the Advertising and Promotion Code of Practice of Ireland's National Lottery (4). *"Four separate web pages comprising a total of 48 distinct elements were examined. There was no evidence of materials relating to three of the five criteria examined. However, there was substantial evidence of the web pages exhibiting material relating to the remaining two criteria"* (3, p.2). This research is timely, and the results should interest both policymakers and researchers. However, while recognising the value of this research, the present aim was to evaluate the research design employed and suggest constructive possible future research.

A visual content analysis was conducted on Ireland's National Lottery website as of October 21st, 2025, to determine the presence of child-oriented advertising (3). A single reviewer examined each webpage (3). The study provided some support for the research hypothesis (3); however, two methodological issues currently restrict the generalizability of the findings.

First, using a single reviewer for the visual content analysis precluded any assessment of inter-rater reliability (3). Including at least two reviewers would have enabled calculation of a Cohen's kappa coefficient, which measures agreement between raters while accounting for chance agreement (5). This methodological enhancement remains possible by recruiting a second reviewer to assess the National Lottery website as of October 21st, 2025, and comparing their scores with those of the original reviewer (3).

Second, data collection occurred on October 21st, 2025, utilising a cross-sectional research design (3). As this date was near Halloween, a widely celebrated holiday in Ireland, the website featured a Halloween theme. The absence of follow-up data at a subsequent time point (i.e., a longitudinal design) limited the ability to further test the hypothesis. An extension of the original research study remains feasible by using the existing data as a baseline (3), and comparing it with newly collected data.

These two methodological critiques, together with the proposed pragmatic suggestions, are intended to strengthen research practices in this important area.



References

1. Ó Ceallaigh D, Timmons S, Robertson D, Lunn P. Childhood gambling experiences and adult problem gambling. Dublin: Economic and Social Research Institute; 2024.
2. European Parliament and Council of the European Union. Directive (EU) 2018/1808 of the European Parliament and of the Council of 14 November 2018 amending Directive 2010/13/EU on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) in view of changing market realities. Off J Eur Union 2018;L303:69-92. <https://eur-lex.europa.eu/eli/dir/2018/1808/oj>.
3. Daly M, Houghton D, Campbell A, Houghton F. Child oriented advertising on Ireland's National Lottery website: A visual content analysis. J Glob Public One Health 2025;2:1-17. doi:10.61034/JGPOH-2025-19.
4. Premier Lotteries Ireland. National Lottery Advertising and Promotion Code of Practice. Dublin: Premier Lotteries Ireland; 2022.
5. Cohen J. A coefficient of agreement for nominal scales. Educ Psychol Meas 1960;20(1):37-46. doi:10.1177/001316446002000104.