Much research exists examining influences viewers, especially younger children, get from sources of popular culture, such as films and TV-series and, as a separate field, from advertisements and product placement in sources of popular culture. However, little, if any, research has been done on perceptions and influences of casino gambling formed through popular culture. Casinos and the subsidiary attractions provided for enjoyment and entertainment are of particular interest to this project. The research aims to analyse if and how popular culture; to some extent television shows, magazines, radio but especially motion pictures, can influence Generation Y in how they perceive and interact with gambling.

Aims
To: 1) establish whether there is a connection between popular culture and the behaviours of Generation Y; 2) suggest reasons why/why not media influence/do not influence the chosen subject group; 3) investigate relationships between the effects of gambling and Generation Y; and 4) try to differentiate problem gamblers from recreational gamblers in the age group.

Methods
The quantitative methodologies chosen for this study are content and discourse analysis of selected recent 'blockbuster' motion pictures. The movies will be coded based on gambling motivations and influences found in the literature.

Outcomes
The major outcome of this study will be an Honours thesis, associated publications and potential progression into PhD studies. Results might lead to a suggested rating for motion pictures and TV-shows similar to existing ratings for coarse language, drug use, violence and sexual references that are already perceived to influence (young) viewers.