SSOAR

Open Access Repository
www.ssoar.info

Spanish Tipsters and the Millennial and Centennial Generations in the Scenario of a Pandemic

Barrientos-Báez, Almudena; Gonzálvez-Vallés, Juan Enrique; Barquero-Cabrero, José Daniel; Caldevilla-Domínguez, David

gesis
Leibniz-Institut
für Sozialwissenschaften

Mitglied der
Leibniz-Gemeinschaft

Article

Spanish Tipsters and the Millennial and Centennial Generations in the Scenario of a Pandemic

Almudena Barrientos-Báez [1], Juan Enrique Gonzálvez-Vallés [1,*], José Daniel Barquero-Cabrero [2], and David Caldevilla-Domínguez [1]

[1] Faculty of Information Science, Complutense University of Madrid, Spain
[2] Research Department, ESERP Business & Law School, Spain

* Corresponding author (jegonzalvez@ucm.es)

Abstract
The growth and popularization of sports betting have led to the emergence of a new type of influencer: Tipsters, people and betting houses who influence and advise through social networks on the bets they consider most profitable. Both agents are also content-generating, forming a particular ecosystem with a specific narrative. The research examines the narratives of both the personal and betting houses profiles that make up the category of tipsters and their impact on younger generations. It also takes an in-depth look at the content and languages used by tipsters on social media and what determines their success in terms of followers and interactions. The period and place analyzed is the year 2020 in Spain, because it allows observing the differences between the periods of free transit and the quarantine period caused by Covid-19. The selection of the studied profiles is based on the five most recommended profiles, according to 10 rankings in the sports betting sector. The results show how the tipsters' narrative was adapted to the context of the pandemic to maintain interest during the quarantine and not lose its influence towards millennials and centennials. Especially relevant is the period after the quarantine, with long periods of stay at home by young people, where the narrative has iconic, symbolic, and linguistic elements typical of war periods.

Issue
This article is part of the issue "New Narratives for New Consumers: Influencers and the Millennial and Centennial Generations" edited by Luis M. Romero-Rodríguez (Rey Juan Carlos University), Santiago Tejedor (Autonomous University of Barcelona), and Inmaculada Berlanga (International University of La Rioja).

1. Introduction

1.1. New Generations, Consumption Habits, and Use of Influencers

According to García-Marín (2021) and Martín Critikián and Medina Núñez (2021), there are four clearly differentiated types of consumer generations: Baby Boomers (1945–1964); Generation X (1965–1980); Millennials (1981–1994); and Generation Z or centennials (1995–2010). The most frequently employed digital trends for Baby Boomers are email, television, as well as print media. As for the social networks used most frequently in this generation, they are Facebook, Twitter, and LinkedIn. Second, for Generation X, the media in which they mainly move are email, radio, and in terms of the most used social networks, Facebook, Twitter, and Instagram stand out. Third, for millennials there is a change compared to the two previous generations, since the media in which they are found are mainly digital, having as reference social networks Facebook, YouTube, and Instagram. Finally, Generation Z, they are found both on

television and on social networks, and the social networks they prefer are YouTube, TikTok, and Instagram (Conde del Río, 2021).

These last two generations are the first to have been fully born in a widely implemented digital age. This has caused them to change their habits in digital media and shopping, compared to previous generations (Rossi Casé et al., 2018). With the emergence of millennials and centennials, a whole range of content creators emerges that stand out for arousing interest through social networks and in different groups. This influence is generated through their charisma, the image they represent, and the credibility of what they communicate (Martín García, 2021). Influencers express opinions about different products and services, using a language close to their target audience to communicate, which generates a certain trust and they manage to attract attention so that they are followed (Caldevilla-Domínguez et al., 2021).

Influencers transmit certainty, transparency, and trust about the different products or services they offer (Gonzalez-Carrion & Aguaded, 2020). There are five basic characteristics that influencers must meet to be successful (Jahnke, 2018; Nieto, 2018), starting with the reach since their opinions must go viral, reaching from the traditional media to the digital ones. Second, the experience to share what they transmit to all their followers. Third, credibility, that is, being transparent so that their audience trusts them. Fourth, the congregation capacity, since they must have the capacity to mobilize users. And finally, the ability to generate trust and familiarity with users so that they feel close and that their followers are part of their life.

One of the most used marketing strategies is influencer marketing since users trust the opinions of other users (known or not) more than traditional advertising campaigns (De Bordóns & Niño, 2021). These generations place much more emphasis on the experiences they see through social networks and, through these or similar examples, the loyalty of this market segment can be built, forging a strong connection with these consumers (Grafström et al., 2018). The role of influencers is constantly growing and changing as more millennials and centennials use social networks for purposes other than communication (Van Dijck & Poell, 2013).

1.2. Millennials, Centennials, and Online Gambling

For Gonzálvez-Vallés et al. (2021), betting on sporting events through the use of mobile devices and wireless networks has become a daily activity for many young people, especially for the so-called millennials and centennials. The main advantage of online sports betting is that it allows immediate access to any product at any time, so people enjoy faster services on the site they want, even at live events.

Over the past few years, technology and the internet have been widely used and received increasing attention. This constitutes an essential factor for the growth of the habit in sports betting and leads to an increase in the volume of money wagered and the number of users, as mentioned by Rubio García (2018) and Chóliz and Saiz-Ruiz (2016). Concerning the millennial generation, they describe it as one of the influential and determining generations of the market because it reacts to their demands, which are based on technological evolution, having adapted to the digital age (Suh et al., 2017).

For their part, centennials are considered as the generation that was born in a virtual and technological environment, which is why they grow and live with technology. Hence, they may be interested in using the internet and mobile web channels to enhance bets (Kolandai-Matchett & Abbott, 2021). In this sense, these generations have different characteristics of consumption in products and services, so companies try to analyze them to understand their needs, but above all how to satisfy them (Sharma, 2019).

The importance of this study in populations such as millennials and centennials lies in the fact that these generations demand different forms of entertainment with high variability of money income and different personal motivations (Wartella et al., 2016). They are classified as hyperconnected generations as they have access to the digital world and, for this reason, it is the population that can make the most use of the services offered by betting houses through virtual media (Håkansson et al., 2020).

1.3. Tipsters: Content Creators and Influencers

The figure of the tipster appeared as a betting predictor that analyzes different sporting events and finds valuable odds (Establés et al., 2019). The business model has two aspects: On the one hand, they make money by betting on their own; on the other hand, they earn extra income by sharing their tips with subscribers, who can only access their tips if they have previously paid. Furthermore, the tipster must meet these two characteristics for the user to choose them: profitability and speed (Martín-Critikián et al., 2021).

In a research on the 15 most successful tipsters in Spain ("El oscuro mundo de los 'tipsters,'" 2020) the main conclusion is that the language and audiovisual elements used are those of a tele-preacher or a tarot seer. Trust in them is not based on rational arguments but the principle of trust in the expert (Guijarro et al., 2018), but they are not an expert who puts their money at stake, but rather they use communication to exert their influence.

1.4. The Language of Tipsters Towards Millennials and Centennials

Given that the behavior of millennials and centennials is multiplatform, even alternating between them, brands and tipsters analyze which social networks are the best for communication, and which are the most convenient to implement their profiles (López et al., 2019). The use

of empathetic language is also a key factor since millennials and centennials do not accept rhetoric or institutional language. It is necessary to involve both groups in an honest communication process through two-way dialogue, which means giving them a certain degree of control in the conversation (Palacio Samitier et al., 2021).

On the other hand, the content generated by tipsters must be relevant to millennials and centennials. This means generating interesting, useful, or emotionally connected content with these generations, sharing values, lifestyles, and desires with users (Ramos-Serrano, 2016). Linked to this concept is that of authenticity and sincerity since truth and simplicity are important values of these generations. The tipster must be open, honest, and clearly explain what it is, what it wants from the audience, and what it offers (Fernández Gómez et al., 2018).

All of the above results in the work as a prescriber of the tipster. The message and tone of communication should be consistent with the values and personalities of the millennial and centennial generations. When tipsters allow these generations to use their content or their channels as a way of expressing themselves, more powerful communication is achieved and consistent with their values (Caldevilla-Domínguez et al., 2019; Gordo et al., 2019).

Regarding the use of formats, video is one of the most effective means of reaching these audiences. However, the use of emoticons in the construction of messages should not be overlooked, as well as the references to certain keywords that attract the attention of millennials and centennials (Bosch & Revilla, 2021). Similarly, baits and rewards are elements widely used by tipsters since they are very effective and, in online betting houses, bonuses are a key point for attracting new users (Spann & Skiera, 2017).

For all the above, the research establishes the general objective of examining the tipsters' narratives and their impact on the younger generations through the generated interactions.

The proposed objectives are intended to answer the following research questions:

RQ1: Is the content generated by tipsters on Twitter about online sports betting more shared among millennials and centennials for being a reference influencer?

RQ2: Does the content generated by tipsters on Twitter about online sports betting generate positive or negative feelings in the comments to their posts by millennials and centennials?

RQ3: Does the content generated by tipsters on Twitter about online sports betting generate emotions in millennials and centennials?

2. Materials and Methods

This study was conducted through descriptive research, using quantitative methods that focus on impact evaluation. This method makes clear both the descriptive part and the relationship between the variables, after collecting information and managing it (Buendía Eisman et al., 1998). This analysis helps to identify the most effective content on social networks and to identify it through the existence of certain terms, hashtags, emoticons, audiovisual elements, etc. The interactive part will show the activities of the followers and the conversations they generate with the tipsters (Serrano Oceja et al., 2019).

Twitter was chosen because it is the social network where these profiles accumulate more followers. Moreover, it is the only network that all the analyzed profiles have in common since, although some are present on Facebook or Instagram, not all are. Twitter brings together great innovation and its correct use will serve to document the issued communications and the correct generation and acquisition of information (Bell, 2016). Twitter is a great tool to spread content and receive information.

Subsequently, the relationship between the variables was studied. The analysis of the average of the variances allowed us to verify the established research questions after processing them (Herbas Torrico & Rocha Gonzales, 2018) using the IBM SPSS computer program and the sentiment analysis tools in Twitter and Python. The chosen period is 2020 and the place is Spain since it allowed us to observe if there were differences between the quarantine periods and those of free transit, given the pandemic caused by Covid-19. The primary data was collected from the five most recommended tipster profiles, according to 10 rankings in the sports betting sector. Specifically, they are Pensador de Apuestas (@PensApuestas), Juan Gayá (@juangayasalom), Tipster Apuesta (@tipsterapuesta), Casas de Apuestas (@casasdeapuestas), and José María Mabet (@josemmabet). These rankings (IAapuestas, Pyckio, Tipstersland, Ranking de Tipsters, Apuestas Online, Casas de Apuestas, Index Book, Bettin Runner, Apuestes, and Apuestas de Murcia) established their clasifications by several criteria, such as the number of followers or total monthly profit.

A total of 6,140 tweets were accumulated and, subsequently, two types of divisions were established. First, the messages were classified according to their date of issue, setting March 14th, 2020, the start date of the first state of alarm in Spain as the point of separation between the pre-pandemic and post-pandemic messages. Second, three discriminating-between-them categories were created to avoid duplication of content and that covered the entire sample: War, Information, and Others. The first category grouped all the tweets that contained warlike language and/or the use of war-related emoticons (Diccionarios en la Red, n.d.). The second category contained the messages that dealt with sports betting without the previous elements. The third

and last category grouped those tweets that dealt with other topics, mainly of a political nature.

Lastly, the interactions these tweets received from users were measured. The analysis of the variances was able to determine if there were significant differences between and within the groups (Sánchez Carrión, 1995). In this study, the dependent variable found is the interaction generated by the user. At this point, it is particularly important to analyze the impact of each content category on the dependent variable (Nguyen & Catalan, 2020).

3. Results

The research questions posed are connected to the studied variables, which links the analysis of the results that have been carried out for everything related to the communication exercised by the tipsters through their Twitter profiles. Regarding RQ1, hitting the retweet button is the action with the highest degree of engagement, since it means assuming the content generated by another user in one's own profile, in this research the content of the tipsters.

The first results (see Table 1) show that a total of 648 tweets were published in the pre-pandemic period while 5,492 messages were published in the post-pandemic. Activity is much higher in this second period and, although it is true that it covers a longer period, so is the fact that for three months the confinement in Spain was total or partial and the volume of communications was ostensibly lower. The average of the pre-pandemic period obtains its best value in the Informative tweets, with an average of 152.71 times a content was shared. However, the average is much higher in the case of the post-pandemic period and messages with War content (198.99) as well as the number of communications issued in this category (3,099).

On the other hand, and leaving aside the Others category, messages with War content in the pre-pandemic period obtain the lowest value in terms of the number of times it was shared (218) and also in terms of the average number of times it was shared (103.51). Finally, the greater interaction of the post-pandemic period with a much higher average of shared content (106.11) than the previous period (87.91) stands out. That is to say, much

more is published and much more is interacted with the content, according to the obtained results.

Regarding the analysis of the averages of the variances, the statistical value F for a level of 95% trust gave as a result that there were statistically significant differences between the average of the user who shared the publications and the different categories established for the tweets. These differences apply to the division throughout the analyzed period, with an F equal to 1.341 and a sig. of 0.033 < 0.05. The same occurs with the division of the different groups, with an F equal to 1.495 and a sig. of 0.000 < 0.05. When fulfilled in both cases, the first research question (RQ1) is answered positively for both the post-pandemic period and for the War content, but negatively for the pre-pandemic period and the Informative content. The high averages of the post-pandemic period and the War content, and of the same period with the Informative content, in both cases above 180 mentions, almost above 190, make it clear that this period is when tipsters' communications are most promoted. In the same way, a change in trend can be seen regarding the contents in the two periods, with the War content having a special relevance in the post-pandemic period, reaching almost 240 mentions (see Table 2).

After studying the variables that were related to RQ1, all the issues that referred to RQ2 were analyzed, that is, the positive, neutral, or negative feelings generated by the tipsters' communications on Twitter in the studied period. The messages of these influencers are distinguished by generating emotions that are reflected in the comments issued in response to the previous communication.

Table 3 shows very clear differences between the post-pandemic War content and the rest of the categories. The average of negative comments reaches the second-highest value of the entire series and the highest in its category in any period and with any type of content (12.91). Especially noteworthy are the positive comments that generate an average that triples the second highest value (39.01). Regarding the lowest values, and excluding Other content due to its residual impact, the comments generated by the post-pandemic Informative content stand out, with few positive comments (4.01) but even less negative ones (3.34). That is, they hardly generate interaction between users.

Table 1. Descriptive statistics on RQ1.

		N	Minimum	Maximum	Average		
					Statistical	Dev. Error	Dev. Deviation
Pre-pandemic	Warlike	218	0	49,488	103.51	227.008	3,351.730
	Informative	424	0	68,696	152.71	162.735	3,350.909
	Others	6	0	21	7.50	4.161	10.193
Post-pandemic	Warlike	3,099	0	233,135	198.99	80.654	4,489.905
	Informative	2,362	0	189,120	119.20	80.872	3,930.436
	Others	30	0	2	0.13	0.079	0.434

Table 2. Statistics of the analysis of the averages of the variances for RQ1.

	Sum of squares	gl	Quadratic mean	F	Sig.
		Content			
Between groups	55.847	145	0.385	1.495	0.000
Within groups	1,543.617	5,993	0.258		
Total	1,599.463	6,138			
		Period			
Between groups	12.905	145	0.089	1.341	0.033
Within groups	566.696	5,993	0.095		
Total	579.601	6,138			

The results of the analysis of the variances (see Table 4) worked with 95% trust and made it clear that there were statistically significant differences regarding the average of the users' comments and the positive and negative messages reflected in the tweets issued by the tipsters on Twitter. The value of F in these categories barely varies, from 1.703 to 1.528, and the sig. in both cases 0.000 < 0.05 with which the second research question (RQ2) is answered positively.

How users relate through comments to communications is clearly different. The tweets do not leave those who receive them indifferent and provoke polarized feelings, especially in the case of the War content of the post-pandemic period. In the case of positive comments, there is a difference of 35 basis points between the value of this category compared to the lowest (4.01) which is that of the Informative contents in post-pandemic, and excluding the records of the Other contents, due

to their residual value. The oscillation is even greater between the total average of positive comments on post-pandemic War content and negative comments on Informative content for the same period, with a total of more than thirty-five basis points (35.67).

In the last phase of the research, the relationships between the variables that dealt with the aspects collected in RQ3 were established, that is, the relationship between the content generated by the tipsters on Twitter in 2020 and the emotions of the users. This variable was measured through the number of likes received for each message and grouped in the categories and subcategories previously established.

The results (see Table 5) show that messages with War content in the post-pandemic period are the ones that generate the most emotions, with an average of 23.29 out of a total of 3,099 published tweets. Below is the same type of content but in the period before the

Table 3. Descriptive statistics on RQ2.

			N	Range	Minimum	Maximum	Average Statistical	Dev. Error	Dev. Deviation
Pre-pandemic	Warlike	Negative	218	10	0	10	5.01	0.202	2.975
		Neutral	218	9	0	9	4.72	0.189	2.793
		Positive	218	11	0	11	5.90	0.238	3.519
	Informative	Negative	424	14	0	14	6.79	0.208	4.291
		Neutral	424	5	0	5	2.57	0.077	1.583
		Positive	424	11	0	11	5.46	0.169	3.482
	Others	Negative	6	10	2	12	8.83	1.537	3.764
		Neutral	6	1	0	1	0.67	0.211	0.516
		Positive	6	9	1	10	7.50	1.432	3.507
Post-pandemic	Warlike	Negative	3,099	22	22	44	12.91	0.118	6.559
		Neutral	3,099	2	2	4	3.17	0.013	0.728
		Positive	3,099	6	6	12	39.01	0.033	1.844
	Informative	Negative	2,362	7	0	7	3.34	0.042	2.058
		Neutral	2,362	5	0	5	2.73	0.034	1.643
		Positive	2,362	8	0	8	4.01	0.051	2.480
	Others	Negative	30	4	0	4	1.87	0.257	1.408
		Neutral	30	0	0	0	0.00	0.000	0.000
		Positive	30	1	0	1	0.53	0.093	0.507

Table 4. Statistics of the analysis of the averages of the variances for RQ2.

		Sum of squares	gl	Quadratic mean	F	Sig.
Negative	Between groups	57,218.375	145	394.609	1.703	0.000
	Within groups	1,388,676.418	5,993	231.716		
	Total	1,445,894.793	6,138			
Neutral	Between groups	301.336	145	2.078	1.060	0.296
	Within groups	11,744.585	5,993	1.960		
	Total	12,045.921	6,138			
Positive	Between groups	2,441.668	145	16.839	1.528	0.000
	Within groups	66,046.829	5,993	11.021		
	Total	68,488.497	6,138			

Coronavirus pandemic, with an average of more than ten points less (−11.60) for a total of 11.69. It can be seen that the standard deviation is very high since the generation of emotions among Twitter users includes different sensitivities.

Table 6 shows the analysis of the averages of the variances with a trust level of 95%, establishing statistically significant differences between the average of the emotions expressed by the users through likes and the different categories established for tweets generated by tipsters on Twitter during 2020. The value of F(1.495) coupled with a sig. 0.000 < 0.05 makes it clear that the answer to the third research question (RQ3) is positive and that the produced content generates emotions in users. Similarly, there are statistically significant differences for the same average regarding the period during which these messages were issued. The value of F(0.941) and a sig. 0.017 < 0.05 once again shows that the relationship is positive and that there are differences between both periods in terms of the generated emotions.

The explanation for these data may lie in the ease with which giving likes is executed, which means that the absolute values reached are high. It is evident that the War content in the post-pandemic is the one that generates the most emotions since its average is the highest of all the categories (23.29) and the highest value in the maximum number of likes (318). Informative content in the pre-pandemic is the one with the lowest average (11.64), excluding other content in any period due to its residual nature.

4. Discussion

The world of social networks brings with it a volume of information so vast that it is difficult to unravel the reliable content from the content of low or no level (Aguaded & Romero, 2015). For this reason, the figure of content curators emerged who, in the case of online sports betting, are identified with tipsters (Guallar, 2015). The research carried out relates the figure of tipsters

Table 5. Descriptive statistics on RQ3.

		N	Minimum	Maximum	Average		Dev. Deviation
					Statistical	Dev. Error	
Pre-pandemic	Warlike	218	0	96	11.69	0.582	8.590
	Informative	424	0	198	11.64	0.536	11.041
	Others	6	0	72	2.50	12.460	30.520
Post-pandemic	Warlike	3,099	0	318	23.29	0.285	15.890
	Informative	2,362	0	240	12.12	0.210	10.207
	Others	30	0	14	0.80	0.495	2.709

Table 6. Statistics of the analysis of the averages of the variances for RQ3.

		Sum of squares	gl	Quadratic mean	F	Sig.
Period	Between groups	12.905	145	0.089	0.941	0.017
	Within groups	566.696	5,993	0.095		
	Total	579.601	6,138			
Group	Between groups	55.847	145	0.385	1.495	0.000
	Within groups	1,543.617	5,993	0.258		
	Total	1,599.463	6,138			

to how they impact millennials and centennials through Twitter in the pandemic period. This main objective highlights the potential of social networks for the transmission and viralization of content (Barrientos-Báez et al., 2018; Casero-Ripollés, 2018).

The results show that the messages issued by the gambling influencers are aimed at a broad potential spectrum but, due to the characteristics of their messages, they put both millennials and centennials at the center of their target, adapting their textual, visual, and audiovisual language to impact them (Rivera et al., 2017). One of the most relevant aspects when evaluating the messages emitted by tipsters on Twitter towards millennials and centennials is the interaction they generate (Ruiz Blanco et al., 2016). The numbers themselves do not represent a moderating construct, but they do mark an intention and feedback in the flow of communication, revealing who their preferred target audience is (Orozco Macias, 2021). The perceived credibility, marked by the authority bias and the trust accumulated by the tipster, mark the necessary milestone for the assumption of messages in the profiles of these generations or the assumption of the brand that demonstrates their preference for the prescriber (Correa, 2021).

Having studied the potential of Web 2.0 in terms of feedback and participation, the field of interaction is a fertile ground to measure the relationship between Twitter users and tipsters' profiles (Santiago Campión & Navaridas Nalda, 2012). The pure quantitative analysis is useful, it provides a possible vision of the generated content, but the distinction between the different emotions creates a qualitative method that complements the previous method and allows assigning value to the interaction (Pozzi et al., 2016; Tan et al., 2011).

4.1. Implications

Previous research works have already warned about the role of tipsters in communication through social networks and other channels and platforms (Spann & Skiera, 2017). The danger posed by these communications has even been studied, which can even lead their audiences towards addictive behaviors (Gonzálvez-Vallés et al., 2021). Studies have also been carried out that affect other sectors where influencers are present, such as fashion (Castillo-Abdul et al., 2020), the financial world (Kogan et al., 2018), or healthcare (García Rivero et al., 2021).

However, this research makes it clear that there is evidence of the relationship between the messages delivered by tipsters and millennials and centennials. Both in the format and in the way of constructing the content, the issuers are clear about their preferred audience. Furthermore, the interactions received and the emotions generated make it clear that the pandemic marked a before and after in the way of communicating. The war content became the protagonist, confirming one of the possible traumatic effects of this post-Covid-19 period (Silver, 2020).

4.2. Limitations

The main limitation of this research is that it is focused on demonstrating the relationship between the Twitter profiles of tipsters and millennials and centennials, leaving aside other channels. Future research must find a way to penetrate other networks such as Telegram, which can complement the analysis carried out. It is also possible to incorporate variables as interesting as segmentation by gender, age, or available economic capacity. Another limitation is that the analysis goes into assessing what type of feelings the content produces but does not specify the most used for this type of comment. This allows this line of research to be extended over time and can give an idea of how tipsters approach content production to impact millennials and centennials.

The main focus of this research is on the five profiles analyzed, but future research could specialize in individual profiles or divide those that are nominal from those that use a corporate brand. Similarly, and when dealing with the online sports betting sector, other intervening agents can be taken into account. This would be the case of betting houses, sports clubs, athletes themselves…and how they build their content to accommodate the flow of bets.

5. Conclusions

Regarding the first research question, the results show statistically significant differences in the degree of interaction through the action of sharing content. Being the action that requires a greater degree of engagement from the user concerning the content of the tipster, the post-pandemic War content receives a higher engagement than the rest of the content. In fact, the average stands at almost two hundred basis points, while the rest of the content in either of the two periods is a long way off. The appeal of war-related text, emoticon, video, or audio messages encourages users to want to share them. However, the merely informative contents obtain a medium relevance and, especially in the post-pandemic, they lose a lot of traction force.

Regarding the second research question, the one related to user comments, tipsters dramatically increased the volume of positive comments about War content in the post-pandemic period. It is no less true that negative comments also increase, which can affect the credibility of the influencers of the bets. However, the formers are more than triple that of the latter and raise the average number of comments for this period well above the previous one.

Answering the third research question, it can be concluded that the content generated by tipsters receives a large number of likes, also taking into account the large volume of tweets issued. The category of War content from the post-pandemic period is especially relevant again since this content is received positively by millennials and centennials. Similarly, the statistically significant
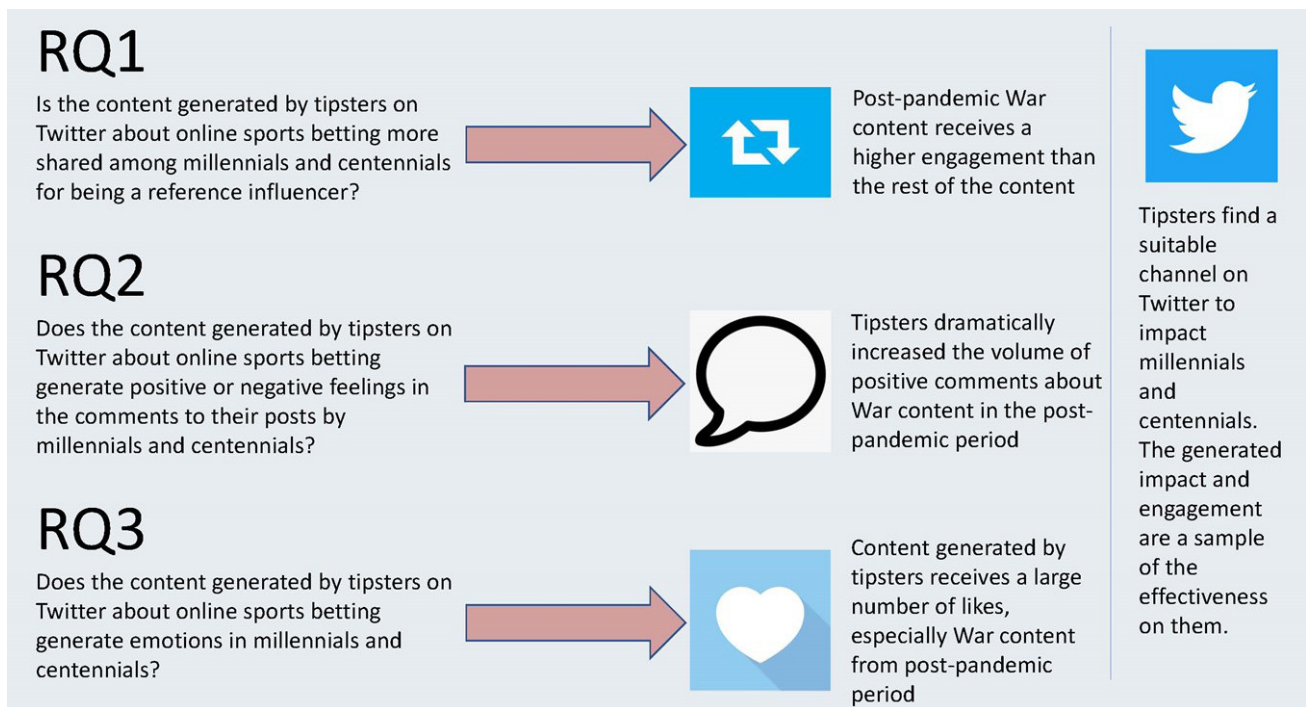
RQ1	Post-pandemic War	Tipsters find a

Figure 1. Main findings.

differences allow us to conclude that this category is the one that is perceived more satisfactorily, although in the pre-pandemic period it was the Informative content the one that accumulated the most likes.

If we relate the conclusions found (see Figure 1), it can be established that tipsters find a suitable channel on Twitter to impact millennials and centennials. They know what the characteristics of their target audience are, where they are, what their hobbies are, and what kind of language appeals to them. Furthermore, they do not hesitate to change their strategy when an episode as dramatic as the appearance of the Coronavirus pandemic occurs. The generated impact and engagement are a sample of the effectiveness of their approach, which, together with the previously analyzed postulates, generates a greater impact on millennials and centennials.

Acknowledgments

Conflict of Interests

The authors declare no conflict of interest.

References

Aguaded, I., & Romero, L. M. (2015). Mediamorfosis y desinformación en la infoesfera: Alfabetización mediática, digital, e informacional ante los cambios de hábitos de consumo informativo [Mediamorphosis and disinformation in the infosphere: Media, digital, and information literacy in the face of changes in information consumption habits]. *Education in the Knowledge Society (EKS)*, *16*(1), 44–57.

Barrientos-Báez, A., Barquero-Cabrero, M., & García García, E. (2018). Posverdad y comunicación 2.0 [Post-truth and communication 2.0]. *Revista De Ciencias De La Comunicación E Información*, *23*(1), 43–52. https://doi.org/10.35742/rcci.2018.23(1).43-52

Bell, E. (2016). My innovation. *Columbia Journal Review*, *54*(5), 10–28.

Bosch, O. J., & Revilla, M. (2021). Using emojis in mobile web surveys for millennials? A study in Spain and Mexico. *Quality & Quantity*, *55*, 39–61.

Buendía Eisman, L., Colás Bravo, M., & Hernández Pina, F. (1998). *Métodos de investigación en psicopedagogía* [Research methods in psychopedagogy]. McGraw Hill.

Caldevilla-Domínguez, D., Barrientos-Báez, A., & Padilla-Castillo, G. (2021). Covid-19 as a trigger for sustainable tourism and eco-influencers on Twitter. *Sustainability*, *13*(6), Article 3514. https://doi.org/10.3390/su13063514

Caldevilla-Domínguez, D., Rodríguez-Terceño, J., & Barrientos-Báez, A. (2019). El malestar social a través de las nuevas tecnologías: Twitter como herramienta política [Social unrest through new technologies: Twitter as a political tool]. *Revista Latina de Comunicación Social*, *74*, 1264–1290.

Casero-Ripollés, A. (2018). Research on political information and social media: Key points and chal-

lenges for the future. *Profesional de la Información*, *27*(5), 1699–2407. https://doi.org/10.3145/epi.2018.sep.01

Castillo-Abdul, B., Romero-Rodríguez, L. M., & Erika-Lucia, G. C. (2020). Comportamiento del mercado digital respecto a la moda sostenible: Estudio de caso de influencers españolas [Behavior of the digital market with respect to sustainable fashion: Case study of Spanish influencers]. *Revista Venezolana de Gerencia*, *25*, 1559–1582.

Chóliz, M., & Saiz-Ruiz, J. (2016). Regular el juego para prevenir la adicción: Hoy más necesario que nunca [Regulating gambling to prevent addiction: Today more necessary than ever]. *Adicciones*, *28*(3), 174–181.

Conde del Río, M. A. (2021). Estructura mediática de TikTok: Estudio de caso de la red social de los más jóvenes [Media structure of TikTok: Case study of the social network of the youngest]. *Revista De Ciencias De La Comunicación E Información*, *26*, 59–77. https://doi.org/10.35742/rcci.2021.26.e126

Correa, S. (2021, July 7). *Principio de autoridad, qué es y ejemplos: El principio de autoridad alude a la capacidad de influencia que ejercen las personas aparentemente reputadas en las opiniones y decisiones de las demás* [The principle of authority, what it is and examples: The principle of authority refers to the ability to influence apparently reputable people over the opinions and decisions of others]. Mente+Ciencia. https://www.menteyciencia.com/principio-de-autoridad-que-es-y-ejemplos

De Bordóns, B. F., & Niño, J. I. (2021). The consumer on social networks and brand perception analysis. *Revista de Comunicación de la SEECI*, *54*, 21–53.

Diccionarios en la Red. (n.d.). *Diccionario de la guerra* [War Dictionary]. http://diccionarios.astalaweb.com/Local/Diccionario-de-guerra.asp#SIGLAS

El oscuro mundo de los "tipsters," los pronosticadores que ejercen de gancho de las casas de apuestas [The dark world of the "tipsters," the tipsters who act as a hook for the bookmakers]. (2020, January 21). *elDiario.es*. https://www.eldiario.es/catalunya/oscuro-tipsters-pronosticadores-apuestas-deportivas_1_1081705.html

Establés, M. J., Guerrero-Pico, M., & Contreras-Espinosa, R. S. (2019). Jugadores, escritores, e influencers en redes sociales: Procesos de profesionalización entre adolescentes [Players, writers, and influencers in social networks: Professionalization processes among adolescents]. *Revista Latina de Comunicación Social*, *74*, 214–236.

Fernández Gómez, J. D., Hernández-Santaolalla, V., & Sanz-Marcos, P. (2018). Influencers, marca personal, e ideología política en Twitter [Influencers, personal branding, and political ideology on Twitter]. *Cuadernos.info*, *42*, 19–37.

García-Marín, D. (2021). Las fake news y los periodistas de la generación Z. Soluciones post-millennial contra la desinformación [Fake news and journalists of generation Z. Post-millennial solutions against misinformation]. *Vivat Academia*, *154*, 37–63. https://doi.org/10.15178/va.2021.154.e1324

García Rivero, A., Carbonell-Curralo, E. G., Magán-Álvarez, A., & Barberá-González, R. (2021). Marketing de influencia: Educación sanitaria online [Influence marketing: Online health education]. *Revista De Comunicación y Salud*, *11*, 19–57. https://doi.org/10.35669/rcys.2021.11.e268

Gonzalez-Carrion, E.-L., & Aguaded, I. (2020). Engagement y evolución de Instagramers hispanohablantes de moda [Engagement and evolution of Spanish-speaking fashion Instagramers]. *Revista Latina De Comunicación Social*, *77*, 231–252. https://doi.org/10.4185/RLCS-2020-1456

Gonzálvez-Vallés, J. E., Barquero-Cabrero, J. D., Caldevilla-Domínguez, D., & Barrientos-Báez, A. (2021). Tipsters and addiction in Spain. Young people's perception of influencers on online sports gambling. *International Journal of Environmental Research and Public Health*, *18*(11), Article 6152. https://doi.org/10.3390/ijerph18116152

Gordo, A., Arnau, A. G., de Rivera, J., & Catalán, C. D. (2019). *Jóvenes en la encrucijada digital: Itinerarios de socialización y desigualdad en los entornos digitales* [Youth at the digital crossroads: Itineraries of socialization and inequality in digital environments]. Ediciones Morata.

Grafström, J., Jakobsson, L., & Wiede, P. (2018). *The impact of influencer marketing on consumers' attitudes* [Master's thesis, Jönköping University]. DiVA. http://www.diva-portal.org/smash/get/diva2:1214105/FULLTEXT01.pdf

Guallar, J. (2015, November 28). *Curación de contenidos en los medios digitales* [Content curation in digital media] [Symposium]. I Simposio Internacional XESCOM gestión de la comunicación, Pontevedra, Spain.

Guijarro, E., Santandreu Mascarell, C., Canós-Darós, L., Díez-Somavilla, R., & Babiloni, E. (2018). Técnicas multicriterio aplicadas a las redes sociales en el sector público: El uso de Twitter por distintos perfiles de fuerzas y cuerpos de seguridad [Multicriteria techniques applied to social networks in the public sector: The use of Twitter by different profiles of security forces and bodies]. *Revista Latina de Comunicación Social*, *73*, 1412–1427.

Håkansson, A., Fernández-Aranda, F., Menchón, J. M., Potenza, M. N., & Jiménez-Murcia, S. (2020). Gambling during the Covid-19 crisis: A cause for concern. *Journal of Addiction Medicine*, *14*(4), 10–12. https://doi.org/10.1097/ADM.0000000000000690

Herbas Torrico, B. C., & Rocha Gonzales, E. A. (2018). Metodología científica para la realización de investigaciones de mercado e investigaciones sociales cuantitativas [Scientific methodology for conducting market research and quantitative social research].

Revista Perspectivas, *42*, 123–160.

Jahnke, M. (2018). *Influencer marketing*. Springer Fachmedien Wiesbaden.

Kogan, S., Moskowitz, T. J., & Niessner, M. (2018). *Fake news in financial markets* (Yale University Working Paper). Yale University. https://www.idc.ac.il/en/schools/business/documents/shimon%20kogan.pdf

Kolandai-Matchett, K., & Abbott, M. W. (2021). Gaming-gambling convergence: Trends, emerging risks, and legislative responses. *International Journal of Mental Health and Addiction*. Advance online publication. https://doi.org/10.1007/s11469-021-00498-y

López, A. G., Arnau, A. G., de Rivera, J., & Catalán, C. D. (2019). *Jóvenes en la encrucijada digital: Itinerarios de socialización y desigualdad en los entornos digitales* [Youth at the digital crossroads: Itineraries of socialization and inequality in digital environments]. Ediciones Morata.

Martín-Critikián, D., Gonzálvez-Vallés, J. E., Cabrero, J. D. B., & Pérez-Santana-Pulgarín, B. (2021). Comunicación y tecnología: La comunicación de los tipsters a través de las redes sociales—Caso de Juan Gayá [Communication and technology: The communication of tipsters through social networks—The case of Juan Gayá]. *Revista Inclusiones*, *8*, 678–707.

Martín Critikián, D., & Medina Núñez, M. (2021). Redes sociales y la adicción al like de la generación Z [Social networks and the addiction to the like of generation Z]. *Revista De Comunicación Y Salud*, *11*, 55–76. https://doi.org/10.35669/rcys.2021.11.e281

Martín García, A. (2021). Percepción de los estudiantes del grado de publicidad y RR.PP. Sobre la relación entre marcas e influencers en Instagram [Students' perception of the advertising and PR degree. On the relationship between brands and influencers on Instagram]. *Vivat Academia*, *154*, 57–78.

Nguyen, A., & Catalan, D. (2020). Digital mis/disinformation and public engagement with health and science controversies: Fresh perspectives from Covid-19. *Media and Communication*, *8*(2), 323–328. https://doi.org/10.17645/mac.v8i2.3352

Nieto, B. G. (2018). El influencer: Herramienta clave en el contexto digital de la publicidad engañosa [The influencer: A key tool in the digital context of misleading advertising]. *Methaodos. Revista de Ciencias Sociales*, *6*(1), 149–156.

Orozco Macias, A. F. (2021). Las redes sociales digitales como espacio para ser otro: Una discusión teórica [Digital social networks as a space to be another: A theoretical discussion]. *Revista De Comunicación De La SEECI*, *54*, 1–17. https://doi.org/10.15198/seeci.2021.54.e639

Palacio Samitier, D., de Zulueta Dorado, F., Diez Somavilla, R., & Giménez López, J. L. (2021). La usabilidad como problema de comunicación [Usability as a communication problem]. *Revista Latina De Comunicación Social*, *79*, 135–150. https://doi.org/10.4185/RLCS-2021-1492

Pozzi, F. A., Fersini, E., Messina, E., & Liu, B. (2016). *Sentiment analysis in social networks*. Morgan Kaufmann.

Ramos-Serrano, M. (2016). Cuando la marca ofrece entretenimiento: Aproximación al concepto de advertainment [When the brand offers entertainment: An approach to the concept of advertainment]. *Questiones Publicitarias: Revista Internacional De Comunicación Y Publicidad*, *11*, 33–49.

Rivera, C., Canacas, I. B., Jovel, D. E., & Romero, J. A. (2017). Millennials: El nuevo reto del marketing [Millennials: The new marketing challenge]. *Realidad Empresarial*, *3*, 7–13.

Rossi Casé, L., Maris Doná, S., Garzaniti, R., Biganzoli, B., & Llanos Barja, C. (2018). La inteligencia a través de las generaciones: Millennials y centennials [Intelligence across the generations: Millennials and centennials]. *Acta De Investigación Psicológica*, *8*(2), 90–100.

Rubio García, L. (2018). Apuestas deportivas online: Percepción adolescente y regulación publicitaria [Online sports betting: Adolescent perception and advertising regulation]. *Methaodos. Revista de Ciencias Sociales*, *6*(1). https://doi.org/10.17502/m.rcs.v6i1.207

Ruiz Blanco, S., Ruiz San Miguel, F. J., & Galindo Arranz, F. (2016). Los millennials universitarios y su interacción con el social mobile [University millennials and their interaction with social mobile]. *Journal of Communication*, *12*, 97–116. https://doi.org/10.14201/fjc20161297116

Sánchez Carrión, J. J. (1995). *Manual de análisis de datos* [Data analysis manual]. Alianza Editorial.

Santiago Campión, R., & Navaridas Nalda, F. (2012). La web 2.0 en escena [Web 2.0 on the scene]. *Pixel-Bit. Revista de Medios y Educación*, *41*, 19–30.

Serrano Oceja, F., Gonzálvez Valles, J. E., & Viñarás Abad, M. (2019). La gestión de las redes sociales en la comunicación política y su influencia en la prensa [Management of social networks in political communication and its influence on the press]. *Index Comunicación*, *9*(1), 173–195. https://doi.org/10.33732/ixc/09/01Lagest

Sharma, A. (2019). Consumer behaviour and centennials. In S. Shukla, P. Bharadwaj, & K. Gupta (Eds.), *Marketing to centennials in digital world* (pp. 37–49). Book Bazooka.

Silver, R. C. (2020). Surviving the trauma of Covid-19. *Science*, *369*(6499). https://doi.org/10.1126/science.abd5396

Spann, M., & Skiera, B. (2017). Sports forecasting: A comparison of the forecast accuracy of prediction markets, betting odds and tipsters. *Journal of Forecasting*, *28*(1), 55–72.

Suh, E., Alhaery, M., Abarbanel, B., & McKenna, A. (2017). Examining millennials' online gambling behavior: A comparison of generational differences. *Journal of Hospitality and Tourism Technology*, *8*(3), 314–336. https://doi.org/10.1108/JHTT-03-2017-0024

Tan, C., Lee, L., Tang, J., Jiang, L., Zhou, M., & Li, P. (2011). User-level sentiment analysis incorporating social networks. In C. Apte (Ed.), *Proceedings of the 17th ACM SIGKDD international conference on Knowledge discovery and data mining* (pp. 1397–1405). ACM. https://doi.org/10.1145/2020408.2020614

Van Dijck, J., & Poell, T. (2013). Understanding social media logic. *Media and Communication*, *1*(1), 2–14. https://doi.org/10.17645/mac.v1i1.70

Wartella, E., Rideout, V., Montague, H., Beaudoin-Ryan, L., & Lauricella, A. (2016). Teens, health, and technology: A national survey. *Media and Communication*, *4*(3), 13–23. https://doi.org/10.17645/mac.v4i3.515

About the Authors

Almudena Barrientos-Báez is a PhD with international mention cum laude in education. She is a doctoral assistant at the Complutense University of Madrid. She was director of the qualifying MA in Teacher Training at the European University of Madrid. She holds a MA in Management of Protocol, Production, Organization, and Design of Events—communication area—at the Universidad Camilo José Cela, and a MA in management of tourist accommodation at the Universitat Girona. She has a degree in tourism (EUTI–ULL) and teaching (Universitat de València).

Juan Enrique Gonzálvez-Vallés holds a PhD in information sciences from the Complutense University of Madrid. He has a degree in journalism. He currently belongs to the Department of Theories and Analysis of Communication at the Complutense University of Madrid where he lectures on research methods in advertising and public relations, psychology of communication, and hypermedia narrative. He holds the accreditation of Associate Professor by ANECA. Previously, he belonged to the Department of Audiovisual Communication and Advertising at CEU San Pablo University.

José Daniel Barquero-Cabrero is a professor, as well as a PhD, in the area of economic and social sciences from the International University of Catalonia. He also received a PhD from Camilo José Cela University of Madrid, Autonomous University of Coahuila de México, and the universities of Malaga, Huelva, Cádiz and Seville (interuniversity PhD). He has been awarded, for his contributions to the academic world, the title of doctor honoris causa by universities in America, Europe, and Asia.

David Caldevilla-Domínguez is a BA and PhD of information sciences (audiovisual communication from the Complutense University). He has a diploma in teaching (University of Zaragoza). He is a professor at the Faculty of Information Sciences of the Complutense University of Madrid. He teaches at the Complutense University of Madrid, Universidad Europea de Madrid, IED, ESERP, and IPAM. He has an h-index of 19, if the sixth Spanish author in published works, the 13th in cited articles, and 20th in citations received from 747 total authors.