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The Good, the Bad and the Unhappy: The Cultural Meanings of Newspaper Reporting on Jackpot Winners

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Abstract

Accounts of jackpot winners and big gambling wins are common in Swedish newspapers. Analysis of over 2000 such newspaper articles reveals that their content is structured according to specific themes and cultural topics. Four such topics are identified: wealth as a test of morals and character, the social impact of wealth, the just and good, and the cultural meanings of gambling. The first three topics are these— which elicit rewards and punishment—have a long history. The last topic, however, provides a discursive space for a void left by the cultural course of gambling, which is a temporary

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