Slot machines are confusing → Chips

disenchantment = complex executive devices to operate/screw
stakes 50% 50%

the ☀ of modern gambling
Form Brooklyn, NYC

The Calculation of Enchantment
→ slot machines are calculated. designed to create a sense of Randomness

Moving from Mechanical to Digital

♡♡ people intrigued when uncertainty is involved ♂

- even with move from physical → digital
  - spinning virtual wheel still kept in digital interfaces to keep user enthralled!

Programming Chance
by Matt Ayoob

Virtual
REEL

MAPPING

- started in 1982
- clustering & near misses
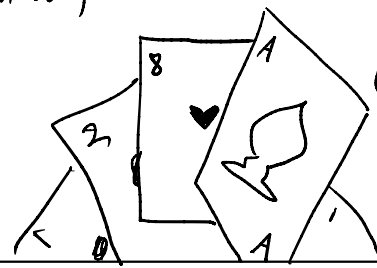 ↳ getting close to win keeps people enthralled and more engaged than a far miss

- digital chips heavily skewed to make the player lose virtual reels encoded as numbers. i.e. 5-8
  - a real reel: i.e. Bar, cherries, guns

Reconfiguring Loss
↳ designs have focused on getting gamblers to continually play = SOOO CLOSE!"
↳ near miss psychology to keep players enthralled is not illegal, although immoral in my opinion

Disenchantment
- even extremely smart people lose inhibitions & inhibitions
- doesn't matter what they're taught →

- teaching people about the odds of gambling doesn't stop them from the disillusionment of JOY!

"the zone"

Enchancement