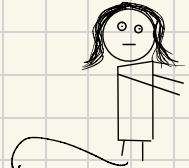


Rose's Experience

- What is the "mystery chip"?
- that makes this machine so addictive & dangerous

Disenchantment & Enchantment

- Weber's Theory: disenchantment via calculative precision



then, re-enchantment via unpredictable outcomes.

ADDICTION

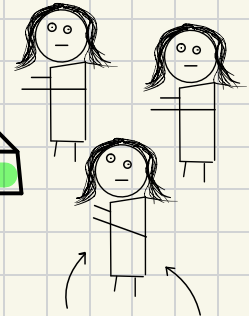
7 7 7

Addiction by Design Notes: Inspired by Naiasha Dow Schull

Main Idea: Slot Machines exploit human psychology by design for addictive gambling experiences.

Opaque Mechanics

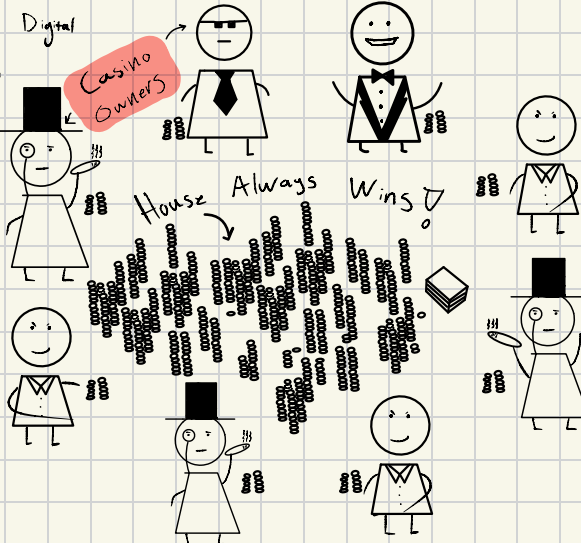
- unlike transparent card games, slot machines keep inner-workings hidden.



Historical Evolution: Mechanical to Digital

- Mechanical → Electro Mechanical → Digital
- Microprocessors enhance security & appeal while maintaining illusion of mechanical action.

↳ RNGs! but w/ slanted odds!



Virtual Reel Mapping

- Patented in 1982
- VRM controls game odds by mapping more virtual steps to low-paying / blank positions
- importantly distorts player's perceived odds

Near Misses & Perception

- Near misses, where symbols "almost" align to form a winning combination, encourage players to continue playing.

Legal & Regulatory Landscape

- Shaped by industry influence
- endorses Virtual Reel Mapping despite deception concerns.

Psychological Impact on Gamblers

- Near misses, false control exploit cognitive biases and exploit behavioral reinforcement.

Designing for Addiction

- Illusions of control like stop buttons & bonus games give players a false sense of their agency over the machine's outcome.

Knowledge vs. Experience

- Mechanics Paradox: understanding the inner-workings does NOT prevent addiction.