

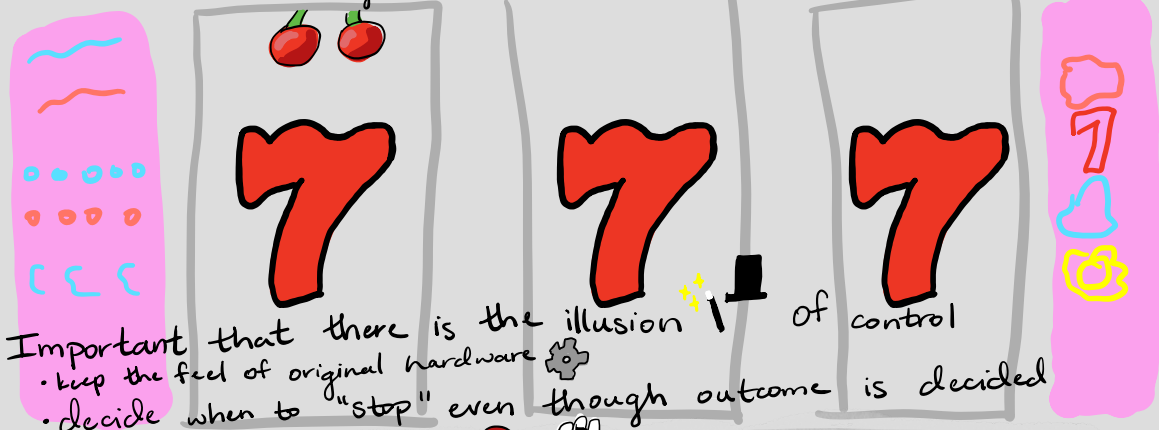
Addiction by Design

for unlike cards, the odds of gambling devices are hidden
for game randomness, shift from "explicit" to "implicit"



1978: Slot machines shift to fully digital
↳ you pull the handle but are not gambling

Herbert Stephen
↓ designed "near miss"



Important that there is the illusion of control
↳ so, virtual reel mapping
• keep the feel of original hardware
• decide when to "stop" even though outcome is decided
• add "bonus games"

Had to determine how to lower player odds w/o visual change
people believe that the chance they experience is just luck



"near misses" are perceived as "near wins"



the secrecy of the odds is intense, locked in a vault

these games hook people, trained to keep them playing

Eventually, it doesn't matter if chance is low, gambling is a tough habit to break