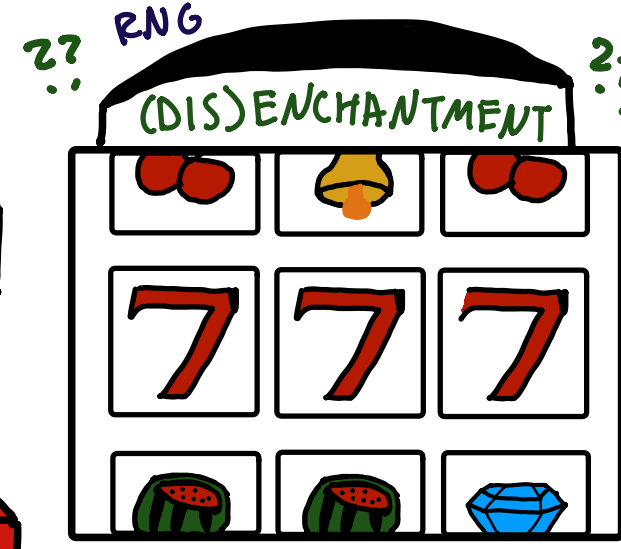


- mystery
- enchantment
- excitement
addiction
Ex: →



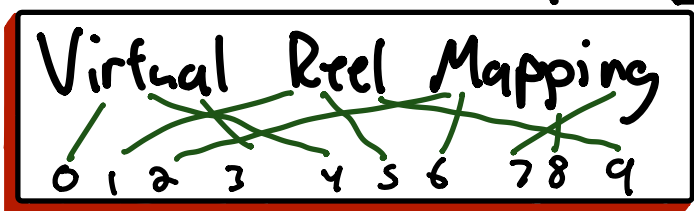
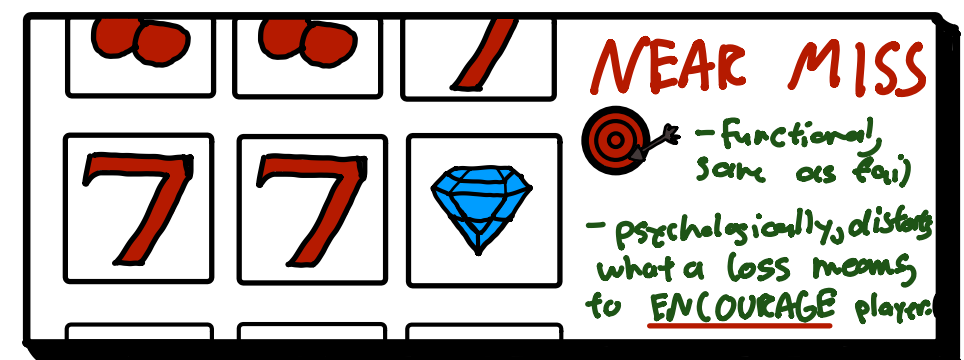
?? Lever: historically relevant, but now acts as tactile CATALYST enchantment

↑ Higher Highs ↑ Less Upsetting Lows

Unlike card games, lack of knowledge of odds enchant player to feed

OLD: random, house-favored, enchant players

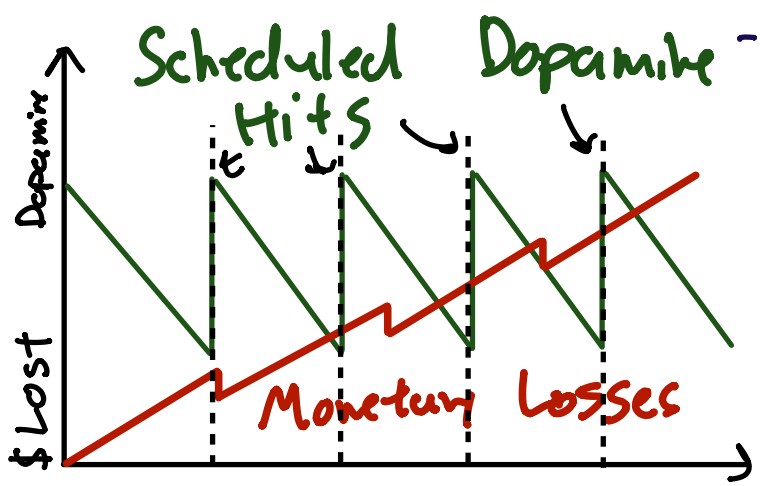
NEW: strictly calculated to psychologically please in short-term, with ensured long-run success. → Progressive Play



- Concealing of virtual process via mechanical elements trick and engage **FALSE**

→ - Intermediate steps induce feelings of understanding

- Allowed for fine-tuning odds and rewards, so



- Understand: reels' appearance hold the beating.

players feel like they're having fun even if losing overall, due to the dopamine hits → higher highs, fewer lows.

Disenchantment DOES NOT Impact Addiction

Knowledge less powerful than emotions.