ADDICTION by DESIGN

MANUFACTURED + INCALCULABLE

enchanting

technical means perform the service

Thomas Malaby

TANGIBLE explicit means → easier to tamper with

gradual change

implicit means → less transparent

HIDDEN

ILLUSION OF CONTROL

people really feel that they have control over the game outcomes

if someone wins right after them, they feel cheated as if they deserved that win

HISTORY

1899 — mid 1900s — for small businesses — 1951

1899 — 10-20 symbols — 1930s — BAM! — 1963

ATTRIBUTE AGENCY

if machines don't act predictably, we often start thinking of them as human or having their own sense of agency

NEAR MISS EFFECT

effect is exacerbated by increased viewing window

encourages people to keep playing

MATH ODDS

"There is only one game in Nevada where the player doesn't know what his odds are... you are going to take away the mystery of the slot machine."

Jackpot items appear to be spread evenly, but are actually heavily weighted against

virtual reel mapping is used to deceive players about their

THE ZONE

is what players seek

Elline Harrison, 5/18/26, Sketchnotes