

The Addictive Design of Gambling Machines

Machines are designed to accelerate play, to increase the duration of play, and to increase the total amount of money spent playing. This is accomplished through many techniques that appeal to our senses.¹



*Please see reverse for reference list.

References

1. Schüll, N. D. (2012). *Addiction by design: Machine gambling in Las Vegas*. Princeton University Press.