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| Horace’s gambling addiction almost ruined his life, until he joined Gamblers Anonymous. He used to spend most of his income betting on horses but he hasn't placed a bet for more than 6 months now. Unfortunately, his walk to work every morning takes him past a betting shop. He hasn't been inside it, but he has noticed that every time he goes past he feels a little bit of the buzz he used to get when he gambled.  Explain how the learning theory would account for Horace’s experience. | Aisha is beginning to get worried. She spends large sums of money which she cant afford on online fruit machines. She thinks that if it wasn't for gambling her life would be dull, boring and depressing. She spends so much time online that she hasn't seen her friends for weeks but she can't seem to help herself. Every time she says she's going to give up she finds herself back online.  Use your knowledge of learning theory to explain why Aisha continues to gamble. |
| Suki plays the national lottery everyday. She never selects a lucky dip but very carefully chooses the numbers. She always gets a very strong feeling that this time she will win the jackpot, right up to the moment the balls are drawn.  Suki also spends a lot of money on scratchcards. Everytime she buys one she is convinced that by revealing the numbers in a certain order, she is bound to win.  Explain Suki’s gambling behaviour in terms of cognitive biases and distortions. | Lewis spends a lot of time feeding coins into slot machines. He gets the occasional payout, but is spending a lot more money than he wins. He can go for dozens of ‘spins’ without any success at all but he knows that lady luck has a way of balancing things out. One day he will get a big win, he thinks.  Using your knowledge of cognitive theory to explain Lewis’s attitude to gambling. |