Addiction by Design: Machine Gambling in Las Vegas

Natasha Dow Schüll

Addiction by Design: Machine Gambling in Las Vegas

Natasha Dow Schüll

Addiction by Design: Machine Gambling in Las Vegas Natasha Dow Schüll

Recent decades have seen a dramatic shift away from social forms of gambling played around roulette wheels and card tables to solitary gambling at electronic terminals. Slot machines, revamped by ever more compelling digital and video technology, have unseated traditional casino games as the gambling industry's revenue mainstay. *Addiction by Design* takes readers into the intriguing world of machine gambling, an increasingly popular and absorbing form of play that blurs the line between human and machine, compulsion and control, risk and reward.

Drawing on fifteen years of field research in Las Vegas, anthropologist Natasha Dow Schüll shows how the mechanical rhythm of electronic gambling pulls players into a trancelike state they call the "machine zone," in which daily worries, social demands, and even bodily awareness fade away. Once in the zone, gambling addicts play not to win but simply to keep playing, for as long as possible--even at the cost of physical and economic exhaustion. In continuous machine play, gamblers seek to lose themselves while the gambling industry seeks profit. Schüll describes the strategic calculations behind game algorithms and machine ergonomics, casino architecture and "ambience management," player tracking and cash access systems--all designed to meet the market's desire for maximum "time on device." Her account moves from casino floors into gamblers' everyday lives, from gambling industry conventions and Gamblers Anonymous meetings to regulatory debates over whether addiction to gambling machines stems from the consumer, the product, or the interplay between the two.

Addiction by Design is a compelling inquiry into the intensifying traffic between people and machines of chance, offering clues to some of the broader anxieties and predicaments of contemporary life. At stake in Schüll's account of the intensifying traffic between people and machines of chance is a blurring of the line between design and experience, profit and loss, control and compulsion.

Download and Read Free Online Addiction by Design: Machine Gambling in Las Vegas Natasha Dow Schüll

---

From reader reviews:

Roger Ruelas:

This book untitled Addiction by Design: Machine Gambling in Las Vegas to be one of several books this best seller in this year, honestly, that is because when you read this book you can get a lot of benefit in it. You will easily to buy this specific book in the book retailer or you can order it by way of online. The publisher in this book sells the e-book too. It makes you easier to read this book, because you can read this book in your Cell phone. So there is no reason to your account to past this publication from your list.

Joseph Chandler:

The particular book Addiction by Design: Machine Gambling in Las Vegas has a lot of information on it. So when you check out this book you can get a lot of advantage. The book was compiled by the very famous author. Tom makes some research ahead of write this book. This particular book very easy to read you can obtain the point easily after perusing this book.

Jesus Sandiford:

Addiction by Design: Machine Gambling in Las Vegas can be one of your beginning books that are good idea. Most of us recommend that straight away because this book has good vocabulary that could increase your knowledge in language, easy to understand, bit entertaining but still delivering the information. The writer giving his/her effort to get every word into delight arrangement in writing Addiction by Design: Machine Gambling in Las Vegas yet doesn't forget the main level, giving the reader the hottest as well as based confirm resource information that maybe you can be among it. This great information can drawn you into brand-new stage of crucial contemplating.

Belinda Bedard:

This Addiction by Design: Machine Gambling in Las Vegas is brand new way for you who has intense curiosity to look for some information since it relief your hunger of knowledge. Getting deeper you upon it getting knowledge more you know or you who still having tiny amount of digest in reading this Addiction by Design: Machine Gambling in Las Vegas can be the light food to suit your needs because the information inside this book is easy to get by simply anyone. These books develop itself in the form which can be reachable by anyone, sure I mean in the e-book form. People who think that in e-book form make them feel tired even dizzy this guide is the answer. So there isn't any in reading a e-book especially this one. You can find what you are looking for. It should be here for anyone. So , don't miss that! Just read this e-book style for your better life as well as knowledge.

Download and Read Online Addiction by Design: Machine Gambling in Las Vegas Natasha Dow Schüll #H3I584BLWCF

Read Addiction by Design: Machine Gambling in Las Vegas by Natasha Dow Schüll for online ebook

Addiction by Design: Machine Gambling in Las Vegas by Natasha Dow Schüll Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Addiction by Design: Machine Gambling in Las Vegas by Natasha Dow Schüll books to read online.

Online Addiction by Design: Machine Gambling in Las Vegas by Natasha Dow Schüll ebook PDF download

Addiction by Design: Machine Gambling in Las Vegas by Natasha Dow Schüll Doc

Addiction by Design: Machine Gambling in Las Vegas by Natasha Dow Schüll Mobipocket

Addiction by Design: Machine Gambling in Las Vegas by Natasha Dow Schüll EPub