

Study: More risk when slots seem humanlike

By Bobby Azarian, Slate

A study published in the *Journal of Experimental Psychology: Applied* has found that giving casino slot machines humanlike properties can increase one's willingness to interact with them, thereby promoting riskier gambling behavior.

Apparently something with the appearance of a mind is more welcoming than a lifeless machine.

This finding might be good news not just for the gambling industry, but also for scientists interested in designing more engaging machine systems—like assistive robots for the elderly.

However, it also highlights a cognitive vulnerability that could easily be exploited by those who are intent on manipulating humans for financial gain.

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