Customizing Chance

Personalized Volatility Algorithms in Slot Machines

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Player Tracking

“The unique advantage of our industry is that we have hundreds of touchpoints a week or month, thousands a year. It’s a profuseness of data you don’t find in other areas.”
“LIVE DATA”

“We’ve got 20,000 behavioral models per second streaming off the floor…”
Behavioral Intelligence
Cloud-based Game Content
“The game will learn gamblers' tolerances for loss and understand their sweet spots.”

Bespoke Gambling
by Adam Tanner

IMAGINE THIS SCENARIO: A couple plops down side by side in front of two slot machines amid a sea of flashing light and blaring sound on a casino floor. Impatient, the husband feeds his loyalty card into the game and anxiously awaits his first wins. The machine, using personal data such as his past play, income level and demographics, doles out a series of small bonus wins to keep the man engaged.

His wife, on the other hand, goes into an almost trance-like state as she plays, seeking not the immediate gratification of small wins but a substantial jackpot to reward her patience. Sophisticated computer brains behind the machine recognize her different temperament, and after a good long while, the game gives her a big win.

“We want to measure your tolerance for volatility,” Acres says. “How big a loss, how far through the desert can you go without water, before you give up?”
• Game outcomes must be random
• Cannot employ a "secondary biasing system"
  “After selection of the game outcome, the gaming device
  must not make a variable secondary decision which
  affects the result shown to the player.”
• Illegal to change payout odds mid-game

“It’s a very symbiotic, help-us-help-you kind of thing. An efficient
approval process [means] machines can hit the floor and start
earning money for each party.”
- Director, Pennsylvania Gaming Control Board’s gaming lab

“Rules are made to be broken.”
- John Acres
Customizing Chance

+ player tracking
+ behavioral intelligence analysis
+ cloud-based, dynamically responsive game content
+ "deep" personalization via adaptive algorithms
"Dynamic Game Balancing"