Variable Ratio: Some people win after 6 tries, some after 50, or 200, or never.

Why is gambling so Addictive?
Variable Reinforcement Effect: you never know when you’ll win... so you keep trying.
Fixed (every nth; every nth minute) quick learning; Quick Extinction
Variable (number of tries/minutes varies - slower learning; slower extinction.

For Best Punishment Results:
1. Punish immediately after undesired behavior
2. Punish after every instance of undesired behavior (which schedule)
3. Punishment must be aversive, but no abusive

Dangers of Punishment
1. Can still do problem behavior when punisher not looking
2. Increased aggressive behavior
3. Learn to associate punisher with fear response (cc)
4. Quick extinction (vs. reinforcement)

Superstitious Behavior
1. Wearing your lucky underwear during a football game
2. Don’t step on a crack
3. Rituals on planes before take-off (oh please don’t let the plane blow up...)
4. Tiger Woods always wearing a red shirt
5. Using lucky pencils for exams
6. Setting alarm for 8:01 instead of 8:00

Does Superstition improve performance?
IV. Participants’ Lucky Charm: keep vs. confiscated
DV: Performance on memory test