E.g. Casinos also place slot machines close together and the sounds of the coin rolling will be associated with winning.

Other examples of heuristics:

- The illusion of Control: Gamblers falsely believe if the control aspects of the process then their chances of success will be improved. For example, the belief that they might win if they choose a particular seat at roulette will be “lucky”.
- Hindsight Bias: A gambler will claim they’re not surprised by the outcome and could have predicted what the outcome would be. Gambler maintains the belief that once their skills have improved, they will be able to win more consistently.
- Self-serving Bias: This is the tendency to attribute wins to internal causes (i.e. skill) and losses to external factors (i.e. bad luck). Gamblers feel that it’s not their fault if the loss, so continues to gamble.
- Attentional Bias: Addict pays attention to a certain stimulus and ignores others in their environment.

Weinstein (2006): Bias has a role in the development and maintenance of addictive behaviours. The bias increases motivation to engage in behaviours in the first place.

Smoking: Strongly influenced by environmental cues (e.g. the smell of smoke)

Issues with Research

The research requires participants to report to the researcher on what they are thinking (creating problems).

Griffiths (1994) researchers have to decide what bias is being shown (susceptible to researcher bias). The questionnaires rely on gamblers being honest (risk of demand characteristics). Some gamblers may be reluctant to admit their issues with gambling.

Everyone Exhibits These Cognitive Biases

The same cognitive biases can be found amongst non-gamblers (Those who gamble but do not become addicted). It is required to explain why cognitive biases lead to addiction.

A possibility is that problem gamblers may have more cognitive biases or apply heuristics inappropriately.

Hayley (2001) may heuristics are appropriate in an everyday situation, but not appropriate when dealing with chance events (failed to recognise).

Cognitive Restructuring: Irrational thoughts.

Griffiths (1994) Verbalisation could be played back to them and highlight irrational nature. This is useful on a small scale.