

Are You Seeking Casino-Related Sounds and Smells?

For a lot of individuals, the notion of visiting a casino would be an intimidating person. Especially for all those new to Las Vegas or gaming, the thought of being in a potentially harmful environment can produce a feeling of hesitation. However, do not let fear prevent you from experiencing the enthusiasm and enjoyment that can include casino gambling. There are many casino pros that can help direct you to some truly excellent casino experience.

Simply speaking, gamblers learn to feel much more confident when they gamble at a casino-related setting. As such, many casinos have become highly stimulant-filled environments which appeal strongly to people who intend to gamble. That's because they supply immediate, albeit short lived, bursts of euphoria. However, that euphoria wears away fast, and players shortly begin to experience feelings of irritability and anxiety. This result is the result of the human body's response to the stimulants-not long-term advantages of gaming!

To illustrate that point, consider the contrasting effects of 2 casino configurations: just where the participant hears only white noise (a keyboard interface) or one at which he or she finds music playing in the background (a positive dance club). When participants hear white sound, their reaction times have been slowed down, but their capacity to concentrate and remember information isn't affected. On the other hand, participants that hear music- especially hip hop, heavy metal, and rock imbibe the sensation of feeling "high" Gamers who participate in casino games which utilize such sounds encounter what is called "entrepreneurial" intoxication-and they have greater success in achieving profits and beating losses. These very same players also have improved confidence in their skills to beat other players.

The second significant effect of gaming on society describes the "gambling dollar." As any gambler knows, every time he or she wins, money instantly spills out in the pockets of these casinos and winners immediately fill the emptiness left by these winners with more gamblers. Does this flow throughout local communities, but also the flow of casino dollars causes substantial economic impacts in the larger national market. A recent study from the Economic Policy Institute demonstrated how gambling, through state gambling funds, could adversely influence the deficit and the federal budget. As other states look to emulate the New Jersey economic version, the U.S. may be poised for budgetary shortfalls similar to those experienced by European nations following their adoption of large casino gaming centers.

In a recent study, a distinction was drawn between the negative and positive economic impacts of casino-related sounds on real estate prices. The current study found the increased quantity of casino-related sounds resulted in a rise in real estate rates. Specifically, the current study found that the decision-making procedure leading to investment in a new facility (the presence of casino-related seems) led to a 10 percent jump in real estate prices. Interestingly, this growth had been found not only in the "red light" condition of North Carolina (a place previously famous for its liberal gambling policy) but has been noted in states from

the Midwest as well. This research's author suggested that such increases in real estate prices could be a part of an "productivity cascade," whereby higher investment action (in the form of job creation) leads to further increases in property costs as companies look for new locations to build facilities.

Studies which directly observe the impact of gambling have frequently found mixed results. By way of example, a 1992 study by Dr. David P. Larson and his coworkers found that gamblers had a significant effect on the sum of gambling opportunities available at a casino. However, the researchers determined the effect that they observed was not the exact same for every sex or ethnicity group. Furthermore, the researchers found little difference between groups that gamble on online casino machines that create one, two, or three winning tickets. These results seem to contradict the view that gaming may have a significant positive impact on the quantity of slot machine slot winnings.

Besides studying the effects of casino audio on participants' choices, scientists have analyzed the effects of real-life buy and consumption decisions. At a 1994 article in the *Journal of Applied Psychology*, Dr. Steven M. Bales along with Professor Douglas K. Smith discussed how the choice to get a new automobile affects the sum of pleasure that the buy recipient believes their following enjoyment will yield. Dr. Bales and Smith indicated that the quantity of pleasure made by a product depends upon the way the purchase choices are assessed by the individual. In an earlier post, Dr. Bales and his colleagues explored the role which the buy decision may play in directing a client to engage in risky gambling behavior.

To examine if the casino-related sounds and smells affect participants' decision-making, Dr. Bales and his research group ran two experiments. At the first experiment, participants were exposed to casino-related noises and smells on the job. Those participants were then given a series of math problems; the outcomes showed that these noises and smells significantly increased the number of errors generated in the mathematics issues. In the next experiment, Dr. Bales and his staff ran a control experiment, even without the sounds and smells, and observed no difference in math performance scores between those teams. The findings from this study suggest that the impacts of the odor and noise are not based on external stimuli, but on inner things.