



# HUNTING FOR WOZZLES: TESTING THE FUNCTIONAL ROLE OF NEAR MISS EVENTS ON BEHAVIOUR

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**BSP 319N**



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Many types of casino and chance based games produce a specific type of loss called a near miss. A near miss occurs when a game's stimuli are arranged in such a way that they give the impression to the player that they have "almost" won. These types of losses have long been presumed to increase the likelihood of further play; however, there is little direct evidence that can actually be marshalled to support this claim. This talk delves into some of my current research on the matter, which specifically tests the functional role of near miss events on behaviour.

