# Behavioural Psychology

Understanding causes of behaviour and changing the patterns of the behaviour

Reinforce: a desirable thing (rewards) towards the player

Contingency: schedule availability of desire

Response: creates means for attaining desire

## Reinforce

Rewards players for behaving in a certain way

Assigns repercussions to actions

Positive and negative reinforce

Don’t do this/ do that

## Contingency

Schedule of reinforcement (operant conditioning)

Continuous reinforcement

## Response

An action on the part of the player that can forfil the contingency

How the player attains the rewards

# Partial reinforcent schedule

## Rewards are obtained and presented after

A fixed amount of time

Varable amount of time

Intervals

Fixed amount of action

Varable amount of action

Ratios

## A fixed amount of time

Significant post reinforcement pause

Gradual increase in response approaching reinforcemt time

## Varaiable rewards

Minimal post reinforcemnt pause

## Fixed ratios

High steady response rate. Best for learning new behaviours

## Varable ratios

Players have no way of knowing how mnay times they have to play before they win, eventually they will win

High steady response rate

## The Uncertanty intensification hypothesis

Promise and delevery

Must wait to see what your rewards are and or what the object is

## Behavioral contrast

Create behaviour in a player that causes them to not be interested in smaller good rewards once you give them a better reward. Dont go backwards in the value of the players rewards

## Chain Schedules (shaping)

Crafting cetain rewards like legendary eapons should take a long time for the player to obtain so they stay interested in the game

## Habits

Automatic behaviour triggering responses the player does think of doing

## Internal trigger

An itch that must be scratches

A pain that needs to be soothed

Negative emotions frequently serve as triggers

## Action

The action is the simplest behaviour in antisipation of a reward

## Varable rewards

Recieving a reward results in a fleeting pleasure response

## Investment

The player does some work and makes some comitment, Time, effort and money

## Loss aversion

People will spend resourses like time or money just to keep things in play

We do not want to lose out

## Stored value

Investment improves service for the next cycle of the loop

The player starts on lvl 1 when he/she plays and once they come back to the game they are lvl 3