Online Gambling: effects of colour on decision-making

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Abstract
Internet gambling is a growing market at a global level. Online platforms for gambling offer a variety of stimuli such as colours and sounds, which are presented after specific events such as losing or winning a bet. Individual gambling behaviour in general rises various concerns, especially in pathological cases where specific stimulation produced by the gambling environment plays a crucial role in the pathogenesis of Pathological Gambling (PG). Here we explored how colours, associated with successive gambling losses, influence individual gambling behaviour in an online setting. We found that the association between colours and losses seems to increase the psychological salience of losses in online gambling triggering higher bets in the following round. This suggests that signalling losses with salient stimuli elicits loss aversion and loss-chasing behaviour in response. As such, these results directly impinge concerns regarding the strategies associated with online responsible gambling and further work should explore which factors enhance loss chasing behaviour in online settings.