

Lotteries - Playing the Odds

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Like many lottery corporations around the world, the Ontario Lottery and Gaming Corporation (OLGC) [<http://www.olg.ca>] uses operant conditioning (Instrumental Learning) to ensure continued sales of lottery tickets to consumers (i.e., repeat sales) with its Lotto 649 and other games.

Learning Theory material focusing on operant conditioning can be found at the following website:

- Go to: <http://calabash.ca>
- Click on Resources button.
- Click on Additional Resource Material link.
- Click on Learning Theories.
- Click on Operant Conditioning (Instrumental Learning) link - see slides 9 and 10.

Question:

1. Explain how the OLGC (or your local lottery corporation) uses operant conditioning to achieve its sales objectives.