

On the Shoulders of Giants

Bo J. Bernhard

Reflections on the **Foundations & Futures** of the Study of Problem **Gambling**

Foundations

**“If I have seen further,
it is by standing on the
shoulders of giants...”**

- Isaac Newton

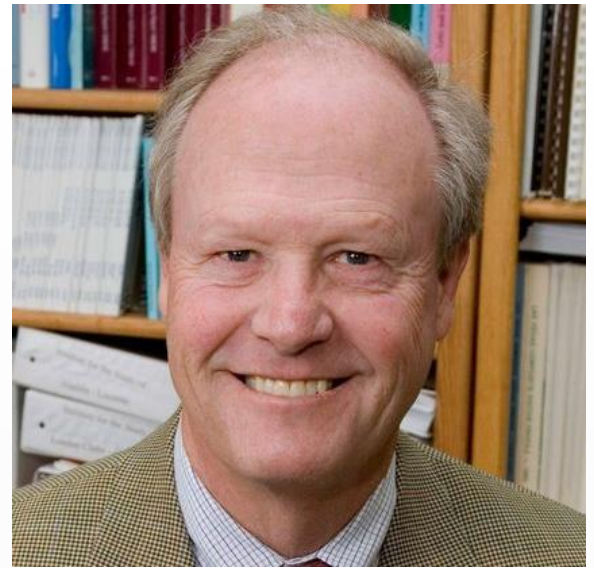
**“The younger the
scholars, the more
sharp-sighted...”**

- Priscian

Rob Hunter



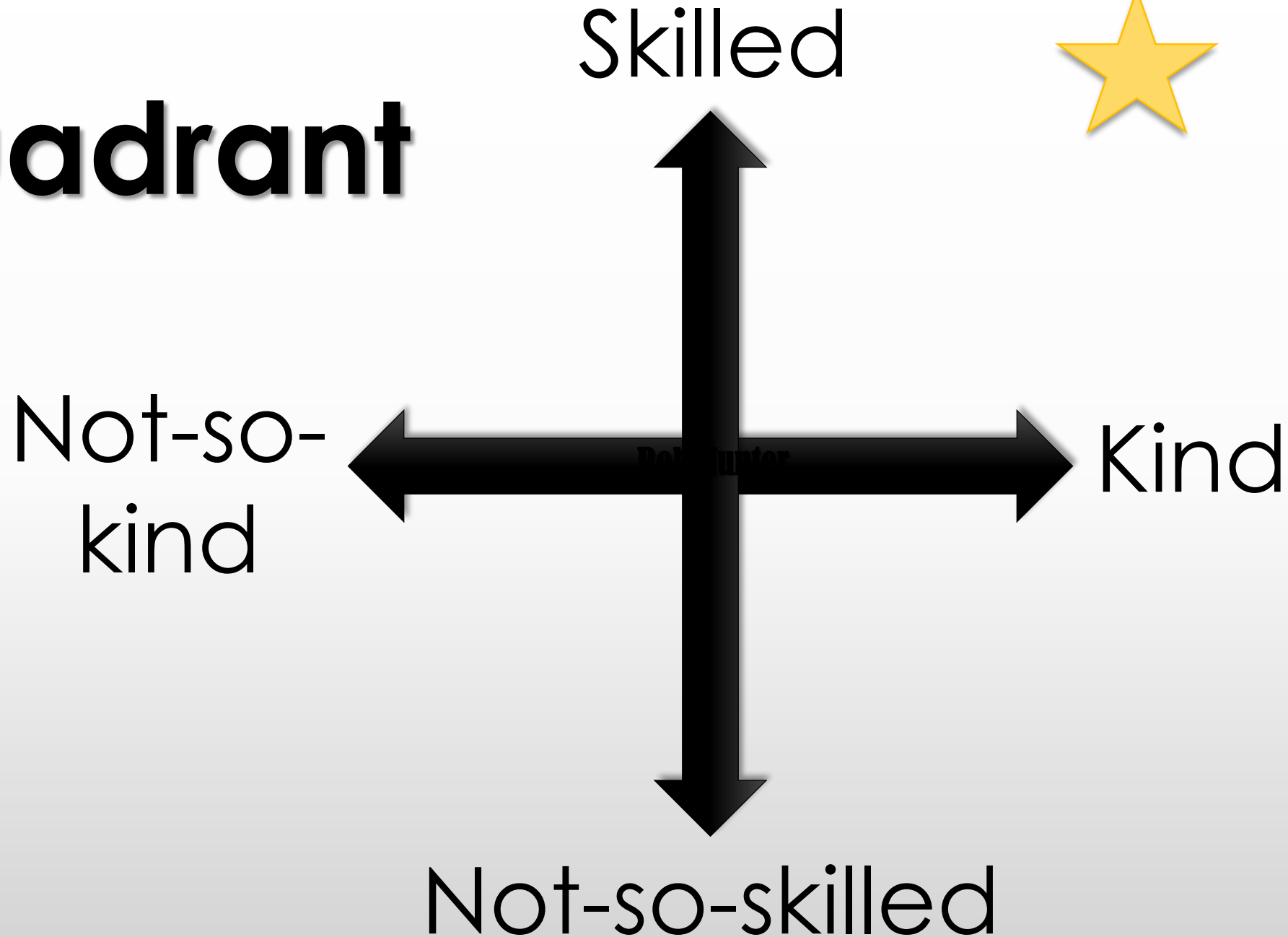
Bill Eadington



Joanna Franklin



The Quadrant



Futures

Are we **WEIRD?**

Bo J. Bernhard, Brett L.L.
Abarbanel, Shekinah Hoffman,
Angelica Jardine, & Madeline Dale

Gordie: *Do you think I'm weird?*

Chris: *Definitely.*

Gordie: *No man, seriously. Am I weird?*

Chris: *Yeah, but so what? Everybody's weird.*



A Game Changer in Research: Are We *WEIRD*?

Henrich, Heine, and Norenzayan's essay in *Nature* poses a HUGE challenge to psychology, economics, and indeed, to all of us living on this planet, at this time.

Do you think I'm
W.E.I.R.D.?

Western

Educated

Industrialized

Rich

Democratic

**WEIRD societies are the
“least representative
populations one could find
for generalizing about
humans.”**

(Henrich, Heine & Norenzayan, 2010)

WEIRD people
represent **12%** of the
world's population.

Uh oh. WEIRD people
represent **96%** of our
research populations.

It gets worse...

Two-thirds of psychology research is on
American undergraduate students



“Some of the most psychologically unusual people on Earth.”

Nature's Challenge

Is everything
we learned
“globally
wrong”
because it's
“WEIRD”?

For example, the
“Fundamental
Attribution Error”
was thought to be
a “universal” law
of psychology,
except for...

**Aniston Considers
Counter Clockwise**
→ a true-life anti-aging study

**One for ages: Uni, Aniston on
'Counter'**

**Jennifer Aniston helps “Mindful
Health” study go Hollywood**

Ellen Langer's book *Counterclockwise: Mindful Health and the Power of Possibility* is to
be made into a major motion picture starring Jennifer Aniston as Langer.

By Mindful Staff | July 12, 2012
**Aniston to play age-defying
psychologist**

**Ellen Langer,
Gambling, &
Endowment Theory**

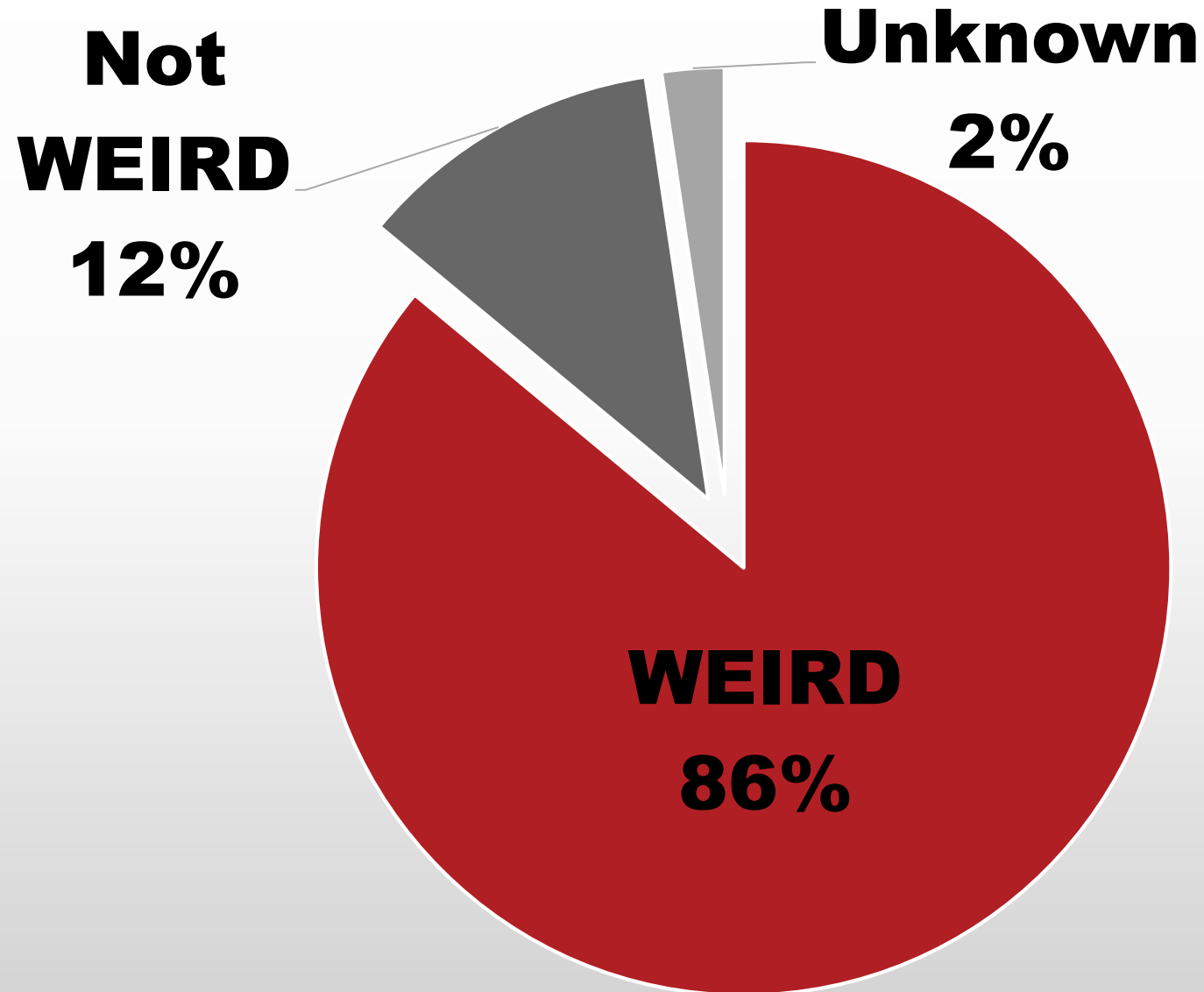
An Analysis of The Field:

Scientific Content Analysis (2012 - 2017)

1030 total studies (551 gambling, 479 gaming)

Question: Is our own research WEIRD?

Answer: Uh-oh.



(...recall that WEIRD subjects represent **12% of the world's population.**)

Africa, Middle East, South Pacific & South America

6%

Asia

10%

Unknown

3%

Canada

17%

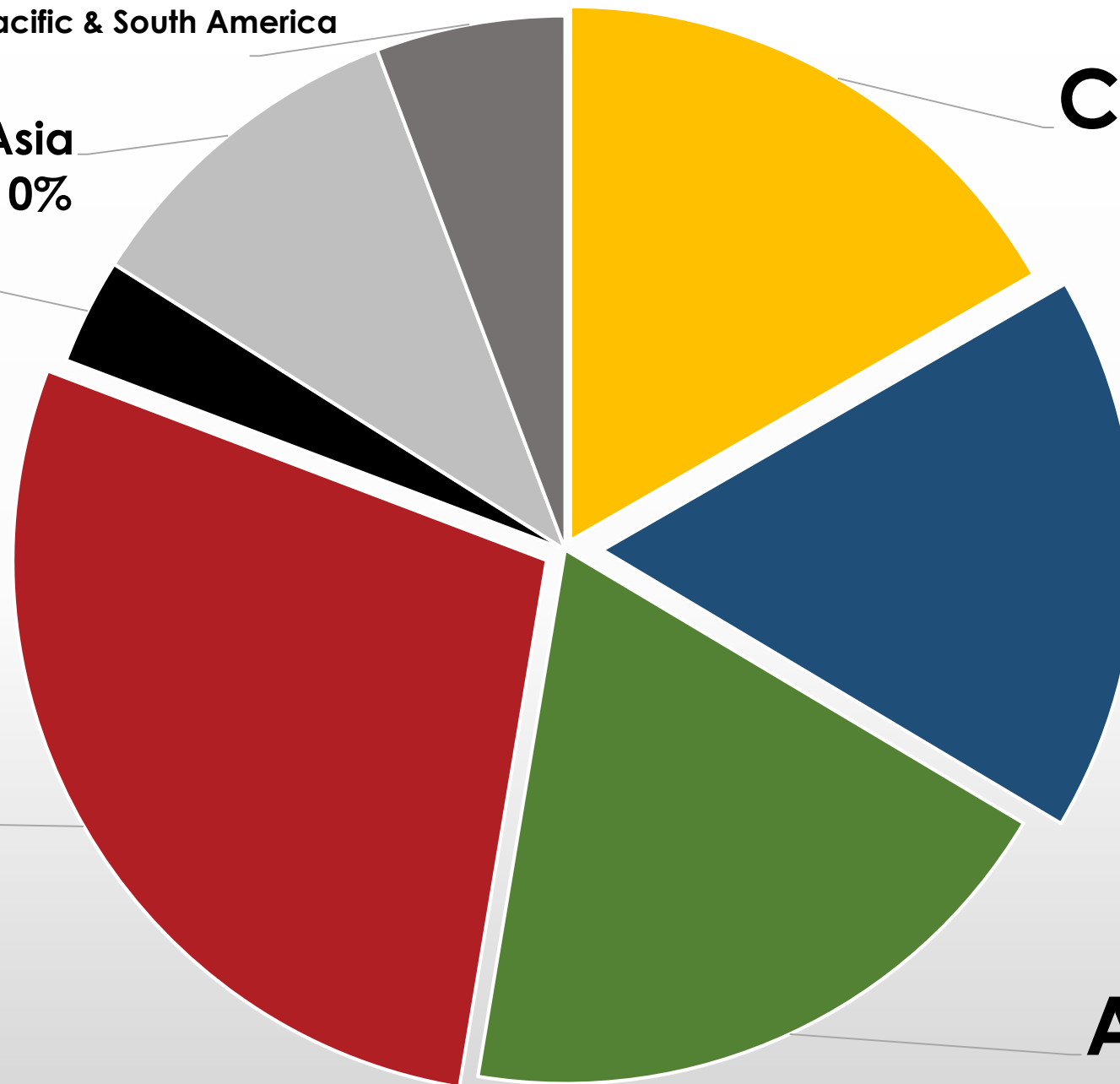
USA

17%

Australia

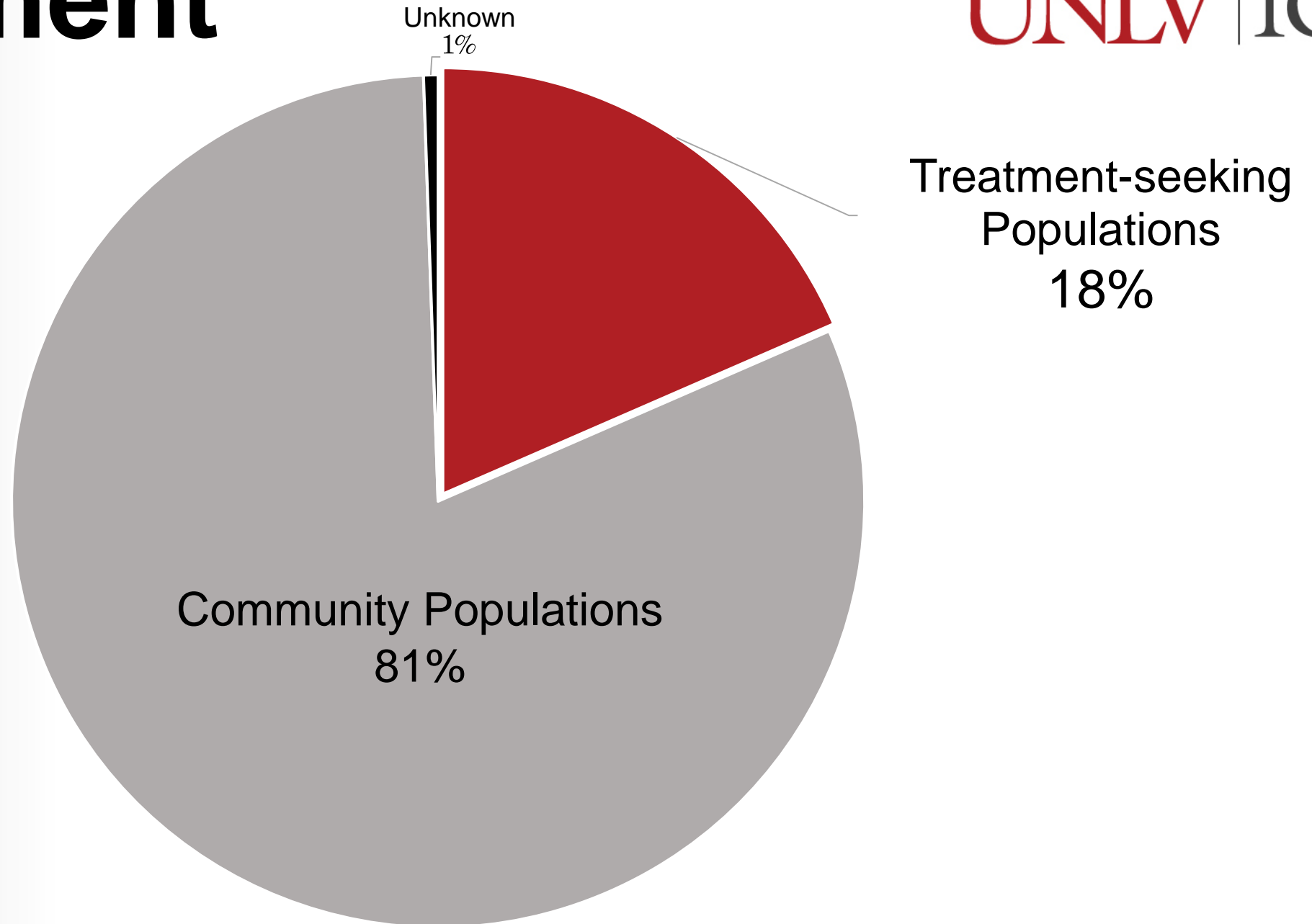
19%

Europe
28%



Treatment

UNLV | IGI



And this would all be OK if there weren't real-world problems with ignoring anthropology...



**Sample & Generalize Carefully.
Be Skeptical.
Wonder.**



Thank you!

