CRUSH ON CANDY CRUSH

I

The Candy Crush game application exploits some well-known weaknesses in the human brain to keep us playing it. You lose more often than you win, and you never know when the next win will come. Half a billion people have downloaded the free app, and King Digital Entertainment, the company behind it, has made millions of dollars from this game alone. So what is it about this game that makes it so Addictive?

II

It's simple. Candy Crush is basic enough for any young child – just match three candies of the same color. Initially, the game allows us to win and pass levels with ease, giving a strong sense of satisfaction. These accomplishments are experienced as mini-rewards in our brains, releasing dopamine, a chemical that plays a major role in addiction.

III

However, this is not all. If the game remained this easy, we'd quickly tire of the jellybeans and gumdrops and become bored after a few sessions. Candy Crush keeps us coming back in several ways. As we play, the game becomes harder and the wins and bursts of dopamine become more irregular because Candy Crush is essentially a game of luck. Success depends on the order of colors we have been randomly given rather than our skills. In other words, it is impossible to predict when we will win or lose. But rather than discouraging us from playing, this actually makes the game even more exciting since we win just often enough to keep us coming back for more.

IV

Steve Sharman, a student of psychology at the University of Cambridge explains that the impression that we are in control of the game is key to its addictive nature. "There are a number of features in the game that allow players to believe they affect the outcome of the game, and in some cases they do, but those instances are rare."

V

Another feature of the game that strongly affects how we respond to it is the limit on how much we can play at any given time. Candy Crush effectively puts us into "time out" after five losses. This is also how Candy Crush makes its money. It lets us buy back into the game if we're willing to purchase extra lives.

VI

And yet, while there have been a couple of bizarre stories about moms forgetting to pick up their kids from school because they couldn't stop playing, for the most part Candy Crush is harmless. You don't ever have to pay if you don't want to, and theoretically, you can stop anytime you want.

LIVEWORKSHEETS

GLOSSARY

alone	רק, בלבד
with ease	בקלות
. tire of	לאבד עניין
bursts	התפרצויות
essentially	במהותו
discouraging	לרפות ידיים, להרתיע
features	מאפיינים
bizzare	מוזר

CIRCLE THE CORRECT ANSWER.

1. What do we learn about Candy Crush from paragraph I?

i) Your chances of winning are lower than your chances of losing.
ii)People who play it are not physically fit
iii) People who play it are very lonely.
iv) Your chances of losing are lower than your chances of winning.

2. COMPLETE THE SENTENCE.
According to paragraph II, in the first stages of the game it .....
.....
..... .
3. Name TWO reasons why people keep on playing Candy Crush according to paragraph III.
(1)
.....
..... .
(2)
.....
..... .
(2x7=14 points)

LIVEWORKSHEETS

4. COMPLETE THE SENTENCE.
We can understand from Sharman's words (paragraph IV) that players mistakenly believe that
..... .
(8 points)

5. Which instances does Sharman refer to when he says: "those instances are rare"? (lines 24-25)
ANSWER:
.....
(8 points)

6. What can we learn from paragraph IV and paragraph V?
PUT A BY THE TWO CORRECT ANSWERS.
..... i)Why the game is addictive.
..... ii)How many features there are in the game
..... iii) How much time people spend playing.
..... iv) How much buying extra lives costs.
..... v)When we can't go on playing.
..... vi) In which cases the players can affect the game.
(2x8=16 points)

7. The example of "moms forgetting to pick up their kids from school" (–). (Paragraph VI)
i)is too common to be true

ii)shows that the game is harmless

iii)shows that bizarre stories are never true

iv)is the exception rather than the rule

(8 points)

LIVEWORKSHEETS