



AN ADDICTED BRAIN

Pavlov's Pupil



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The Russian scientist, Ivan Pavlov, was famous for an experiment in which he taught a dog to salivate to the sound of a bell. Try this experiment on friends and classmates to see if you can teach them to bark like Pavlov's dog.

Materials: A bell or whistle
A lemon or other object

Experiment:

1. Show your experimental subjects (friends or classmates) a bell and a lemon. Ask them to bark (woof woof) every time they see the lemon.
2. Hold up the lemon while *at the same time* ringing the bell. Repeat this 10 or more times, until they appear to be responding automatically to the lemon.
3. Ring the bell *without holding up the lemon*.

What happened?

Like Pavlov's dog, we are often conditioned to respond to various stimuli in our day-to-day lives. Can you think of some examples?

Do you think a drug abuser could be conditioned to continue using a drug, even after it stopped having the same rewarding effect?

Can you think of some associations that drug users may make that reinforce their drug-taking behaviors?