

Dopamine
spiking

Dopamine

Craving

All ngs blocking
Dopamine

1) Ice

2) Craving

3) Dopamine

4) reward

Dopamine

= motivation

not pleasure

Modern world scenario
= exaggerated signals
Exaggerated
Cues

Exaggerated
signals

Super normal stimuli

Dynamic
Context

Want minimum need

Pre-made
principle

Temptation
Bundling

Attain dopamine
to produce the
behavior

MAKE A HABIT IRRESISTIBLE

Wanting vs liking
- small
- large want

cravings
morning

Anticipation
rewards
addicts
→ spike
rewards

INC Dopamine
spike

retail, spike at
reward

After
spike at
cue

expected reward
we can't
see now

vetter - 50 spike
voies - 20 spike

Anticipation
behavior

Not act because
we anticipate rewards,

Not because of the reward itself