

The Psychology of Addictive Behaviour

Applying knowledge and understanding of research methods (A01); Approaches, issues and debates, where appropriate (A02/3). You must show an appreciation of the relationship between research, policy and practices in applying psychology in everyday life (A03).

WHAT YOU NEED TO KNOW

The Psychology of Addictive Behaviour	
Models of Addictive Behaviour	<ul style="list-style-type: none">• Biological, cognitive and learning approaches to explaining initiation, maintenance and relapse, and their applications to smoking and gambling
Factors affecting Addictive Behaviour	<ul style="list-style-type: none">• Risk factors in the development of addiction, including stress, peers, age and personality• Media influences on addictive behaviour
Reducing Addictive Behaviour	<ul style="list-style-type: none">• The theory of planned behaviour as a model for addiction prevention• Types of intervention and their effectiveness, including biological, psychological and public health interventions

You need to know about two addictive behaviours in particular. Whilst there are opportunities to talk about others, make sure that you really know about **smoking and gambling**.

Watch this video:

<http://www.youtube.com/watch?v=NxEHdbn16aQ>

Definition of addiction:

Addiction is a persistent, compulsive dependence on a behaviour or substance.

Some researchers speak of two types of addictions: chemical addictions (for example, alcoholism, drug abuse, and smoking); and behavioural addictions (for example, gambling and shopping)

Key terms

Chemical addiction: Physiological addiction to a mood altering substances, such as nicotine, drugs or alcohol.

Behavioural addiction: An addiction to an activity, such as gambling or shopping, which may alter mood, but only as a result of the body's own chemicals, rather than an external substance.

Biochemical: 'Natural' chemicals such as neurotransmitters and hormones which control bodily responses, including mood.

There are three recognised stages of Addiction:

- Initiation
- Maintenance
- Relapse

EXAMPLES OF ADDICTIVE BEHAVIOUR



BOOKMAKERS

NATIONAL LOTTERY

BETTING ON HORSE RACING

BETTING ON WHETHER IT WILL SNOW FOR CHRISTMAS



Georgia Davis ... what she eats in one day



BETTING ON FOOTBALL RESULTS

Establishments attracting people with addictions: newsagents selling tobacco
Pubs, off licences, supermarkets selling alcohol;