

SMOKERS' PERCEPTIONS MAY PLAY ROLE IN ADDICTION

TUESDAY, Sept. 13, 2016 (Med Expo) -- The effect that nicotine has on the brain is influenced by a smoker's belief about nicotine content, a new study suggests.

In a series of experiments with 24 nicotine-addicted smokers, researchers found that to satisfy nicotine cravings, smokers not only had to smoke a cigarette with nicotine, but also had to believe the cigarette contained nicotine.

Study participants were twice given a nicotine-containing cigarette and twice given a cigarette without nicotine (a placebo). With each type of cigarette, they were once told the truth about the cigarette's nicotine content, and once told the opposite, the study authors explained.

For example, over four visits, the smokers:

- Believed the cigarette contained nicotine, but received a placebo.
- Believed the cigarette did not contain nicotine, but received a nicotine cigarette.
- Believed the cigarette contained nicotine and received nicotine.
- Believed the cigarette did not contain nicotine and received a placebo.

Smokers' cravings were not satisfied when they smoked a cigarette with nicotine but didn't believe it had nicotine, the study revealed.

"These results suggest that for drugs to have an effect on a person, he or she needs to believe that the drug is present," study author Xiaosi Gu, an assistant professor from the Center for BrainHealth, at the University of Texas at Dallas, said in a center release.

The results support previous research showing that beliefs can change how a drug affects cravings.

The study was published online recently in the journal *Frontiers in Psychiatry*.

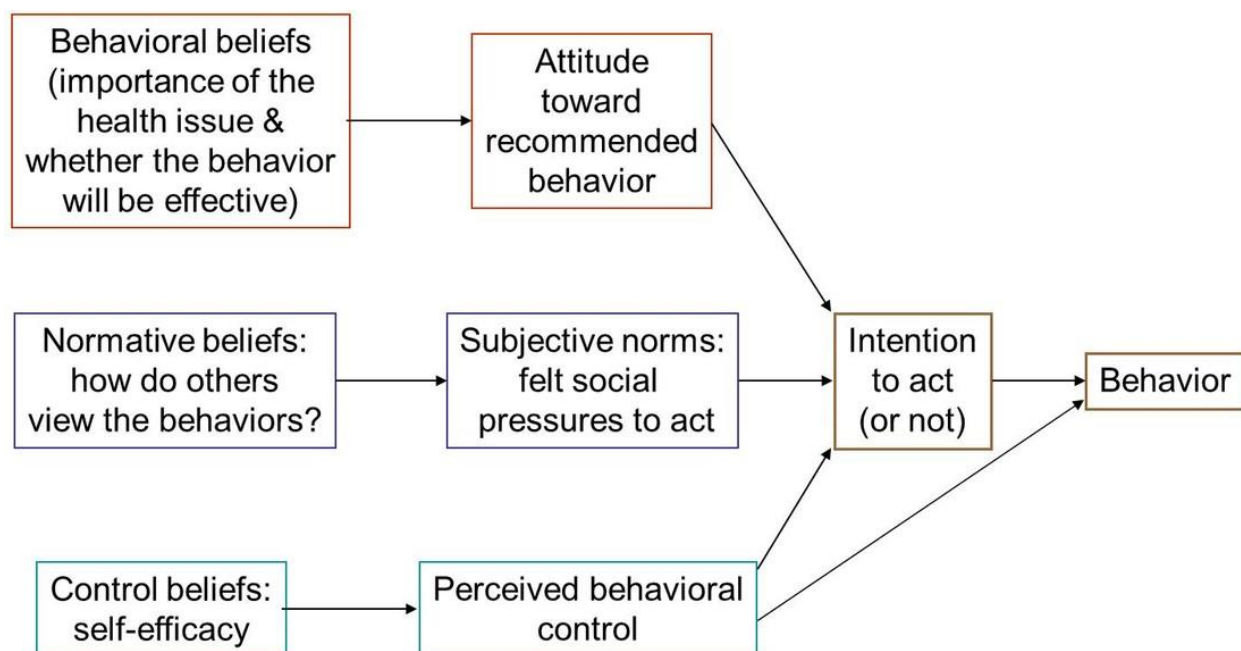
More information

The U.S. National Institute on Drug Abuse has more on [tobacco and nicotine](#).

Initiation of smoking and gambling – Gelkopf *et al*, 2002

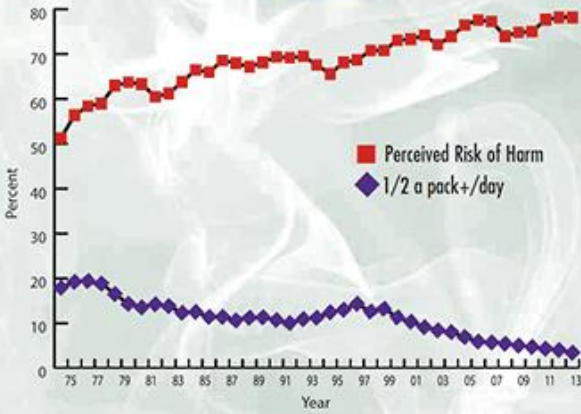


- Individuals intentionally use drugs to treat psychological symptoms from which they suffer.
- It's perceived as being helpful to the individual.
- They could smoke to relieve stress/anxiety, and gamble to relieve depression, for example.

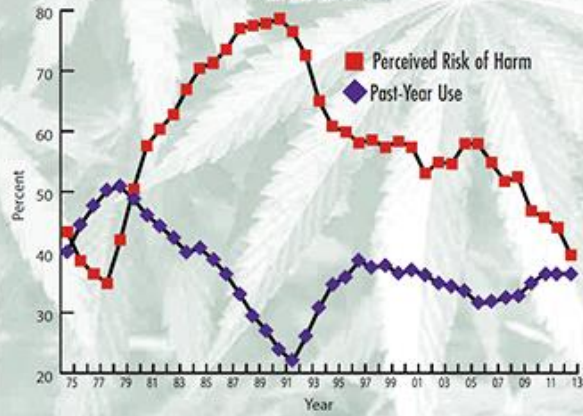


DRUG USE DECREASES WHEN DRUGS ARE PERCEIVED AS HARMFUL, AND VICE VERSA

12TH-GRADE STUDENTS REPORTING PAST-MONTH CIGARETTE USE AND PERCEPTION OF HARM, 1975 TO 2013



12TH-GRADE STUDENTS REPORTING PAST-MONTH MARIJUANA USE AND PERCEPTION OF HARM, 1975 TO 2013



MEDICAL EXPOSÉ IS DESIGNED TO EXPOSE CHARLATANS IN ALL OF HEALTH AND MEDICINE

I have Sworn on the Altar of God to Oppose any Tyranny Over The Minds of Men

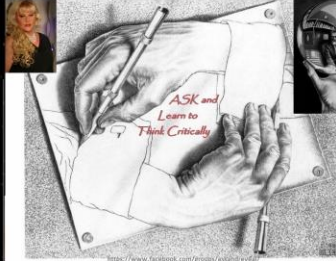


Dr. Laima Janusiene



Help Me to Stop FRAUD in Medical Sales

"Desire" is one of our best contributing editors"



"In Fifth Grade we were all taught our bodies are made of Atoms. Atoms have Electrons in their outer Shells. Electrons Repel, thus no Atom can Touch any other Atom. You cannot Touch the Chair you are sitting on. A Human body will have over 10 to the 27th electrons. This is more than the number of grains of sand on the Earth.

TIME:5 the number of visible Stars in the Sky.

No Human being has ever been able to Directly Perceive our True Energetic Nature. So any Human Conceived Philosophy or Perception is flawed. Our senses can be lied to. Our Perception can be Twisted by Motivation. Our Income can Influence Ideas. As We Think, We Are. The Powers of the Mind are Infinite. We can Expand our Consciousness by Reducing the Judgements and in Accepting the Impermanence + Flability of Philosophies."

Oliver Williamson



Medical EXPOSE
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THE MAGIC OF PLACEBOS

NOCEBO EFFECT

— in which inactive substances or even suggestions of substances actually bring about negative effects. For some, just knowing about potential side effects is enough to bring on real-life symptoms.

Many researchers believe that placebos work through a process known as **conditioning**, where patients expect relief when they take medication. The classic case involves Dr. Ivan Pavlov. In his research on the digestion of dogs, he noticed that dogs salivated when they heard a bell, with or without the presence of food. In the case of people and placebos, the "bell" is the medicine (or what's perceived to be medicine) and the response is relief from symptoms.

CONDITIONS

These are some of the medical conditions that have been found to respond to placebos:

- ★ Parkinson's
- ★ Anxiety
- ★ Mild-moderate depression
- ★ Irritable Bowel Syndrome
- ★ Asthma
- ★ Pain (dental, back, knee)

Some researchers believe that homeopathy and acupuncture are pure placebos.

White tablets are superior for soothing ulcers even when they contain nothing but lactose.

Capsules seem to be more effective than tablets.

Yellow pills make the most effective anti-depressants

"Hot-coloured" pills work better as stimulants.

Injections have larger effect than pills.

Soothing blue capsules make more effective tranquilizers, except among Italian men, for whom the color blue is associated with their national soccer team.

CULTURE

...influences how we understand illness and respond to treatment. Placebo treatment for gastric ulcers shows the placebo effect is low in Brazil, higher in northern Europe, and extremely high in Germany.



A 1981 British Medical Journal study found branded aspirin was more effective than generic, which was more effective than a branded placebo, which was more effective than a generic placebo.

Price is a placebo too: In a 2008 study, 82 healthy volunteers in Boston were asked to test a new pain drug which was, in reality, a placebo. The group was randomly split up. One subgroup was told that the new medication cost **\$2.50 per pill** and the other subgroup only **\$0.10 per pill**. The participants were subjected to a pain stimulus and were asked to rate their pain **before** and **after** they received the pill.



...of people in studies for anti-depressants respond to placebos.

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Learn more about Placebos at WWW.CBC.CA/NATUREOFTINGS

the nature of things
WITH DAVIDE SULLING

If you believe it will affect you
it will

If you don't
it won't