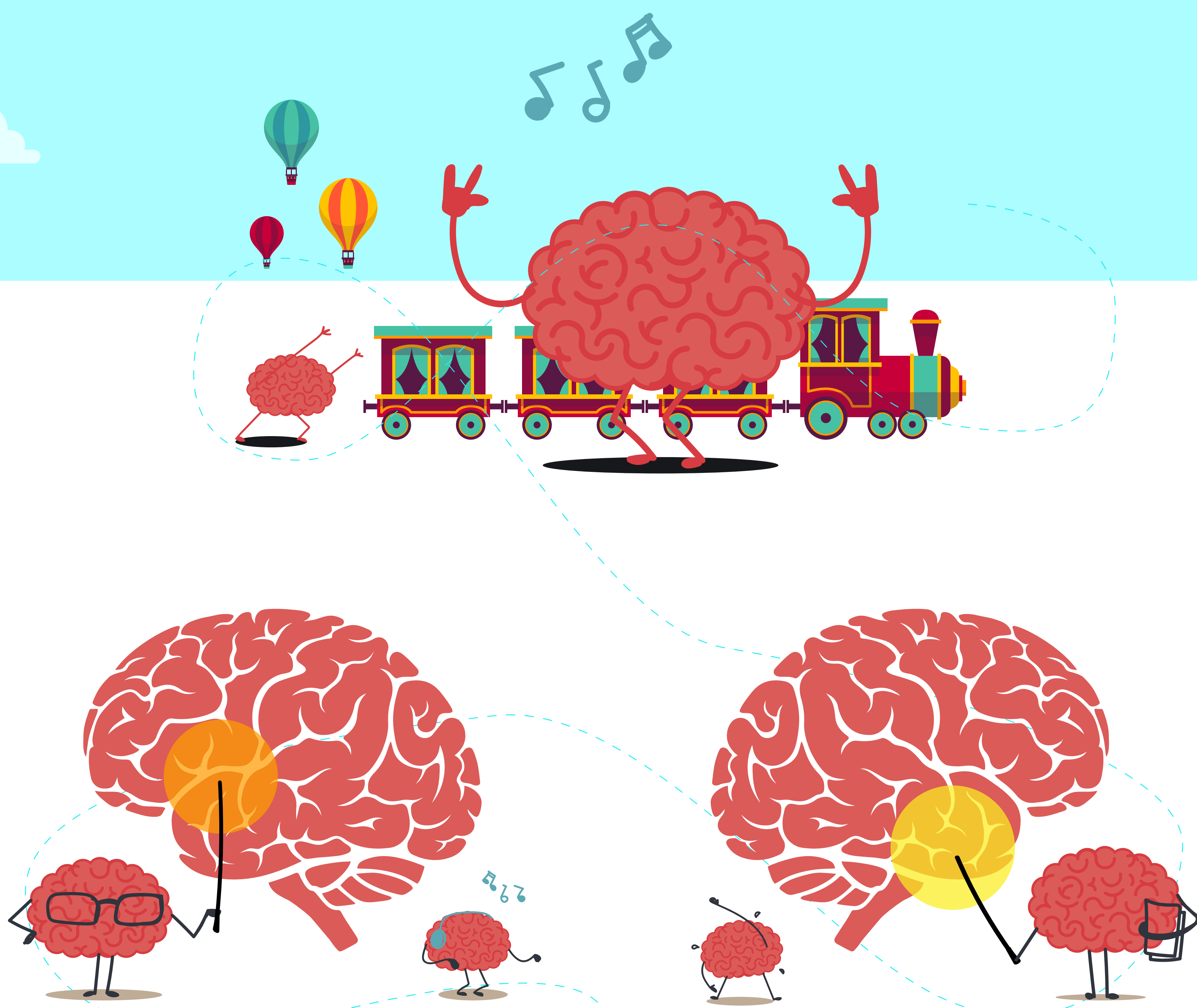


THE BRAIN AND FORMING HABITS

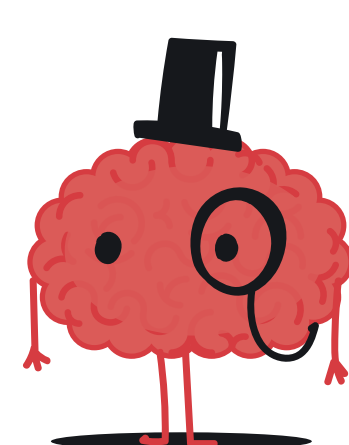
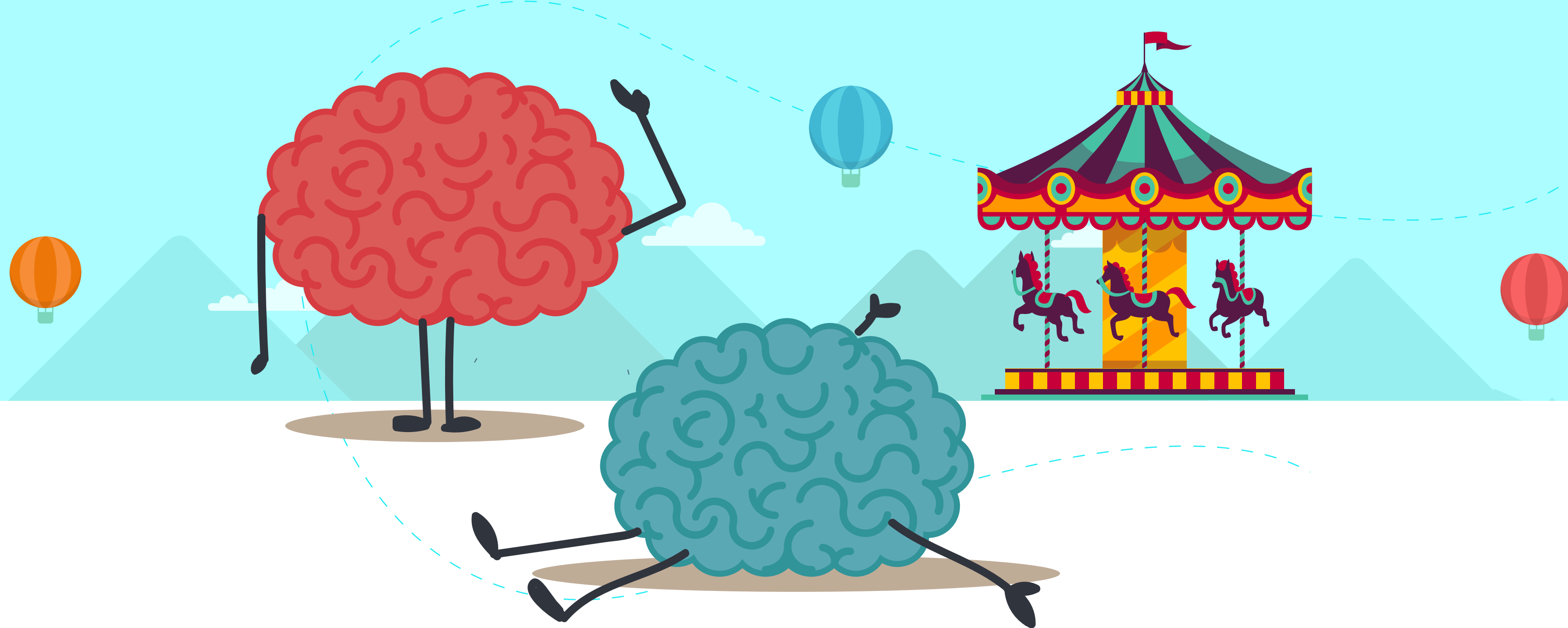
Inconsistencies in how the parts of the brain that work together to mediate pleasure can quickly evolve into habitual gambling.



The **VENTRAL STRIATUM**, also known as the 'Reward Hub', allows us to experience pleasure. The Reward Hub lights up when we want something or when we anticipate that something will be rewarding.

The **DORSAL STRIATUM**, also known as the 'Habit Hub' helps us to establish habits. When we over-engage in pleasurable behaviors, brain activity shifts from the Reward Hub to the Habit Hub and a habit is formed.

Normally, these two hubs work **TOGETHER**, but the habit hub ends up changing the brain.



Resource Links:

<https://pubmed.ncbi.nlm.nih.gov/28146248/>

<https://www.brainfacts.org/Diseases-and-Disorders/Addiction/2015/Gambling-Addiction-and-the-Brain-chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/viewer.html?pdfurl=https%3A%2F%2Fbrainconnections.ca%2Fwp-content%2Fuploads%2F2020%2F05%2Fh1-whycantistop.pdf&clen=1877698&chunk=true>

<https://www.responsiblegambling.org/for-the-public/about-gambling/the-science-behind-gambling/>

<http://www.youthgambling.com/>

<https://brainconnections.ca/mood-and-gambling/>