

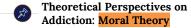






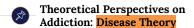
- There are a broad range of theoretical perspectives that attempt to explain various aspects of the development, maintenance, treatment, and prevention of addictive behaviour
 - Moral Theory
 - Disease Theory
 - Learning and Behavioural Theory
 - Sociocultural Theory





- Moral Theory says that addiction is a choice and the result of a moral weakness
- People experiencing addiction are seen as bad people who do bad things because of their values
- Recovery can be achieved though the use of effective willpower and discipline, and the development of a virtuous way of living
- Highly punitive
 - "War on Drugs" is consistent with Moral Theory

ASCEPT



- Disease Theory says that addiction is a consequence of physiological changes that drugs may cause → "an undeniable desire to take more drugs"
 - Views addiction as an incurable disease that needs to be treated so that the desire to use is suppressed
- Individuals aren't blamed for their addictions, just as people with cancer aren't blamed for their illnesses

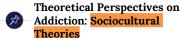


ASCERT

Theoretical Perspectives on Addiction: Learning and Behavioural Theory

- Learning and Behavioural Theory says that addiction is learned through observation and vicarious reinforcement with direct experiences
- People learn through observation of others that addictive behaviours can be used to help to
 - Ope with stress, depression, anxiety, anger, etc.
 - Feel more relaxed and sociable
 - Escape from pain (physical and/or emotional)
- People who find relief in a pleasurable behaviour are more likely to engage in that behaviour again





- Sociocultural Theories expand upon Learning and Behavioural Theory by suggesting that the start of addictive behaviours is influenced by factors like:
 - Environmental influences
 - Media and advertising
 - Social circles (peer pressure)
- The use and misuse of substances can be seen as serving four functions in society
 - Facilitating social interaction
 - Providing a release from social obligations
 - Promoting group solidarity
 - Rebelling against society's values



ASCEPT

Theoretical Perspectives on Addiction: Sociocultural Theories



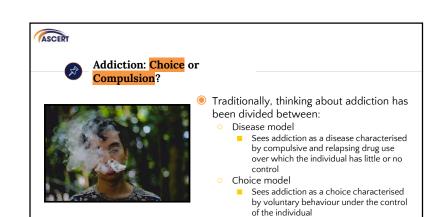
- Encourages us to view addiction as a public health issue
- Emphasis on prevention



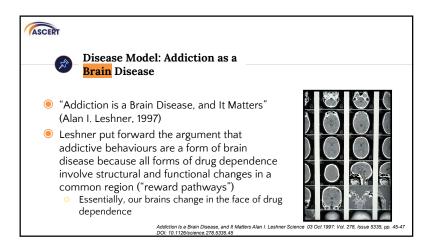
Disease vs Choice
Models of Addiction:

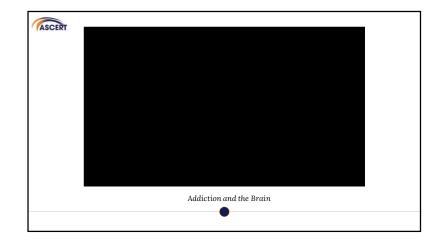
Disease Model

Let's take a closer look at the disease model of addiction.

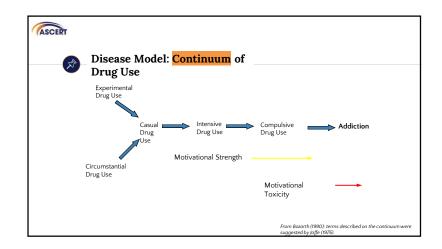


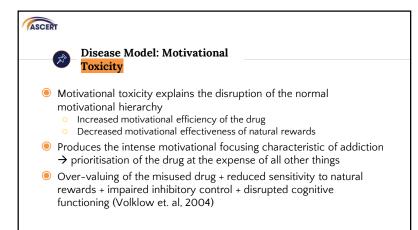
Henden1*, Hans Olav Melberg2 and Ole Jørgen Regeberg3 1 Centre for the Study of Professions, Oslo and Akershus University College of Appiled Sciences, Oslo, Norway 2 Department of Health Management and Health Economics, University of Oslo, Oslo, Ni 3 Repair Frinch Center for Economic Research, Oslo, Norway Settlement



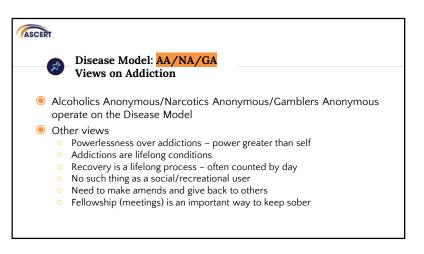




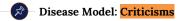












- Not everyone agrees with the idea of addiction as a disease
- Important to remember that the individual will always have a role in the development of their addictive behaviour, their treatment, and recovery
- Critics of the Disease Model argue that the stigma of labelling addictive behaviours as a disease can lead to individuals feeling like unwilling victims of their condition, for which they rely on others to overcome



If we were to suppose that addictive behaviour is a disease in the traditional sense of the word, we would also have to argue that individuals do not play any part in their own addictive behaviour. The disease made them do it.

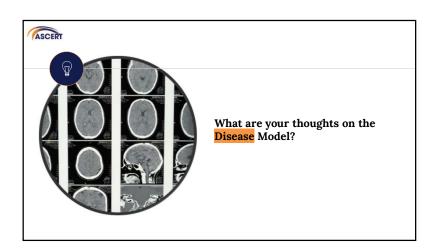


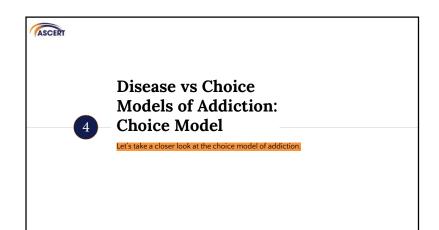
Moss, Antony C.; Dyer, Kyle R., Psychology of Addictive Behaviour (Palgrave Insights in Psychology series) (p. 11), Palgrave Macmillan.

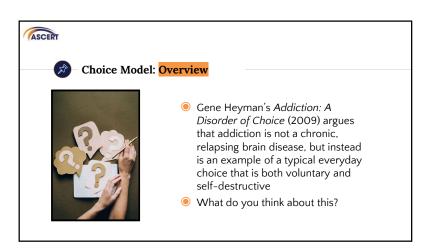


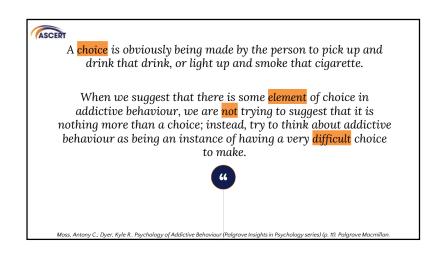


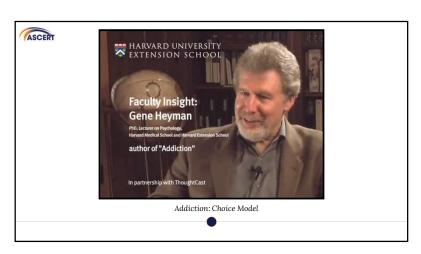
- Critics say the notions of "disease" and "compulsion" make addiction sound completely non-voluntary, and argue that empirical evidence suggests that people experiencing addiction do have a choice
 - In comparison, diseases like Alzheimer's are biologically based and non-voluntary, in the sense that they do not develop as the result of decision-making processes
- They also argue that addiction is flexible, adaptable, and involves elements of planning







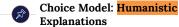






- Choice Model: Overview
- The Choice Model (William Glasser) states that:
 - All we do is behave
 - Almost all behaviour is chosen
 - We are driven by our genes to satisfy five basic needs: survival, love and belonging, power, freedom, and fun
 - Most important in practice is love and belonging, as closeness/connectedness with the people we care about is a requisite for satisfying all needs





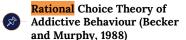
- Ohoice Model says that:
 - External control (the present psychology of almost all people in the world) is destructive to relationships
 - When used, it will destroy the ability of one or both to find satisfaction in that relationship and will result in a disconnection from each other
 - Being disconnected is the source of almost all human problems (e.g. addiction, violence, crime)
 - Similar to the idea of internal/external locus of control (Rogers)



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- Choice Model: Personal Empowerment
- People will often justify their actions as being due to some external event
 - Example a drunk driver who explains away his behaviour by saying that his wife made him angry
 - According to the Choice Model, the reason why this man got in his car while under the influence is that he chooses to do so
- In a world where people make choices mostly due to external motivations, they will not have much freedom
- Choice Model suggests a different world where people have much more power to control their lives and can use it

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- Based on economic models of behaviour and proposes that addictive behaviours are rational to the extent that they are directed towards maximising benefits for the individuals who engage in them
 - "Benefit" = achieving one's own goals in the most efficient manner possible
 - Doesn't matter if the goals are necessarily good for the individual's longterm health, etc.
 - If the goal is to experience as much pleasure today as you can (without regard for consequences), then it's reasonable that you might experiment with mind-altering drugs

Moss, Antony C.: Diver, Kyle R., Psychology of Addictive Behaviour (Palarave Insights in Psychology series) (n. 76). Palarave Macmillan

