

It's Not About Willpower - Bitten Jonsson RN (Part 3)

Why don't they just quit? Why don't they just stop doing that?

Well, it's not about willpower.

If you think about alcoholics and drug addicts

and people that smoke or gamble

you know that that's very hard to just quit.

Willpower is not an issue here,

because these people can have a lot of willpower

and a lot of determination about other things.

But here it is about the brain's reward system.

And once the drug hits the brain's reward system, it can be hijacked.

Your brain can actually be hijacked.

The drug itself is rebuilding or rewiring parts of the reward system

so that you lose your willpower

and you'll start doing things that you really don't want to do

and that's going to give you a lot of consequences.

And this is very painful to experience

and you keep thinking and keep being fooled by yourself

thinking that "Tomorrow I'll do it and the next day I'm going to do it."

And you keep doing and eating the things that you know you shouldn't.

And one of the big things with an addiction

is that the outcome of what you're doing is not what you want.

Take for example "I want to lose weight"

and you keep eating the kind of foods that actually make you gain weight.

So you've lost control.

And most of us, we don't want to admit

that we really don't have control over things.

That's a very, very sorrow thing to think about.

But here it's actually what's happening.

Once the reward system is rebuilt

and the brain is starting to deplete itself

of the neurotransmitters that make you feel good,

you have lost control.

You're actually like a missile locked on target.

Part of your brain is hijacked and you're going to keep doing these things.

So actually you need a lot of very, very special high-tech tools, I use to say,

in order to stop this behavior.

And those are the tools that I will tell you about in the next video.