Based on radically different empirics (resp. psychoanalytic clinic, neurosciences and psychological statistical methods), three different domains concerned with what it means to be human, have independently formulated 3 parallel dichotomies of appreciation or apprehension:

FROM THE THEORY...

**Psychoanalysis**

- **Jouissance**
  - Freud’s experience of satisfaction
  - Hunger → crying → interpretation → feeding → tension relief → pleasure → crying as adequate (motor) act becomes gratifying → jouissance

**Neurosciences**

- **Wanting**
  - Dopamine Pathways
  - amount of motor activation which the organism is ready to invest in order to obtain a reward

**Cognitive Psychology**

- **Valence**
  - hedonic valence: «humans give to things» qualified as positive, pleasant and appetitive (preservative, attractive) versus negative, aversive and defensive (protective)

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**ADDICTION**

Addictions, whatever the object, are pathologies of jouissance (Le Poullicet, 1887), i.e. so-called «morbid jouissance» implying the persistence of the addictive behavior despite negative consequences and reports of lack of pleasure and even of displeasure.

**AFFECT (expression motricity, other-oriented)**

<table>
<thead>
<tr>
<th>Pleasure</th>
<th>Liking</th>
<th>Valence</th>
<th>Jouissance</th>
<th>Wanting</th>
<th>Arousal</th>
</tr>
</thead>
<tbody>
<tr>
<td>tied to the consumption of an object which satisfies a need</td>
<td>based on &quot;appetite&quot;, &quot;attraction&quot;</td>
<td>tied to a body action which was (once) adequate / rewarded (Bazan &amp; Detandt, 2013)</td>
<td>results from the release of tension / homeostasis</td>
<td>results from the saturation of &quot;survival needs&quot; (Beadley &amp; Lang, 1994)</td>
<td>results from the increase in tension/body activation induced by the encounter with the rewarded stimulus/Thing or by the return of the need</td>
</tr>
<tr>
<td>shared and communicated</td>
<td>measured through &quot;facial expressions&quot;</td>
<td>communicated through language</td>
<td>secret, &quot;mute&quot; (and transgressive)</td>
<td>indifferent to &quot;facial expressions&quot; measures</td>
<td>reflected in language</td>
</tr>
</tbody>
</table>

**DRIVE (survival motricity, self-oriented)**

- Incentive salience towards addictive stimuli (Berridge, 1993) can be spotted by attentional and approach biases to drugs cues (Mogg, 2003).
- Wanting is thus measured in two ways:
  - Direct-way: *approach bias task* (incentive salience): control versus addictive stimulus in a NoGo task: participants alternate GO or NOGO for addictive stimulus (and vice versa for control stimulus), RTs are measured.
  - Indirect-way: *inhibition bias task* (neurocognitive towards addictive stimuli): modified NoGo task: letters M ("GO") or W ("NO GO") printed over either neutral or cigarette background. ERP P300 is supposed to reflect inhibition (Hansen, 2000a,b)

**THE FINAL AIM is to correlate the 3 kind of results in smokers:**
- *wanting*: shorter RTs, more errors and delayed P300 in (modified) Go/NoGo paradigms
- *more jouissance* clues in speech
- *more arousal* in speech

...TO THE LAB...

**Addiction without pleasure**

- «might be a way to conceive irational desires that underlie addiction» (Berridge, 2000): DA systems mediate the incentive salience of rewards, such as drugs, by modulating their motivational value relatively independently from their opioid hedonic value (Robinson & Berridge, 1993).

**Wanting without liking**

- activation in the Mehragian/Bradley & Lang theory is «of the order of the drive» (Hebb, 1955)

**Arousal independently of valence**

- Studies show more arousal towards addictive stimuli independently of the threat stimulus (ex. an image) being evaluated as positive or not. (Moeller, 2012)

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**Population**: smoking addicts vs control

**Wanting**

- Free associations, after probing for cigarettes, on the words "LIFE", "ANXIETY", "SMOKE" and a FREE ASSOCIATION without a word prime. Audio records are given to "naive" judges (uninformed about psychoanalysis) evaluating the speech on pleasure/jouissance-questions translated from Lacan’s seminars.
- Do you feel that the participant:
  - pleasure: experiences pleasure; likes what he/she is talking about; savors the present moment?
  - jouissance: talks lively; talks with intensity; is preoccupied; is excited?