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Title: Effects of brand presence and stimulus of comparison on response inhibition toward alcohol cues in male and female heavy drinkers.

Preference for poster

Track: psychology

3 key words: alcohol, inhibition, cognitive bias

Abstract: Alcohol addictive behaviors have been recently associated with a combination of deficit in executive function (like inhibition) and potent automatic appetitive response for alcohol-related cues. The aim of the present study was to investigate response inhibition for alcohol and neutral or soft drink cues in heavy and light drinkers. Moreover, we were also interested in the effect of brand. Response inhibition was assessed in a go/nogo task with images of alcohols, soft drinks or neutrals objects. Participants were 20 students light drinkers (10 women) and 20 students heavy drinkers (10 women). Firstly, the results did not show any difference in response inhibition between heavy and light drinkers. Faster responses, especially for alcohol, were observed in women who abuse alcohol. Secondly, brand presence leads to faster GO responses, better discrimination but more false alarms for alcohol. Finally, results showed a higher tendency to respond (in GO and NOGO trials) to alcohol when compared with neutral objects while the opposite effect was observed when alcohol was compared with soft drinks. Overall, these results showed that the kind of stimuli and the sex of the participants can influence the interpretation of the data and the presence of a potential cognitive bias for alcohol-cue.

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