

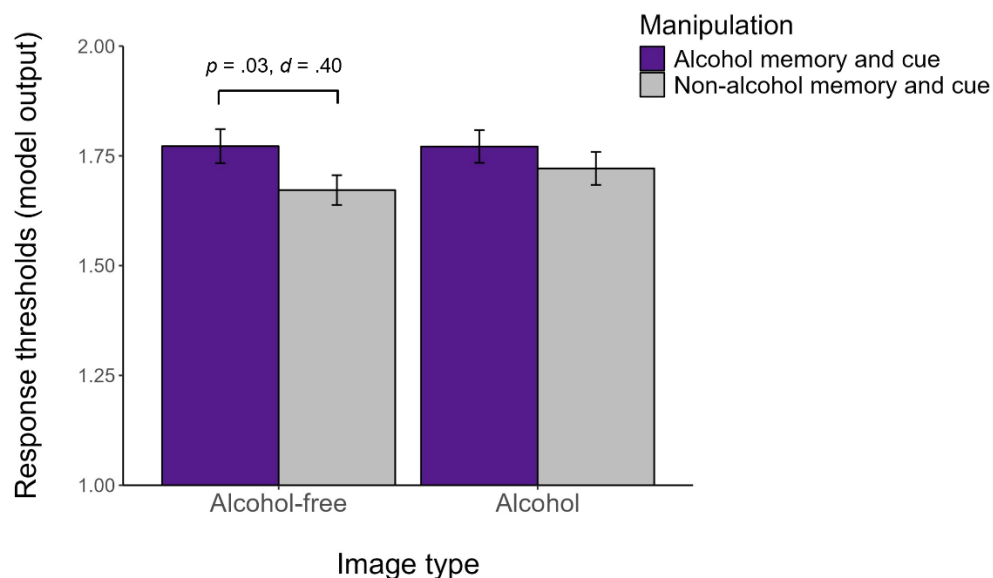
Study 2 - The influence of alcohol-specific episodic memory and cue exposure on VBDM and ad libitum drinking ($n = 129$).

Core hypothesis: Compared to control, participants in the experimental condition (“alcohol craving”) that involves recall of positive drinking experiences and exposure to alcohol cues will have:

- 1) Higher drift rates, and lower response thresholds, when making alcohol-related decisions.
- 2) Lower drift rates, and higher response thresholds, when making alcohol-free decisions.
- 3) Higher % choice of alcohol over the non-alcohol alternative reward.
- 4) A higher volume of alcohol consumed in the lab.

ANCOVA: There was a significant effect of the experimental manipulation on alcohol-free response thresholds after controlling for baseline, $F(1, 126) = 5.07$, $p = .03$, $\eta^2 = .04$. There was, however, no significant effect of the experimental manipulation on any other VBDM parameter, after controlling for baseline values. There was also no significant effect of the experimental manipulation on % alcohol (vs. non-alcohol) choice or % alcohol (vs. soft drink) choice.

T-test: Participants in the alcohol craving condition did not consume significantly more alcohol compared to participants in the control condition.



Brief conclusion: The experimental manipulation had a relatively weak effect on subjective craving; however, there is some evidence that when primed to crave alcohol, participants are more cautious when making value-based decisions about non-alcohol (alcohol-free reinforcement) cues.

