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DOPAMINE ADDICTION IN MODERN SOCIETY
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Relevance. Dopamine is a neuromodulator molecule released in the brain and one of its functions is to make you feel pleasure, motivation and satisfaction. A surge of dopamine can result from eating delicious food, scrolling through feeds of social media, having sex or profiting, alcohol and drugs causing the same effect. These are reasons of people's becoming addicted to. This problem affects us because many people or even all of them have at least one addiction to something. Abnormal dopamine levels often lead to the person's irrational actions, contribute to the development of such disorders as compulsive overeating, depression, psychosis and so on. When the nerve cells producing dopamine die, problems with muscle stiffness and movement arise as dopamine controls the muscles.

Aim: to find out how to manage dopamine addiction and whether it should be managed, what it can lead to, and how common it is among the younger generation.

Materials and methods. Literature analysis, generalization of the material and its comparative characteristics were used. A group of people was interviewed on the issue and an experiment on dopamine production was carried out.

Results and their discussion. In this work, we interviewed people from our social circle and some BSMU students. All of them proved to be addicted to something. And as it turned out, it is not entirely correct to define this as "dopamine addiction", since events followed by the increase in dopamine activation become associated with a reward. And events followed by its decrease are associated with disappointment. If the environment is constant, all our brain needs to do for the reward is to get engaged in actions that excite dopamine neurons and avoid those that inhibit them. We also conducted an experiment and found out how the complete withdrawal of the main stimulants of dopamine production would affect human health.

Conclusion: in modern society, we cannot completely ignore all those benefits that bring us pleasure. This causes addictions and disorders that have a detrimental effect on a person and his health. In order not to be addicted and learn to control ourselves, we need to develop willpower and approach our behaviour choice consciously.