Dr. Richard Beninger discusses how ancient systems in the brain drive human cravings

In January 2013, Psychology researcher and Department Head Dr. Richard Beninger was featured in the CBC News - Health series "Inside Your Brain". In the episode entitled "The Pleasure Principle" by Kelly Crowe, Dr. Beninger discusses how ancient systems in the brain drive human cravings and how the neurotransmitter dopamine does its work through a form of non-conscious learning. CBC News

Watch the video here on Youtube