Research supports the maintenance of the cognitive approach. Griffiths stated gambling addicts have irrational verbalisations during play. This is due to the gamblers thought process causing them to see their losses as a near win as a result this justifies their continuation and makes them more likely to keep on playing. This therefore supports the cognitive approaches maintenance of addiction.

There is research to support the relationship between expectancies and relapse. Moolchan showed that use of nicotine patches could increase cessation rates and reduce relapse rates, but only when accompanied alongside cognitive behavioural therapy to change the positive expectancies for smoking cessation. This supports the expectancy theory strengthening the cognitive approach.

There is research to support the initiation of addictive behaviours. Brandon et al suggests as an addiction develops the activity is influenced less by conscious expectations and more by unconscious expectations. This explains the loss of control many addicts experience, and why they have difficulties abstaining from the behaviour. This research therefore supports the initiation to addictive behaviours and supports the cognitive approach as a whole.

Vulnerability factors for addiction

Personality

AO1:

Low self-esteem is thought to create vulnerability to addiction. Eysenck gave a biological theory of personality which includes three personality components that make people vulnerable to addiction:

1. Extrovert – the brains state of under-arousal makes them more likely to perform addictive behaviours in order to feel more pleasure.
2. Neurotic – Due to exaggerated experiences of negativity people are more likely to perform addictive behaviours.
3. Psychotic – Hostile and impulsive nature.

AO2:

The relationship between the personality factors is unclear. For example it makes sense that one person may have low self-esteem and high neuroticism as the common factor between the two may be depression. However, for a person to be highly extroverted is difficult to see, which may leave this theory too open to interpretation and not objective enough to draw a solid enough conclusion.
• Injunctive Norms - what you think other people think of you whilst doing it.

**Perceived Behavioural Control**

This is assumed to act either on the intentions to behave in a particular way or directly on the behaviour.

• Acts on the more control people think they have the stronger their intentions to perform different behaviours.
• Individuals with higher perceived control are likely to try harder and persevere for longer than someone with low control.

**A02**

• There is research to support the theory of planned behaviour. White et al examined the sun protection intentions and behaviour of young people in a high risk sun cancer area (Queensland.) Results showed TPB predictors were significant in predicting the intentions to engage in sun protection. As a result, other behaviours can be applied to this and so is a good indicator of the intentions of addictive behaviour supporting TPB.

• The theory of planned behaviour is effective at reducing addictive behaviour. Cornello assessed the effectiveness of an anti-drug campaign aimed at youths and found it reduced marijuana use by up to 40%. This therefore shows behavioural attitude can be effectively changed through intervention campaign's allowing for use of marijuana to be decreased effectively.

• The theory of planned behaviour can be seen as reductionist. Webb and Sheeran examined 47 experimental studies and concluded that large changes in intentions led to small changes in behaviour. However, it isn’t and so there must be other factors involved and therefore the theory is seen as reductionist.