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Controlled Reactivation of Psycho-Semantic Space by Subconscious (Subthreshold) Stimuli

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ABSTRACT

Psycho-Semantic spaces were constructed for 25 volunteers (15 smokers and 10 non smokers) BEFORE and AFTER their exposure to the "defence reaction" development procedure to the word COBRA and subconscious teaching. Subconscious teaching was done to disassociate each participant's psychological interrelationship towards smoking—cigarette brands. We have established that defence reaction corresponds with the basic emotion of FEAR. One can evaluate the degree of forming a defence reaction in the subject being tested from reduction of distance from the word COBRA to the emotion FEAR and defence reaction has a moderate relationship with the development procedure (number of errors—number of reinforcements). We have also shown the transfer of the defence reaction from the word COBRA to the words shown in the subconscious mode before the word COBRA ($p < 0.05$) and changes of the emotional relationship to cigarette brands using the anchoring technique—subconscious semantic teaching verbiage type BOND- FEAR and others ($p < 0.05$). We learned that PsyExpert and SMART technologies are effective and sensitive methodologies for studying the psycho-semantic space of emotions, control of reactivation of individual psycho-semantic space and effectively retraining the subconscious mind.

KEYWORDS

Unconscious Mind, Reactivation, Psycho-Semantics, Subconscious Re-Teaching, Defence Reaction, Smoking

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