

Most of brain reacts to winning, losing: study

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A new National Hockey League season is upon us, Major League Baseball playoffs are in full swing and the National Football League's regular season has been in session for about a month.

As you fixate on your television, watching every move of your favourite athletes and longing for that great play or crucial win that can serve up a rush that can approach orgasm, consider this: New research from Yale University shows even more of your brain than previously thought physically reacts to something perceived as a win or a loss.

A new study, published in the journal *Neuron*, outlines experiments showing how most of the brain has heightened activity if one wins or loses a competition such as rock-paper-scissors.

It was a broader effect than what was known before to be a reaction of the central part of the brain in releasing dopamine when something good happens, creating a positive feeling in an individual. Conversely, past evidence has also shown this neurotransmitter is suppressed when an unwanted outcome occurs.

Read the whole story: [Montreal Gazette](#)

