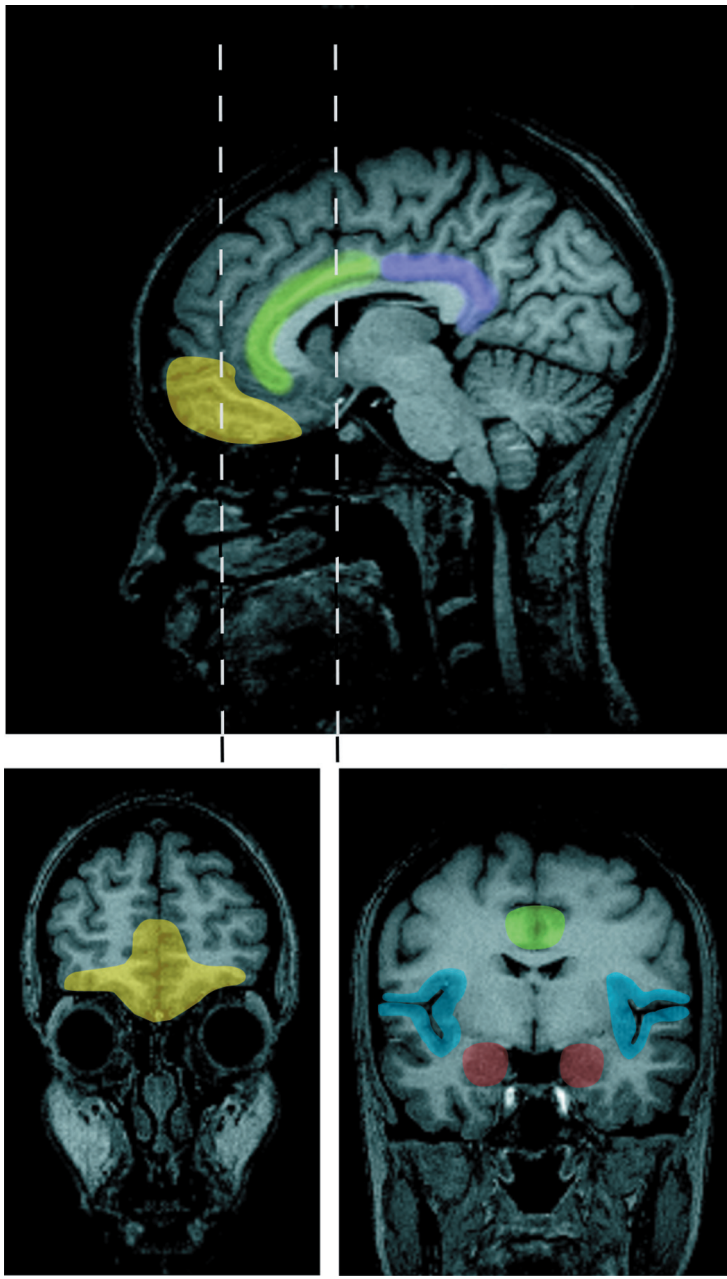


FIGURE 13.3. Brain regions demonstrated to be important in representing emotions and feelings. Color-coded as follows:

Blue: insula (Critchley et al., 2000a; Damasio et al., 2000)
Green: anterior cingulate (Critchley et al., 2000a; Critchley et al., 2001a,b,c; Fredrikson et al., 1998; George et al., 1995; Lane et al., 1997a)
Purple: posterior cingulate (Critchley et al., 2000b; Damasio et al., 2000)
Red: amygdala (Breiter et al., 1996; Morris et al., 1996; Blair et al., 1999; Buchel & Dolan, 2000)
Yellow: ventromedial/orbitofrontal cortex (Critchley et al., 2000b; Damasio et al., 2000)

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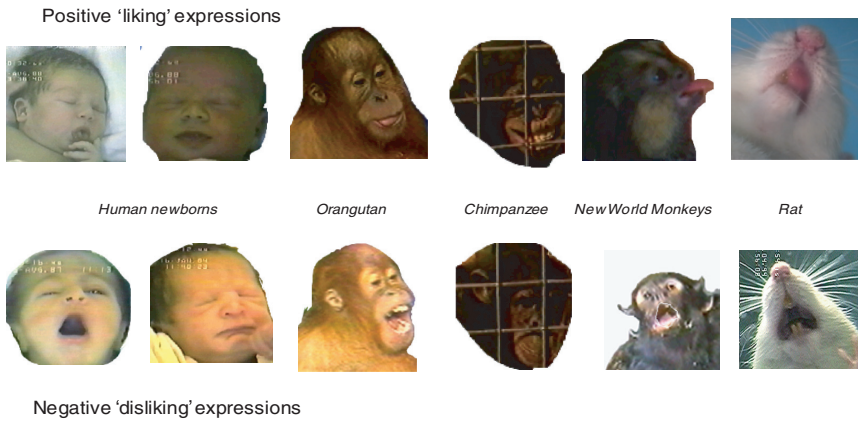


FIGURE 15.2. A. Affective reactions are elicited by sweet tastes from human infants, great apes, monkeys, and rats.

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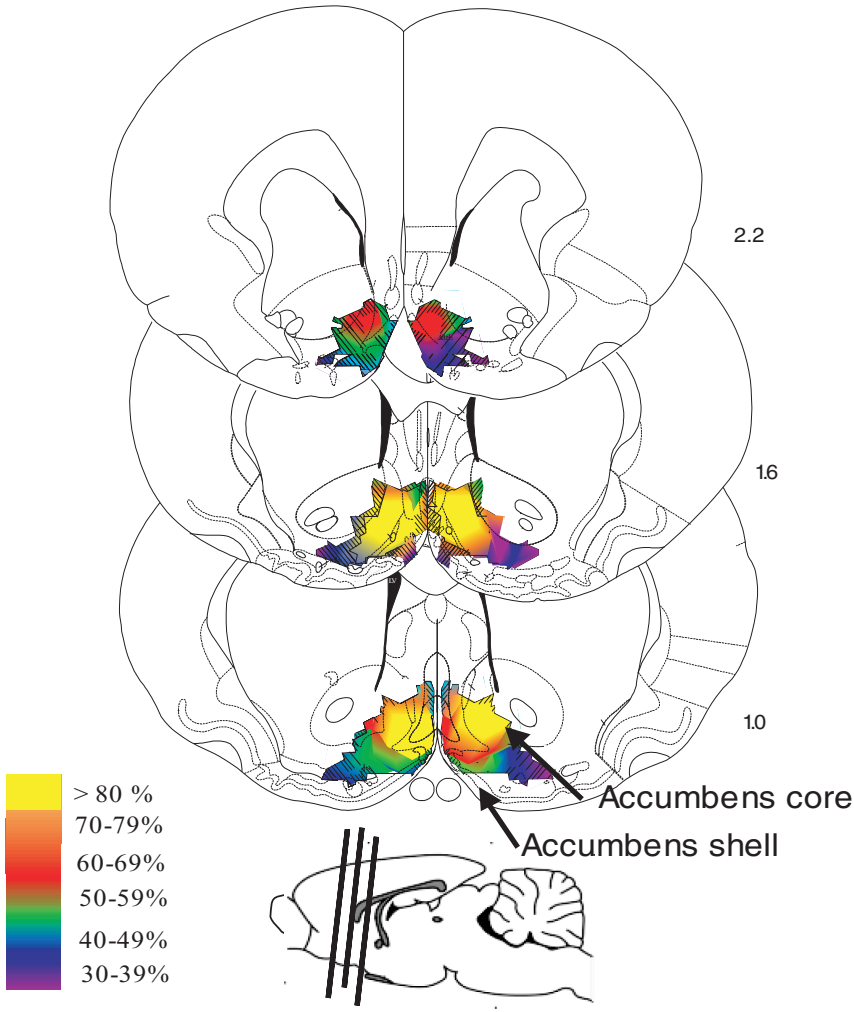


FIGURE 15.3. A. "Liking" and "wanting" site in nucleus accumbens shell where opioid activation causes increased niceness gloss for sweetness (Peciña & Berridge, 2000). Percentages refer to percent increase in appetitive behavior caused by morphine microinjection (100% = twice baseline amount). Coronal brain slices (face on view) are numbered conventionally; their position is shown in profile view below.

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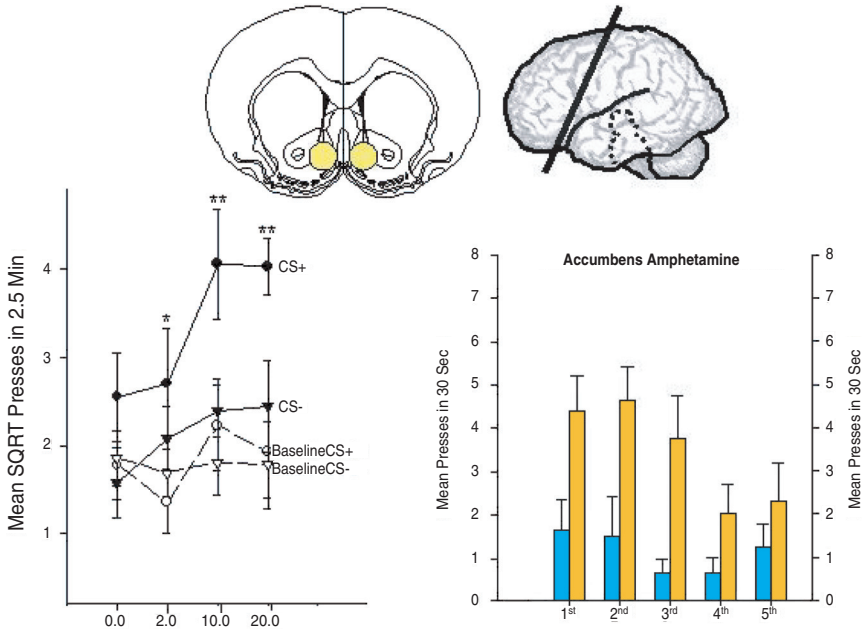


FIGURE 15.4. Irrational cue-triggered "wanting." Amphetamine microinjection in nucleus accumbens magnifies "wanting" for sugar reward – but only in presence of reward cue (CS+). Cognitive expectations and ordinary wanting are not altered (reflected in baseline lever pressing in absence of cue and during irrelevant cue, CS–) (*left*). Transient irrational "wanting" comes and goes with the cue (*right*). Blue bars denote work in the absence of the reward cue; yellow bars show elevation when cue was present. Modified from Wyvell and Berridge, 2000.

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