



WHY AM I

DISTRACTED.



 THINKABLED

ANSWERS FROM PAVLOV EXPERIMENT

OMER MOHAMMED

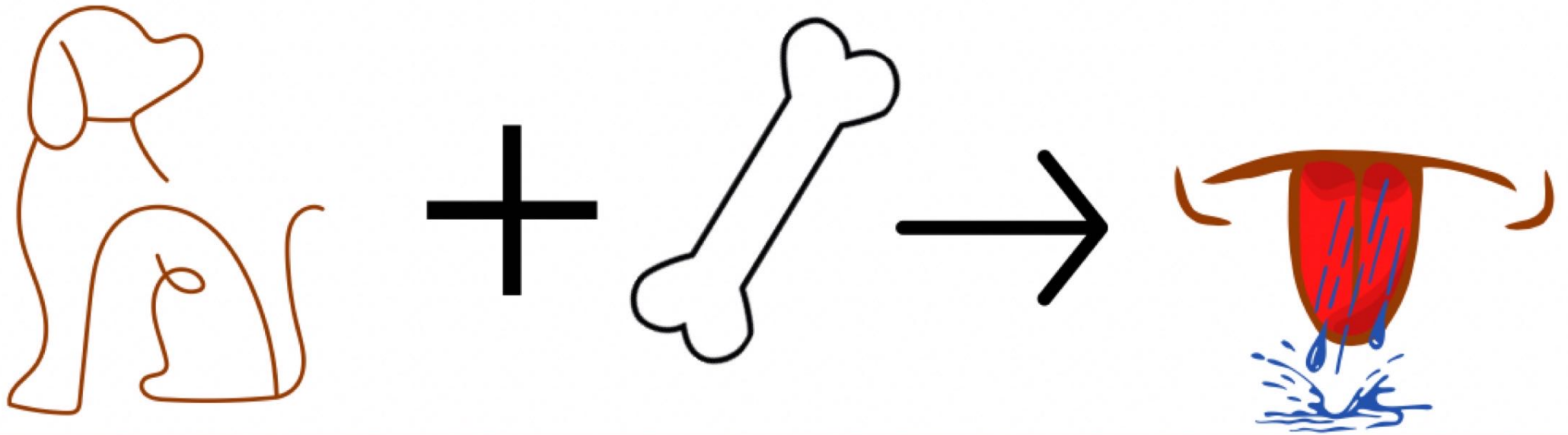
It was in the late nineteenth century, a **Soviet physiologist and later Nobel Prize winner for Physiology, Ivan Pavlov**, decided to experiment with dogs to understand more about digestion and reflexes.

The result of his experiments, however, were a breakthrough not just in our understanding of human physiology but also laid the foundations for **behaviour psychology, learning and memory**.

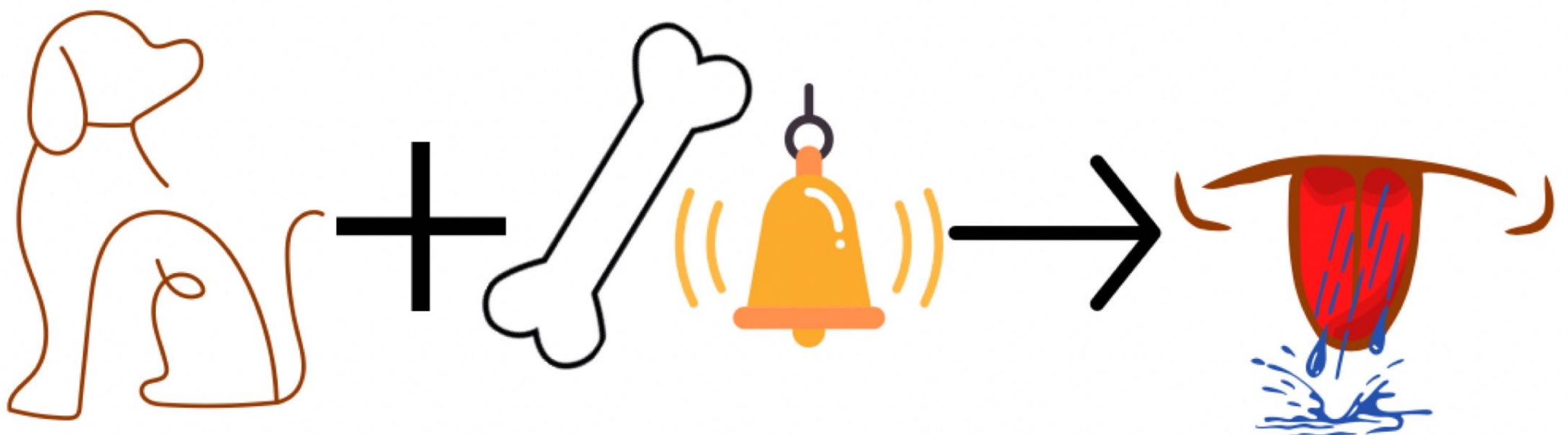


WHO WAS PAVLOV?

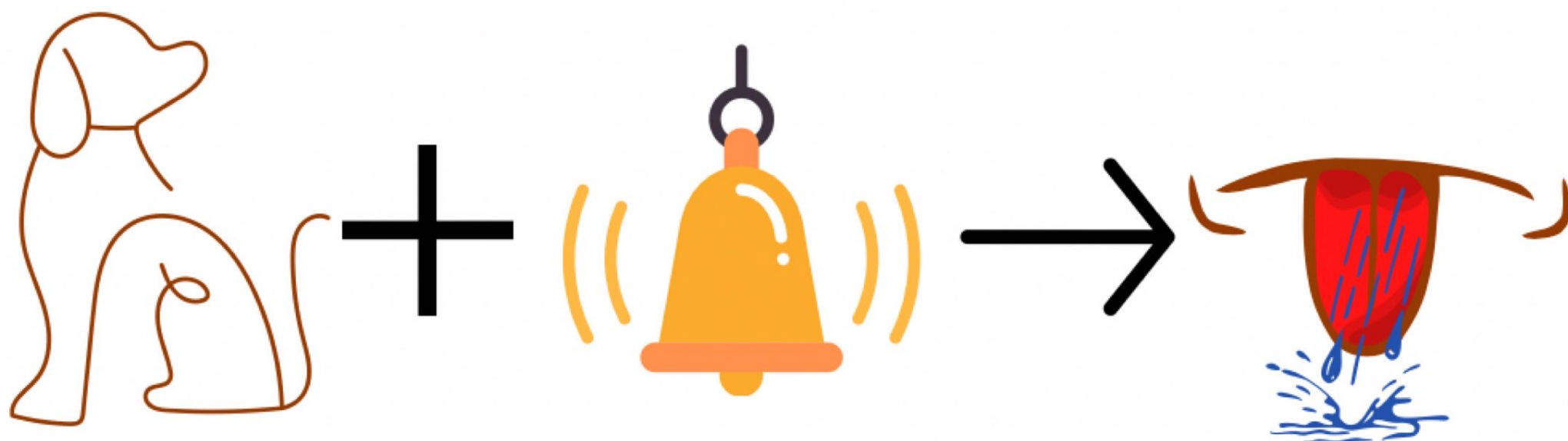
PAVLOV'S EXPERIMENT



Pavlov knew that **hungry dogs salivated unconsciously when their eyes caught the sight of food or sensed it's smell** (this applies to humans too and this is what we call informally as “drooling”). He decided to **ring a bell everytime the food was placed** in front of the hungry dogs.



Over time, Pavlov noticed that that the **dogs started to salivate upon hearing the bell even when there was no food placed** in front of them. This happened because the **dogs learned to associate the bell with the food.**



The idea that the bell indicated the arrival of the food was established subconsciously in the minds of the hunger dogs. Pavlov called this as “**classical conditioning**”.

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WHY AM I

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Pavlov's experiment teaches us about how **environments trigger our behaviours and automate them**. The ringing of the bell became the environment that triggered the subconscious action of drooling for the hunger dogs. This idea applies to your distractions as well.

If you want to know why you are distracted, look around yourself closely.

Watch. Observe. Analyse.

The answer to why you do what you do lies in your environment!