

*STUDENT PAPER WINNER:**ABSTRACT**THE BEHAVIOURAL ECONOMICS OF CIGARETTE SMOKING: THE
CONCURRENT PRESENCE OF A SUBSTITUTE AND AN INDEPENDENT
REINFORCER*

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The present study examined the consumption of cigarettes and two alternative reinforcers in dependent smokers. Cigarette price (response requirement) increased across sessions while alternatives were available at a fixed price in four phases of availability: 1) cigarettes alone, 2) cigarettes and nicotine gum, 3) cigarettes and money, and 4) cigarettes, nicotine gum, and money. Cigarette consumption decreased with increasing price throughout. In the cigarette and nicotine gum phase, nicotine gum consumption increased with cigarette price, indicating nicotine gum to be a substitute for cigarettes. In the cigarette and money phase, money consumption increased slightly with cigarette price, indicating money to be an independent reinforcer for cigarettes. When all three reinforcers were present, money again served as an independent reinforcer. Nicotine gum consumption increased with cigarette price, but the degree of increase was diminished to the level of an independent reinforcer. Cigarette consumption decreased modestly when nicotine gum was available, and to a larger extent when money or both alternatives were available. The results imply that in some contexts an independent reinforcer such as money may be more effective at reducing drug use than a pharmacological substitute.