

Review of: "Does Tobacco Make Consumers Happy? Evidence From Cameroon"

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The article provides an important contribution to the understanding of tobacco addiction, addictive behaviors and the perception that smokers have of their own mental condition. It is advisable to highlight how the study concerns "perceived happiness". In addicted subjects, there are at least two mechanisms that explain how the smoker perceives tobacco consumption. The first mechanism consists in the fact that the consumer feels gratification from nicotine, because he actually uses it to overcome the previous withdrawal crisis. This pattern is repeated every time tobacco is consumed. In this case the "happiness" is just relief from withdrawal symptoms. Secondly, nicotine increases the production of dopamine, a brain neurotransmitter with a reinforcing and rewarding action. This causes the memory of the stimulating substance to have greater importance than neutral stimuli or behaviors. These two neurochemical mechanisms may well explain why some smokers perceive tobacco use as positive. It is suggested to briefly mention these mechanisms in the introduction to the article. A further bias may be constituted by access to information sources on smoking harm. knowing that smoking is bad for you induces an internal contradiction (internal fracture) which could reduce the perception of happiness from nicotine use.