

Dr. Tiffany Describes Dopamine

So, the cells of the mesolimbic or reward, start in the Ventral Tegmental Area and end in the Nucleus Accumbens. Remember that this pathway is a dopamine pathway. Which means that whenever becomes active, dopamine is released in the Nucleus Accumbens. Scientists can measure how much dopamine is released to determine how motivating something might be. So, things in our environment that can activate this pathway, causing dopamine release, will likely be things that we like and likely be things that we are motivated to pursue.