

Priming

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Priming occurs when an individual's exposure to a certain stimulus influences their response to a subsequent stimulus. For example, exposing someone to the word "yellow" will evoke a faster response to the word "banana" than it would to unrelated words like "television." Because yellow and banana are more closely linked in memory, people respond faster when the second word is presented.

Pivotal Mental State Priming

Priming is a gentler approach than framing and is important in Pivotal Mental States as they when the subsequent neuroplastic state develops people become suggestive and can be nudged via priming in a positive direction. This can be used by therapists in a clinical setting administering psychedelics by utilising the Pygmalion effect, which is a psychological phenomenon in which high expectations lead to improved performance in a given area^[1].

Psychedelic Repriming

A tragedy of the War on Drugs is that psychedelics have been erroneously labelled as all bad. As there is a potential for difficult, challenging material to arise and present itself to the psyche this priming can make things worse so this must primarily be addressed. One way to effectively do this is to reprogram oneself from the *hullabaloo* surrounding the War on Drugs and start to absorb the more rigorous, referenced scientific information about psychedelics presented on this site.

References

1. **Modalities of the psychedelic experience:** Microclimates of set and setting in hallucinogen research and culture. Ido Hartogssohn First Published July 12, 2022 Research Article. <https://doi.org/10.1177/13634615221100385>

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