$- \lambda_i \cdot \beta \cdot x \left(1 + V \cdot \gamma \right)$

$\beta \cdot x \left(\lambda_i + \lambda_i \cdot V\gamma \right)$

$LAP = \lambda_i + \gamma V$

$LAP = \lambda_i * \gamma V$

$LAP = \lambda_i + \lambda_i V \gamma$

CV

time constant $\lambda = \frac{-\beta loss}{\beta gain}$

γ?

accept ~ gain + loss

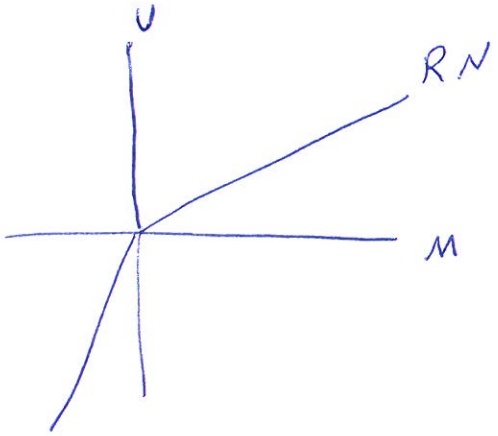
P(acct) = logistic ($\beta_0 + \beta_{ge}$ ... ----)

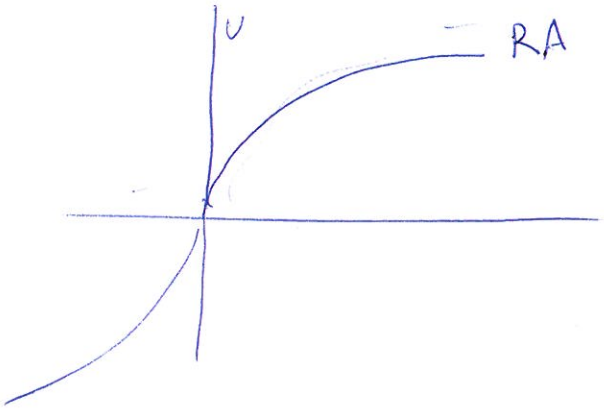
accept ~ (gain + loss) * (SCR + corrugador)

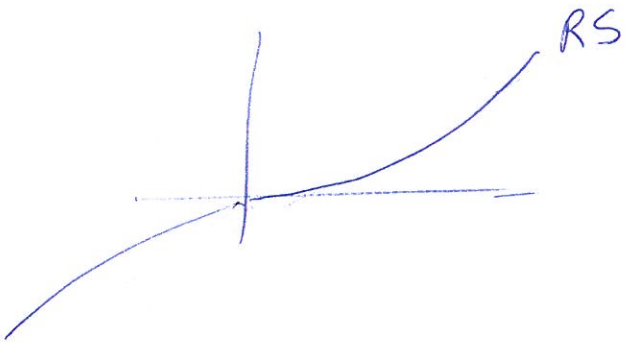
accept ~ (gain + loss) * (category)

$\beta gain + \beta gain : SCR$

$\beta loss + \beta loss : craving$







$$\beta_0 + U(x_G) \cdot \beta_G + U(x_L) \cdot \beta_L$$

$$U = \frac{1}{1 + e^{-\gamma x_G}}$$

$$U(g) = (oa)^{\gamma}$$

$\gamma > 1$: RS

$\gamma < 1$: RA