to use it; and reporting withdrawal symptoms when one stops using it.Because the relaxation occurs quickly, people are conditioned to associate 10 English II – Faculty of Oral & Dental Medicine– Dr. Dina Gaber viewing with rest and lack of tension.For some, a twinge of unease or guilt that they aren't doing something more productive may also accompany and depreciate the enjoyment of prolonged viewing.Researchers in Japan, the U.K. and the U.S. have found that this guilt occurs much more among middle–class viewers than among less affluent ones The orienting response is an instinctive reaction to any sudden or new, such as movement or possible attack by a predator.Typical orienting reactions include the following the arteries to the brain grow wider allowing more blood to reach it, the heart slows down and arteries to the large muscles become narrower so as to reduce blood supply to them.In our ESM studies the longer people sat in front of the set, the less satisfaction they said they derived from it. When signaled, heavy viewers (those who consistently watch more than four hours a day) tended to report on their ESM sheets that they enjoy TV less than light viewers did (less than two hours a day).The association is positively reinforced because viewers remain relaxed throughout viewing.Thus, the irony of TV: people watch a great deal longer than they plan to, even though prolonged viewing is less rewarding.Brain waves are also interrupted for a few seconds.These changes allow the brain to focus its attention on gathering more information and becoming more alert while the rest of the body becomes quieter.

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