



Eric Thraikill, PhD
Assistant Professor

Eric Thraikill, PhD is an assistant professor in the departments of psychological science and psychiatry at the University of Vermont. His work concentrates on how decision making and instrumental behavior influences risk for substance use disorders, cigarette smoking, and overeating, and how such factors connect to fundamental mechanisms of associative learning and behavioral regulation. Dr. Thraikill's current focus is on 1) the relationship between loss aversion, or the tendency for potential losses to have a stronger influence on behavior than equivalent gains, and risk for cigarette smoking and other substance use, 2) understanding the sequential, "chained" structure of instrumental behavior and how this informs how we make and break habits whether healthy or not, and 3) variables that influence the effectiveness of treatments that involve differential reinforcement. His goal is to improve the understanding of cognitive mechanisms and behavioral processes that underpin durable behavior change. Dr. Thraikill received his PhD from Utah State University and completed his postdoctoral work at the University of Vermont.