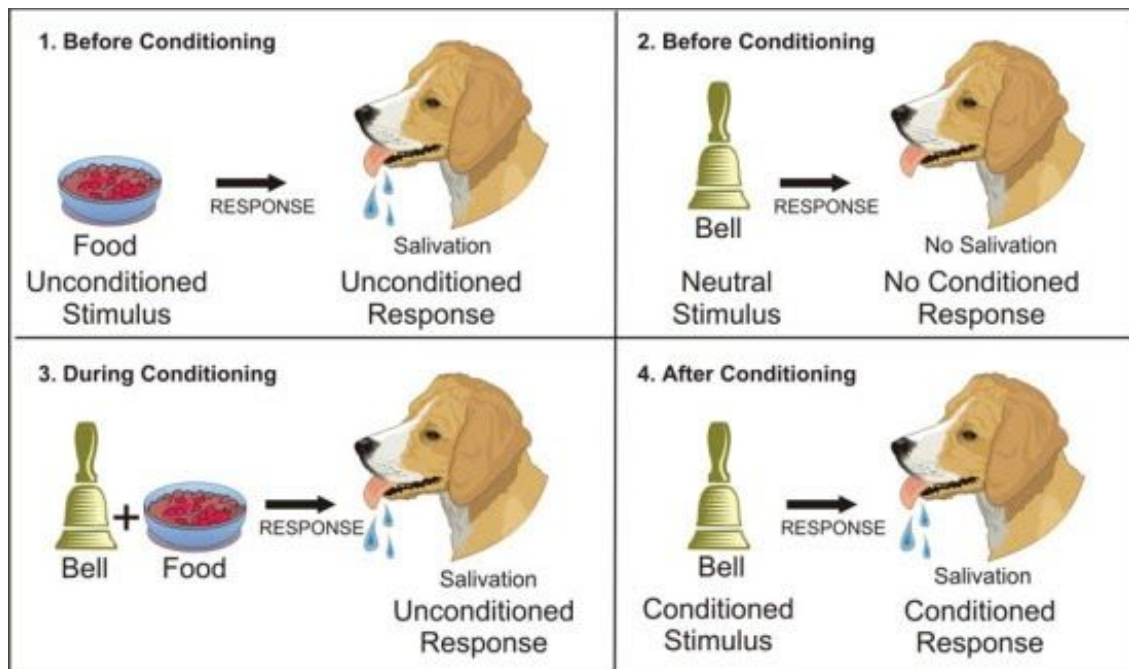


# 4-Factor Model of Insomnia: Conditioned Arousal

- Classical conditioning (Pavlov)
- The association we make with the bedroom and being awake
- The goal is to make a new association!



**Classical Conditioning**