**POSITIVE AND NEGATIVE URGENCY PREDICT CRAVING AND SUBJECTIVE RESPONSE IN A PLACEBO-CONTROLLED ALCOHOL CHALLENGE**

**K. R. Menary, W. R. Corbin**

**Department of Psychology, Arizona State University, Tempe, AZ 85281**

**Background**: Those higher in positive and negative urgency (the tendency to become behaviorally dysregulated under positive and negative affect, respectively) are more likely to report drinking to enhance positive affect and to cope with negative affect (Curcio & George, 2011). Little research has examined potential mechanisms of these effects, though recent studies suggest that urgency may predispose individuals to experience greater craving (Cyders et al., 2014) and expect more positive effects from alcohol (Settles et al., 2010). Thus, the current study utilized a placebo-controlled alcohol challenge to investigate relations among urgency, craving, and subjective response to alcohol (vs. placebo). **Method**: 261 participants completed baseline surveys and received either alcohol (n=162) or placebo (n=99) in one of 4 settings that varied by physical (simulated bar vs. lab) and social (solitary vs. group) context. High-arousal positive (HAP; e.g., stimulation) and low-arousal positive (LAP; e.g., relaxation) subjective effects and craving were assessed after drink administration. General Linear Models were used to examine main effects of urgency (positive and negative) and interactions between urgency and beverage condition, physical context, and social context. **Results**: No main effects of urgency were found for subjective response, but positive urgency interacted with physical context (*b* = .11, SE = .04, *p* = .01) such that greater positive urgency predicted greater stimulation (HAP effects) in the bar but not the lab setting. Both positive and negative urgency were associated with greater craving (positive urgency: *b* = .06, SE = .01, *p* < .001; negative urgency: *b* = .05, SE = .02, *p* = .002), and these effects did not differ by beverage condition or context. **Conclusion:** Positive urgency was related to greater stimulation when individuals were exposed to alcohol cues (bar context), and both positive and negative urgency were associated with greater craving after drink consumption, regardless of beverage condition. Thus, it appears that individuals with higher levels of urgency are at risk for both cue-elicited stimulation (positive urgency) and greater craving under the expectation of alcohol consumption (positive and negative urgency). This suggests that these individuals may be particularly responsive to expectancy challenge and cue-exposure based interventions, though additional studies are needed to directly address this hypothesis.