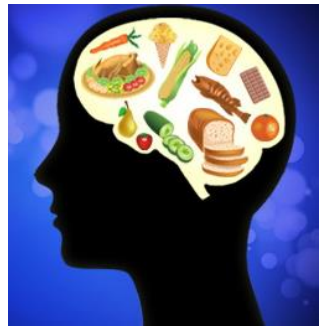
Psychology of Eating:

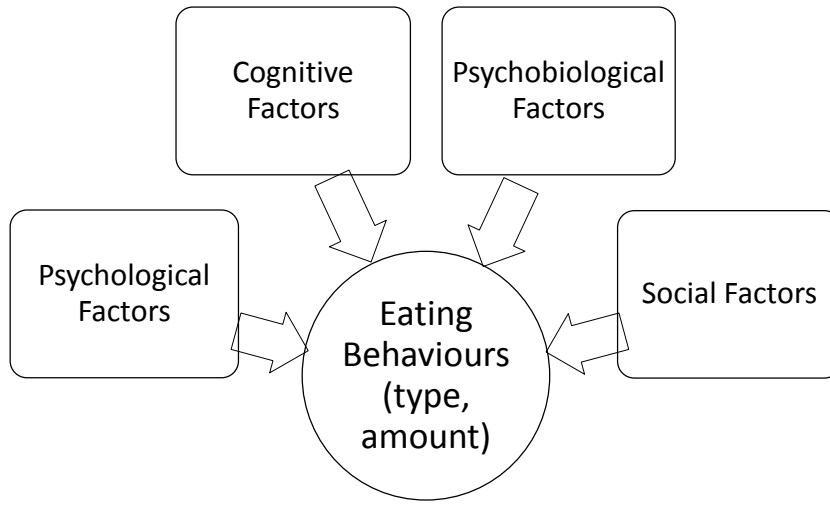


October 10, 2014

Objectives

1. Describe factors that influence eating behaviours
2. Compare dieting to dietary restraint (DR)
3. Describe restraint theory and the Boundary Model of overeating
4. Describe characteristics of DR
5. Describe potentially harmful effects of DR

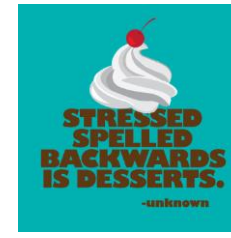
Factors Influencing Eating Behaviours



Adapted from Ogden 2010, 2011

Psychobiological Factors

- Neural and hormonal factors
  -Hypothalamus= key brain structure regulating feelings of hunger and fullness (physiologically)
  - numerous hormones affect starting, stopping of eating
  - attempt to maintain state of homeostasis
- Senses
  - appearance, smell, taste, texture of food
  - impact food choice, amount



- Stress
  - physiological and psychological impact
  - can cause people to eat more or less to cope with stress
  - general rule= woman eat more and men eat less
  - chronic stress= ongoing (eating less)
  - acute= short and contained amount of time (eating more)
  - can lead to mindless eating

Psychological Factors

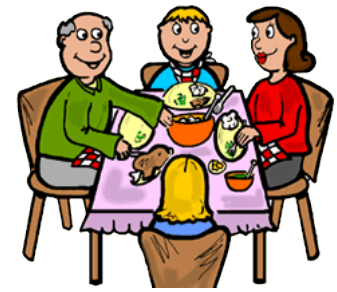
- Social Learning (modelling)
  - parental attitudes and behaviors (begins in utero)
  - peers, friends impact food preferences in kids
  - media
- Associations (reinforcement)
  - rewarding eating behaviors (it works!)
  - food= reward
  - control - covert
- Body image
  - people who perceive themselves as overweight, they tend to diet more and restrict their food intake (ideal= thin)
  - ideal for men = lean and muscular
  - impact the type of food we eat and how much of that food

Cognitive & Emotional Factors

- Beliefs
  - SN not good predictor of eating behaviors
  - Attitude = good predictor
    - ambivalence= presence of positive and negative evaluations
- Knowledge = unrelated
- Mood regulation
  - comfort foods
  - good vs. bad mood and eating

Social & Cultural Factors

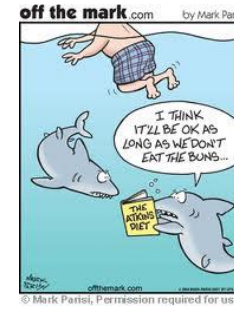
- Presence of others - tend to eat more and make less healthy choices
- Meaning of food: Is it just to sustain life?
  - Social functions
    - culture(identity), customs
    - traditions
    - foster relationships



- Meaning of weight & size
  - Thin versus overweight?
    - social status
    - socialized that thin is good in woman
    - thin ideal= more attractive and more positive overall
    - muscular ideal= higher social status and more positive overall
    - impact type and amount of food we eat

Restraint Theory: Dietary Restraint

- Ignore internal physiological cues
- Cognitive rules to reduce food intake to control weight
  - amount, type of food eaten
    i.e. I'm never eating chocolate again
- Leads to abnormal patterns of eating
  - cycles of under eating and over eating



Pop Quiz: using the factors that we talked about that influence eating, how does Dr. Kessler explain overeating?

http://www.youtube.com/watch?v=y0lYM4RORPs

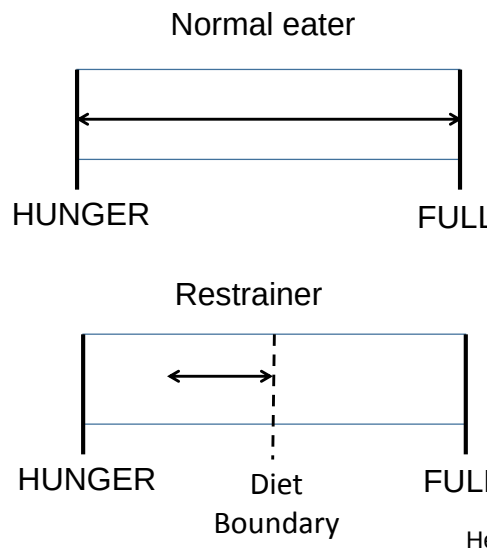
- senses, sight, taste
- cues seen in the environment
- role of media
- reinforcement
- moods, habits

Dieting versus Dietary Restraint

- Dieting:
  - reflects temporary, short-term attempts to reduce food intake to lose weight.
- Dietary restraint:
  - stable over long periods of time
  - often characterized by periods of restraint and over-eating.
- Strong, positive correlation

- Dieting and dietary restraint are DIFFERENT

Dietary Restraint



- physiological cues

- ignore cue and stop eating before they get full
- rules they set up for themselves.

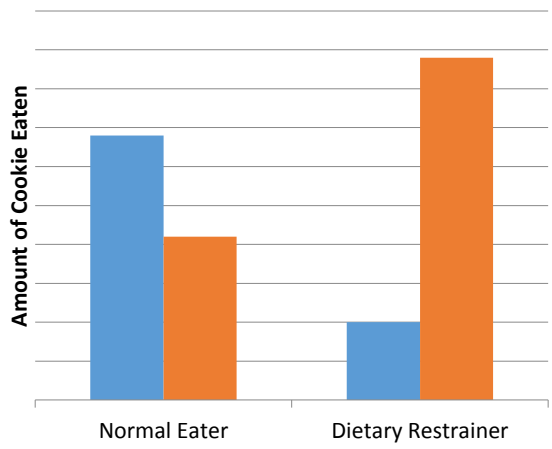
Herman & Polivy, 1984

Research Paradigm

- Pre-load/taste test methodology
  - high calorie (ex. milkshake) or low calorie (ex. water) pre-load.
  - taste test- rate food but secretly measures the amount of food they consumed.



Dietary Restraint Behaviour



- choosing the milkshake means eating less of the cookies (cues)
- choosing the water means eating more of the cookies

From Herman & Mack, 1975

Boundary Model of Overeating

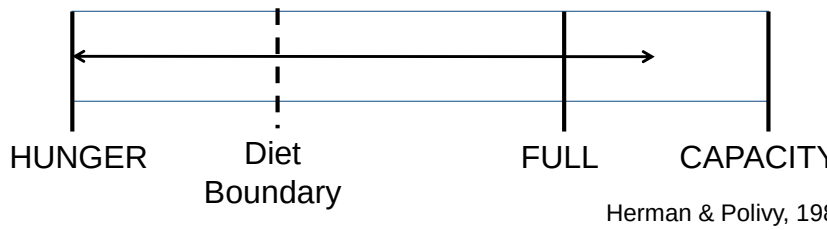
- Explains how restraints leads to over eating
- Integrates physiological and cognitive influences
- Normal eaters:
  - physiological boundaries of eating
    - eat because hungry, stop because full
- Restrainers:
  - physiological boundaries shift, cognitive boundaries impose.
  - eat because they reach some self imposed limit
  - overeating occurs because interferes with the limit

Herman & Polivy, 1984

Overeating: Disinhibition

- Something that happens that distracts from cognitive cues and leads to over eating.
  - cognitive rules loosen/disappears
  - loss of control = over eating
  - emotional distress
  - intoxication
  - feeling full does not mean capacity

- eat well past the boundary and feeling of fullness to overeating
- loss of control



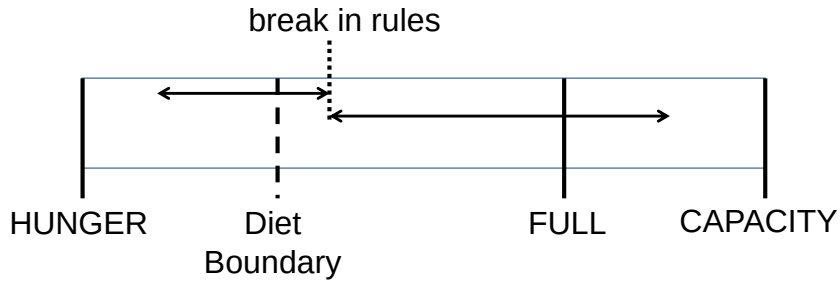
Herman & Polivy, 1984

Overeating: Counter-regulation

-"what the hell" effect or "blowing the diet" attitude.

- breaking of the rules followed by overeating

- rules still exist then something breaks the rules then might aswell break all of the rules, what difference does it make.



Herman & Polivy, 1984

-recognition of breaking the rule

-cognitive rules start again

- cycle of overeating and undereating starts again

Characteristics of Restrainers

- Consume fewer calories per day on average
- Higher BMI, weight
- Increased responsiveness to food
- Eat less when:

Hawks, Madanat, & Christley, 2008

Is Dietary Restraint Bad for You?

- Physical effects

- Psychological
- Eating disorders?