

Influence of temptation food cues on food intake, goal accessibility and explicit automatic evaluations among restrained and unrestrained eaters

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Objectives

To determine the influence of external cues (neutral, food and dieting) on eating behavior, goal activation, and explicit automatic goal evaluations, in restrained (RE) vs. unrestrained eaters (UE).

Method

Participants

Female undergraduates at UofT (N = 166); 17 - 49

Instruments

Revised Restraint Scale

Revised Feeling of Inadequacy Scale

Motivation Scale.

Procedure

Participants randomly assigned to 3 conditions: food-cue, dieting or control.

Words related to goals of dieting, food-enjoyment presented in computer decision task.

Participants' food intake: assessed in a taste-rating task.

Results

REs ate more than did UEs across the three conditions.

REs exposed to food cues ate more than did REs in the control condition and evaluated the goal of dieting more negatively compared to REs in the other two conditions.

Table 1
Cookie consumption: Means (standard deviations),
among RE and UE across 3 conditions
(Gourmet, Dieting and Control)

	RE (75)	UE (75)	Total (150)
Gourmet (53)	102.55 (52.34)	79.07 (43.63)	90.59 (49.08)
Dieting (49)	86.88 (38.94)	77.38 (32.97)	82.23 (36.08)
Control (48)	73.90 (30.85)	62.31 (29.71)	68.10 (30.53)
Total (150)	88.16 (43.04)	73.17 (36.57)	80.66 (40.51)

Table 2
Effect sizes of restraint and cue conditions over food intake and goal activation

	F	df	p	η^2
<i>Food intake</i>	5.37	(1, 150)	.02**	.04
Restraint	4.27	(2, 150)	.02**	.06
Cue condition	.48	(2, 150)	.62	.01
Restraint X Cue condition				
<i>Food enjoyment goal activation</i>	.00	(1, 150)	.99	.00
Restraint	.09	(2, 150)	.92	.00
Cue condition	1.70	(2, 150)	.19	.02
Restraint X Cue condition				
<i>Dieting goal activation</i>	2.53	(1, 150)	.11	.01
Restraint	.12	(2, 150)	.89	.00
Cue condition	.71	(2, 150)	.50	.01
Restraint X Cue condition				
<i>Control goal activation</i>	1.98	(1, 150)	.16	.01
Restraint	.29	(2, 150)	.75	.00
Cue condition	1.42	(2, 150)	.25	.02
Restraint X Cue condition				

Note: ** $p < .05$