Food & Emotion – religious; banquets out of love
hunger-arousal,vigilance,irratibility
Full-sleepy,pleasurablefeelings
Study shows people stressed increases carbs in diets. Change associated with better moods,sweet
tastes pleasurable.
The serotonin hypothesis:
carbs contain amino acid tryptophan. Used by brain-creates- serotonin. Low levels associated with
depression, stress/depression take more carbs-increases serotonin-reduces depression.only occurs
with pure carbs-rare. Protein prevents tryptophan entering brain.
The Opiate hypothesis:
Opiate-neurotransmitters; enkephalin and beta-endorphine. Released from neurons and act as
synapses with Opiate receptors.Similar to heroin, produces pleasurable feeling and euphoria. Opiate
pathways likely to be part of our reward system.
Reward system activated by food and drink. Opiate drugs increase food intake and perceived
tastiness of food. Blocking endorphine system with naloxene reduces food intake,suppresses
thought abouts food. Shows the system is involved in feeding regulation. Sweet foods increase the
release of endorphines in the brain.
Associate sweet tastes with increase in mood. Glucose improves cognitive tasks, given drink of
glucose told placebo effect wear off,expectations overide the actual intake of glucose.
Sweet taste of glucose produces a release of insulin from the pancreas gland, anticipating a rise in
blood glucose levels. Sweet tastes usually mean glucose-body prepares itself.
Anticipation/expectation basis of learning and experiancing vital parts of feeding behaviour.
Culture and food :
Availability of different food. Even though it is similar due to fast food restraunts, there are
differences still found. Wardle et al surveyed 16,000 young adults across 21 European countrie;
general- basic healthy diet-low, females doing better than males. In Norway eat mot fibre
portugal least, Portugal also have the highest fruit and vegetable intake whereas Englad and Sweden eat
the least.
Mediterranian diet: lower levels of heart disease/obesity in other countries. Key differences- olive
oil as a source of fat, fruit and veg, moderate-cheese and fish, low red meat and wine.
Less processed more natural. Being able to be to fast food restraunts spreading. Pica Indians-
stay in community-low levels of obesity those who move to areas influenced by American culture
develop high levels of obesity. Lesham show otherwise, compared Bedouin Arab women living in
desert encampment with Bedouin women who had lived for at least one generation in an Urban
setting. Compared both with a group of Jewish women-urban environment. Diet of Bedouins hardly
different of desert bedouins, both differ from Jewish womne. Had higher intake of energy, also had
high salt intake whereas Jews didn't.