gender bias and small sample size. It is known that young women from the ages of 12-20 have a higher risk of developing eating disorders such as anorexia or bulimia and therefore different age groups could have different restraints and boundaries when faced with a diet. Due to these reasons it cannot be concluded that the results done on these 27 obese women can be related to the wider general public.

Although there are many studies and explanation explains why diets fail it is not always the case. It is true that most diets do fail and we know some of the reasons for that; however there are those few that manage to keep their diets and find success in their weight loss. Redden explains that a diet is deemed successful due to the result of attention to detail. He explained that people get bored very easily and that if an individual chooses to take up a diet whereby he eats a salad every lunch, that individual will eventually get bored of having a salad and therefore fails his diet. A study conducted on 135 people where each time they were given information about a jelly bean they were about to eat. One group saw general information (jelly bean number 6). The other group was given detailed information (jelly bean number 7, grape flavour). It was seen that those who were told the detailed information ate more jelly beans. This study proves that when an individual is given information they do not become bored and so continue to eat. Taking this theory to food we can see that if an individual would provide detail to their food (e.g., mixed leaves with rocket and cherry tomatoes, red onions and cucumber) they would be more likely to continue eating their health foods than simply saying salad.

It has also been seen that a realistic goal helps to sustain a diet and make it successful. Powell et al found that those who set themselves realistic targets and had a weight loss of only 7lb on average per year were more likely to stick to their diets and in the longer term years where this was seen more beneficial in the long run and better for one’s health. On the other hand it was seen that this doesn’t work for most people due to majority of those dieting are looking at the short term rewards and success whereas this method of losing is a long term fix and weight loss is very slow and gradual. Being able to set realistic goals does appear to provide positive results when dieting however it is not widely carried out.

Another reason seen to aid the success of diets is due to cognition. Ogden questionnaired 58 obese women, 40 women who lost weight and put it back on and 44 women who lost weight but kept it off. The results showed that weigh loss maintainnees are less likely to agree with medical explanations for their obesity and so blame themselves for the reason they are obese. They also put greater psychological consequences of being obese. It was seen that the main determining factor for these women to keep the weight of was due to psychological reasons suggesting that they were unhappy the way they were and so by losing weight they were focusing on being happy and not necessarily healthy. From this study we are able to conclude that there is a cognitive factor to the success of dieting and that if a person doesn’t believe that they need to diet or are content with themselves then they will not succeed at the diet.