

INTEGRATING IMPLICIT AND EXPLICIT EMOTIONAL ASSESSMENT OF PLEASURABLE MEAL EXPERIENCES

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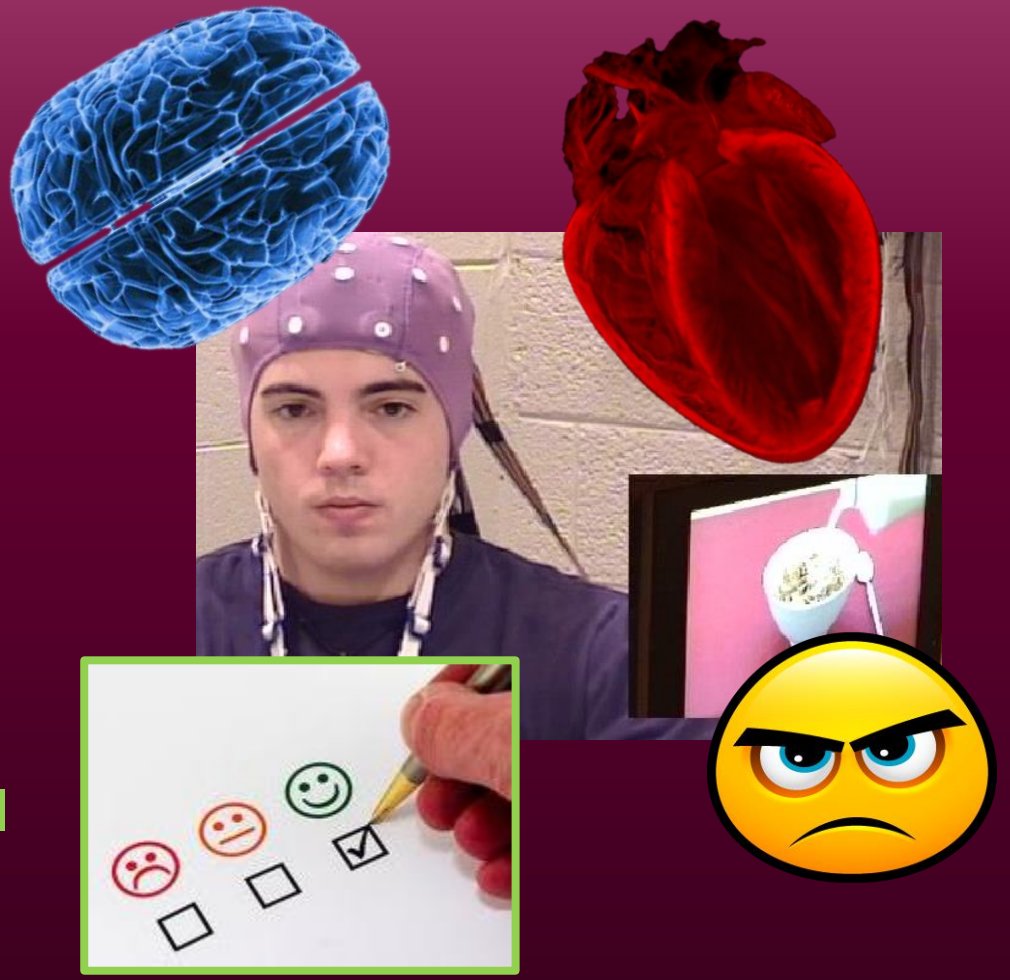
Objective

Assess emotional responses and motivational behaviors to pleasurable meal experiences by evaluating the use of implicit measurements:

1). EEG, 2.) ECG, and 3.) AFEA

and compare to explicit emotional responses.



Methods

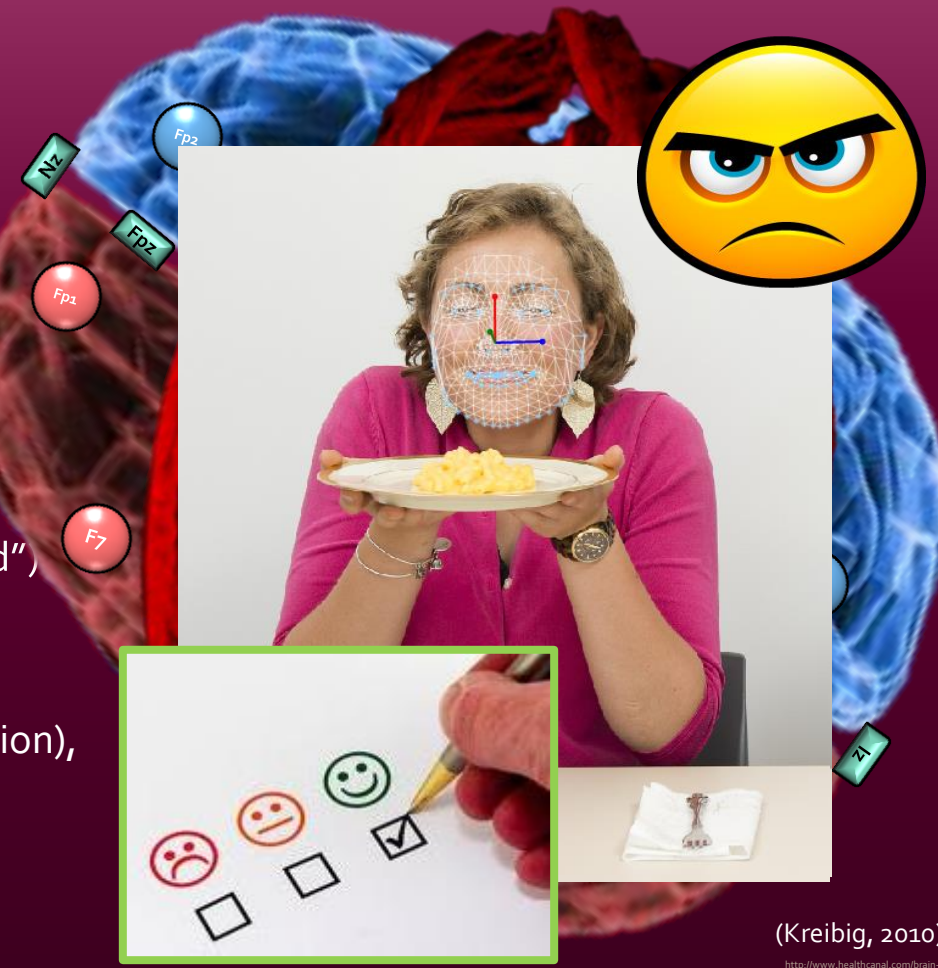
- ***Increase*** in heart rate→ anger, contentment, disgust and sadness.
- ***Decrease*** in heart rate→ anger, contentment, disgust and sadness.

AFFA:

- Scale of expression intensity for 6 b emotions: fear, happiness, joy, sadness, surprise (b. sad, mad).
- Anger, happy, disgust, sad, scared and surprised (b. sad, mad).
- Left: (0=not expressed, 1=highly expressed”)
- Approach emotions (angry, happy, surprised)
- Check All That Apply Emotion term list and Acceptability (non-crying or acute).
- Withdrawal emotions (disgust, sad, scared)

Assumptions:

- Heart rate is the speed of the heart beat measured by the number of heart rate.
- Left: (0=not expressed, 1=highly expressed”)
- Approach emotions (angry, happy, surprised)
- Right: (0=not expressed, 1=highly expressed)
- Check All That Apply Emotion term list and Acceptability (non-crying or acute).
- Withdrawal emotions (disgust, sad, scared)



(Kreibig, 2010)

http://www.healthcanal.com/brain-nerves/62018-online-project-aims-to-speed-up-cures-for-brain-disorders.html

Key Points

Explicit Responses:

- Significant differences ($p<0.05$) in acceptability scores were seen across breakfast meals.
- ***Approach term*** usage was greater for fruit-containing meals (good; happy, friendly, pleased and joyful).
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and ***sad*** compared to the control.

- A significant increase in **HR** was seen compared to the control (fruit parfait breakfast meal) .
  - Could be indicative of a physiological response of contentment, happiness and/or joy that relates to the positive explicit responses found.
- **Frontal cortex asymmetries** were not different between breakfast meals and the control.

Implicit measures may provide additional supportive data to more traditional explicit measures for a better understanding of consumer emotional responses to food.

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