

# PROYECTO

## Efecto protector del mindfulness frente a la publicidad, medido en una tarea de aproximación-evitación (AAT) con imágenes de comida

Diseño de aplicación para tomar el  
experimento

## Background...

A brief Mindful instruction → modulated automatic approach impulses towards appetizing food:

Mindful or  
Control/immerse  
instruction

**Exposure**  
Critical set of pictures  
(5 attractive and  
5 neutral food pictures;  
10 IAPS filler pictures)

**AAT  
instruction**

**AAT**  
5 critical food images  
5 IAPS filler pictures  
10 additional filler  
pictures of other  
food items



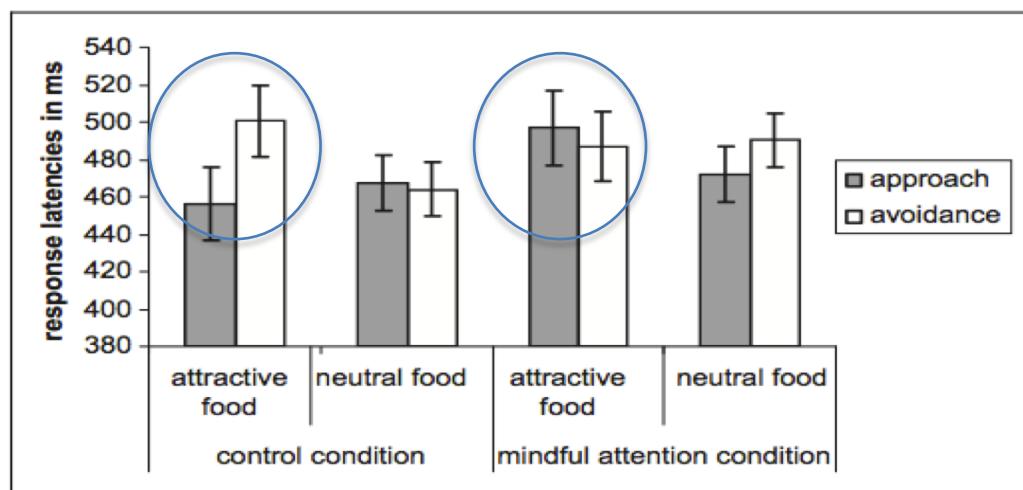
**Approach**



**Avoid**



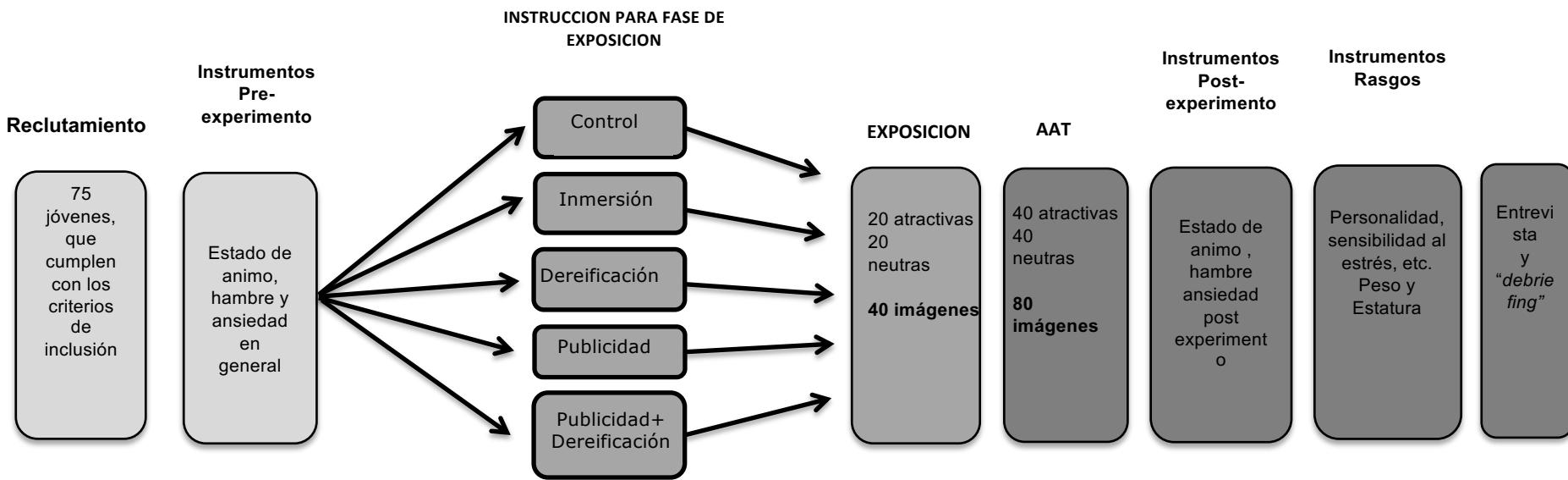
Stimulus-  
response  
compatibility  
(SRC) effects.



“Mindful attention  
participants did not have  
an approach bias toward  
attractive food”

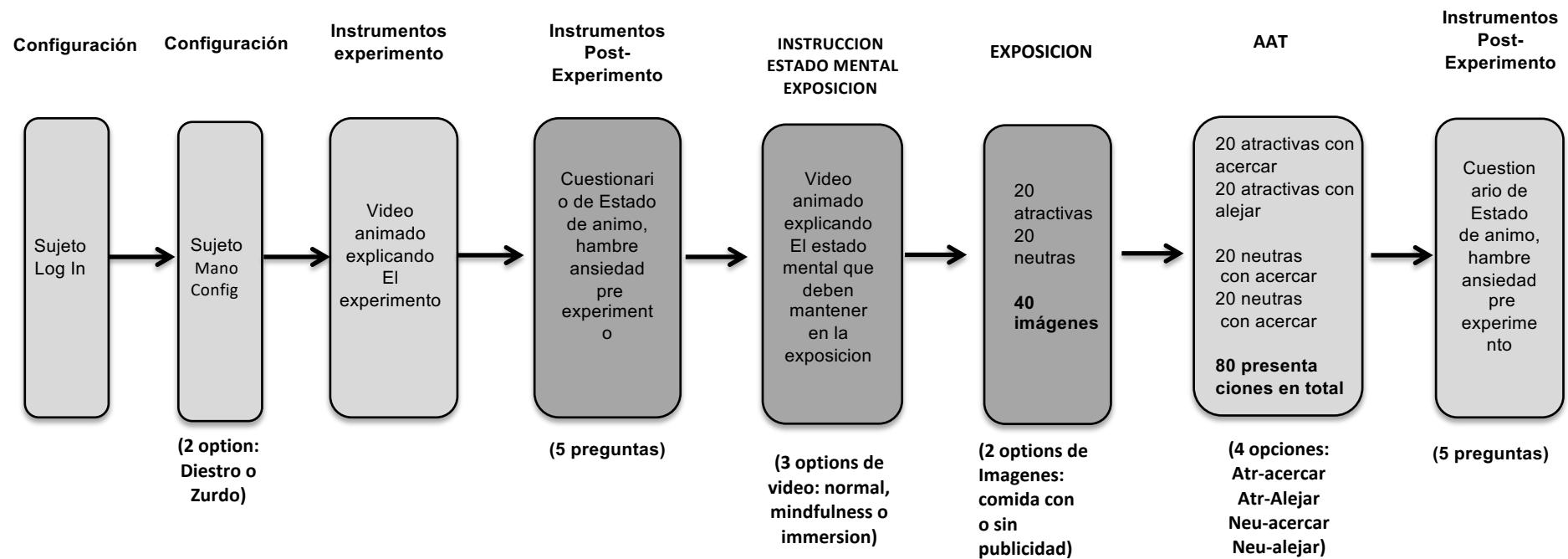
# The current experiment...

## Experimento Online: Diseño General



# Estructura...

## Experimento Online: Diseño General aplicación



## Detalles condiciones....

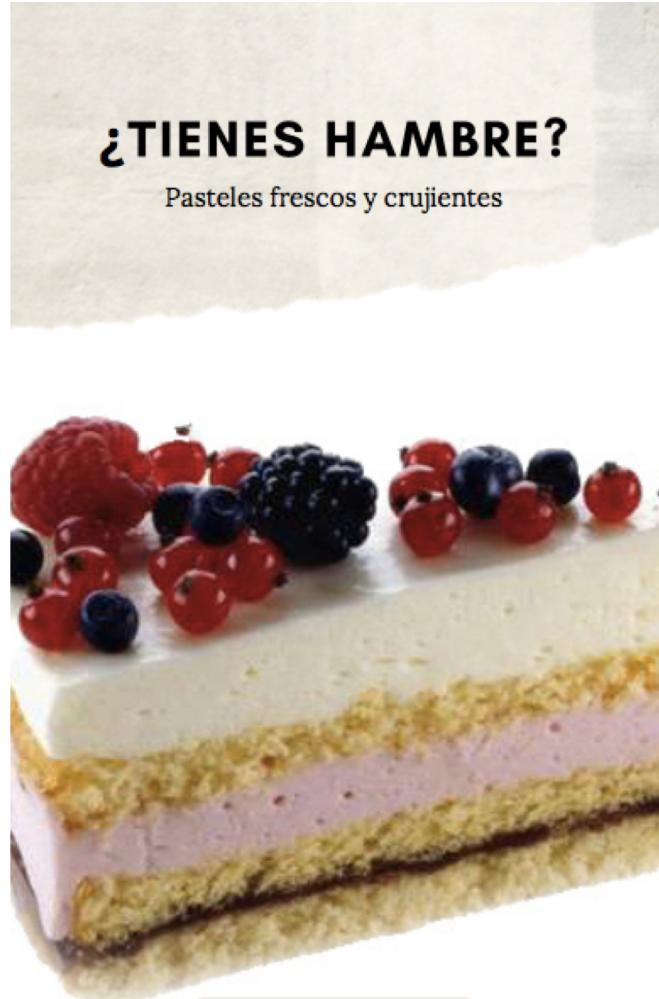
Nombre CONDICION experimental	INSTRUCCION PARA FASE DE EXPOSICION	EXPOSICION	AAT
Control	Normal	Pool Comida fondo blanco	Pool Comida fondo blanco
Inmersión	Inmersión	Pool Comida fondo blanco	Pool Comida fondo blanco
Dereificación	Dereificación	Pool Comida fondo blanco	Pool Comida fondo blanco
Publicidad	Normal	Pool Comida Publicitada	Pool Comida Publicitada
Publicidad+ Dereificación	Dereificación	Pool Comida Publicitada	Pool Comida Publicitada

\*Se entregaran al programador 3 videos = Normal, Immersion y Derificacion

\*Se le entregaran al programador 2 poole de imágenes de comida (con publicidad y sin publicidad)  
Cada pool tiene 2º comida atractivas y 20 comidas neutras

Detalles estímulos....

Con publicidad



¿TIENES HAMBRE?

Pasteles frescos y crujientes

COMPRO AQUÍ

A slice of cake with a white cream layer, a pink strawberry layer, and a golden crumb base, topped with a variety of berries.

Sin publicidad



## “Labels” para identificar la data en posterior analisis. (Hablar con developer si esto es necesario)

1-20 =Attractive images s/ publicidad ID  
21-40 = Neutral images s/ publicidad ID  
41-60 =Attractive images c/ publicidad ID  
61-80 = Neutral images c/ publicidad ID

181= Appearing first time  
182= Appearing second time

301=Condition 1 (control)  
302=Condition 2 (immersion)  
303=Condition 3 (Derificacion)  
304=Condition 4 (Publicida)  
305=Condition 5 (Publi+dereif)

310=with right hand  
311= with left hand

Generalities

201=Avoid attractive  
202=Approach attractive

203=Avoid Neutral  
204=Approach Neutral

205 =Avoid Objet  
206 =Approach Objet

AAT presentation zone

240-Exposure Attractive  
242-Exposure Neutral  
244- Exposure Objet

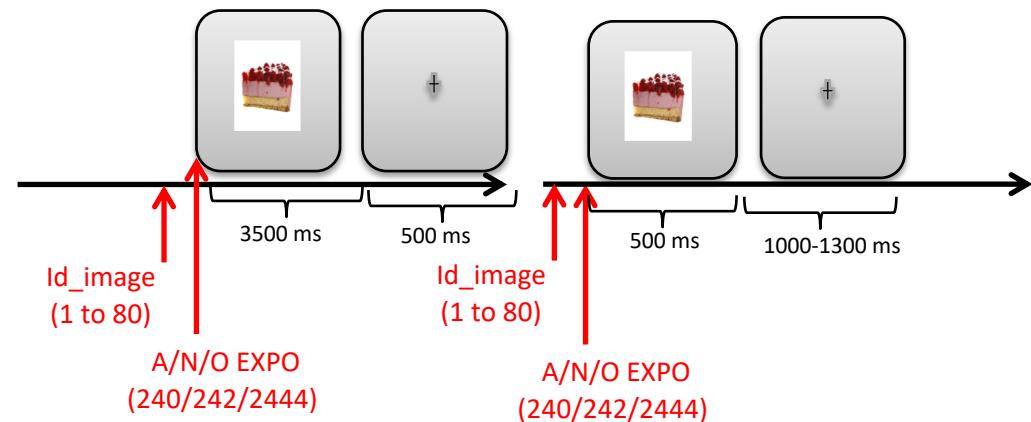
EXPOSURE zone

235=Incorrect response (Approach/avoid)& incorrect hand  
236=Incorrect response (Approach/avoid)&correct hand  
237=Correct response (Approach/avoid)&correct hand  
238= Correct response (Approach/avoid)& incorrect hand

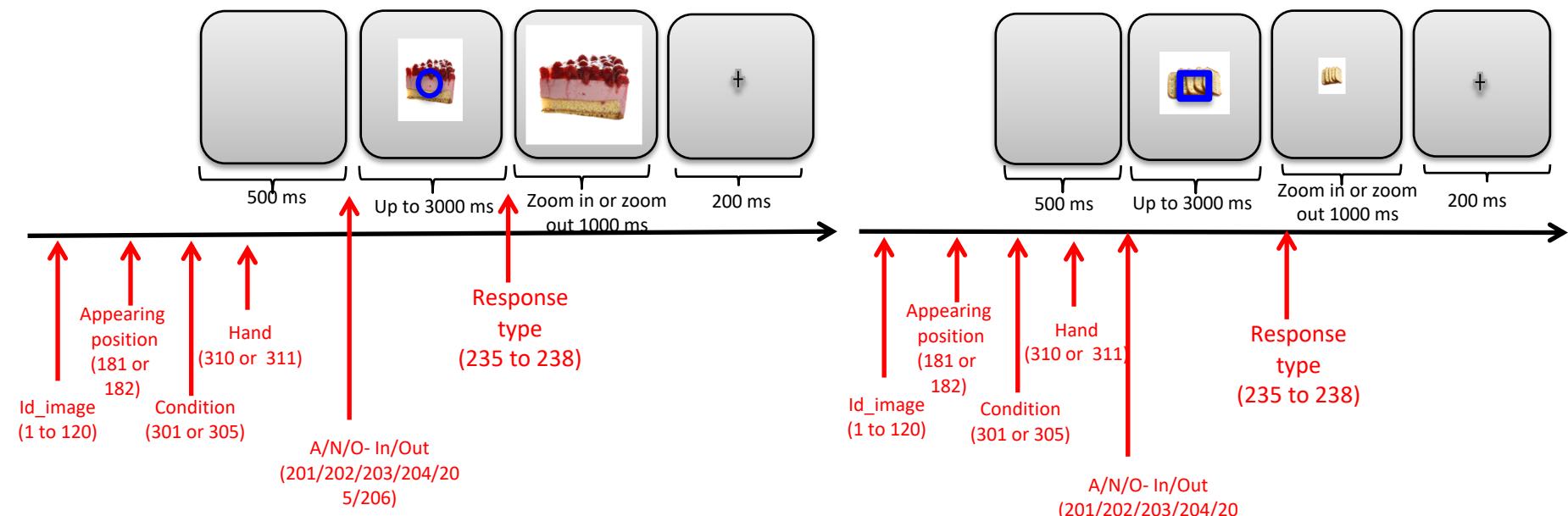
AAT response zone

If “levels” are true: (TTL EEG labels in red)

## A Exposure trials (2 trial):



## B AAT trials (2 trial):



## Expected outcome data....example

Trial	SUBJET	HAND	GENDER	INSTRUCTION	Image ID	Food	TrialType	Response	Hits/mis	RT_1	RT_2	BMI
1	X10	Righth	m	Mindful	Imege1	Atr	Atr-App	App	1	0.44177346	0.00909926	27.34375
2	X10	Righth	m	Mindful	Imege1	Atr	Atr-Avo	Avo	2	0.44688934	0.00820055	27.34375
3	X10	Righth	m	Mindful	Imege1	Neu	Neu-App	App	0	0.44041005	0.00978844	27.34375
4	X10	Righth	m	Mindful	Imege1	Neu	Neu-Avo	Avo	1	0.45280382	0.00863797	27.34375
5	X10	Righth	m	Mindful	Imege1	Atr	Atr-App	App	0	0.58060233	0.01641667	27.34375
6	X10	Righth	m	Mindful	Imege1	Atr	Atr-Avo	Avo	0	0.5942978	0.01563394	27.34375
7	X10	Righth	m	Mindful	Imege1	Neu	Neu-App	App	1	0.57158338	0.01562558	27.34375
8	X10	Righth	m	Mindful	Imege1	Neu	Neu-Avo	Avo	1	0.58342211	0.01345473	27.34375
9	X11	Left	m	Immerse	Imege1	Atr	Atr-App	App	0	0.62084765	0.01494197	21.1068776
10	X11	Left	m	Immerse	Imege1	Atr	Atr-Avo	Avo	0	0.68689144	0.01832853	21.1068776