

29. ダイエットに関する意外な論文(1)：構造理解

No more TV dinners, no more snacking with Paul McCartney on the kitchen stereo and certainly no listening to the more intellectual bits of Radio 4 over breakfast.

If you want to lose weight, the best accompaniment to a meal is the sound of your own chewing, a study suggests. Psychologists in the US have found that people consume less food when they can hear themselves eating. They believe the effect to be so powerful that even simply telling somebody that they are eating a crunchy snack makes them eat less.

In a considerable benefit to those who cannot get through a packet of crisps without making the noise of a small gunfight, experiments show that the more people concentrate on the noise of their meal, the less they eat and they think the flavours are more intense.

Gina Mohr, assistant professor of marketing at Colorado State University, said the findings suggested that people who wanted to diet could cut down on distracting sounds.

In one experiment, Dr Mohr and a colleague asked 71 students to sit in a room with a bowl of ten pretzels while wearing a pair of headphones.

Half of the participants had their ears flooded with white noise, drowning out the sound of their chewing. They ate an average of four pretzels each.

The other half, who were able to hear themselves eat much more distinctly, took 2.8 each.
