

## The Open Library of Affective Foods (OLAF): Technical Manual and Affective Ratings in ADULTS

Please, cite the adult version of the OLAF as

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**IMPORTANT NOTE:** *Most of the theory underlying the Open Library of Affective Foods refers to the International Affective Picture System (Lang, Bradley, and Cuthbert, 2008), whose authors kindly allowed us to include part of their IAPS Tech Report A-8 material (classic SAM scales of valence, arousal, and dominance) and procedures (method and instructions for participants) in the Tech Manual that we provide for the Open Library of Affective Foods.*

*For additional information on the IAPS, please contact the IAPS original authors or refer to:*

Lang, P.J., Bradley, M.M., & Cuthbert, B.N. (2008). *International affective picture system (IAPS): Affective ratings of pictures and instruction manual. Technical Report A-8.* University of Florida, Gainesville, FL.

## Introduction

In research on healthy and pathological food cue processing, **food images** are commonly used to prompt subjective, behavioral, and psychophysiological reactions in the laboratory. Until recently, most researchers developed and employed their own set of food pictures, making it hard to control experimental stimuli and replicate studies within and across different research laboratories. The creation of several collections of food images (Food.Pics, 2014, by Blechert and colls.; Full4Health Image Collection/F4H, 2016 by Charbonnier y colls; FRIDa, 2013 by Foroni and colls.) is a notable step forward in food cue processing research. In all these sets, for a finer control of perceptual features, foods are displayed isolated against a uniform background.

In emotion research, the **International Affective Picture System** (IAPS, Lang et al., 2008) is a set of approximately 1200 images that has emerged as a reliable tool to prompt emotions in the laboratory. IAPS pictures aim to "represent the variety of human experience" and, accordingly, display emotional contents within natural scenes. Images from the IAPS are passively viewed ("affective picture viewing paradigm") and affectively rated by large samples of participants according to the basic emotional dimensions of valence, arousal, and dominance, thus providing "normative affective ratings" of each picture. IAPS normative ratings have proved a powerful and reliable keystone to investigate the behavioral and psychophysiological correlates of emotional cue processing.

The main feature of the **Open Library of Affective Foods (OLAF)** is applying the "affective picture viewing paradigm" to a new set of original food pictures, with the goal of helping researchers investigating emotions associated with food in healthy as well as in eating-disordered and obese populations. Accordingly, **OLAF foods are displayed within natural scenes**, in order to match the IAPS perceptual features, and OLAF images are presented and **evaluated interspersed with affective and neutral images** from the IAPS. This way, images from the IAPS serve as a benchmark for affective ratings, guaranteeing the reliability of the affective ratings that the participants provide. All images are affectively rated by at least 100 participants.

The OLAF has been specifically created for its simultaneous use with affective pictures from the IAPS. However, as it happened with images from the IAPS, they could be used separately and in different experimental contexts.

In the IAPS, the **Self-Assessment Manikin (SAM)**, a non-verbal pictorial rating system developed by Bradley & Lang (1994), is used to assess the dimensions of pleasure, arousal, and dominance. In this system, a graphic figure depicting values along each of the 3 dimensions on a continuously varying scale is used to indicate emotional reactions. More recently, members of our research group developed an **additional SAM food craving scale** (Miccoli et al., 2014), that was originally created for tobacco cravings (Muñoz et al., 2010). The SAM craving scale ranges from a face with a drooling mouth to a face with a mouth shut (see SAM on the bottom right, in figure 1), allowing participants to report whether looking at the picture they feel or not "a very strong craving,

appetite, desire to eat". For details on SAM instructions to participants, please see below.

**Tables 1, 2 & 3** list the **mean ratings of OLAF pictures** for all participants (Table 1), for men (table 2) and for women (Table 3).

### **Normative rating PROCEDURE for the OLAF ratings in ADULTS**

Design. The IAPS and OLAF images were displayed in 4 **picture orders**, randomized across rating sessions. Each picture order included 36 IAPS (the same for all orders, with 12 pictures per affective category: erotica, neutral objects, mutilations) and 24 OLAF images (different for each order, with 6 pictures per food category: high-calorie foods, sweet or savory, low-calorie fruits or vegetables), leading to a total of 60 images per session that were presented intermixed and without category repetitions. Each order began with a different category and was presented to at least 103 participants (106 on average).

Participants evaluated each image on the three classic SAM **dimensions** of pleasure, arousal, and dominance and on the more recent SAM food craving scale. Moreover, visual-analogue scales of aesthetics and calorie content were included, so that participants additionally rated all images for perceptual beauty and subjective calorie content.

**Participants.** A total of 424 students (269 females; mean age= 20.9 yrs) from different University of Granada degrees (Psychology, Criminology, and Human Nutrition) rated one of the 4 pictures orders. Accordingly, each OLAF image was rated by an average of 106 individuals (at least 103).

**Materials and Equipment. Selection of IAPS pictures.** Affective pictures from the IAPS served as the control stimuli and comprised pleasant (IAPS codes: 4290, 4311, 4659, 4664, 4668, 4670, 4695, 4810, 4693, 4697, 4698, 4800), unpleasant (IAPS codes: 3000, 3015, 3053, 3063, 3064, 3080, 3102, 3131, 3168, 3170, 3266, 9410), and neutral images (IAPS codes: 7000, 7006, 7010, 7041, 7150, 7175, 7185, 7217, 7491, 7705, 7950, 9360). Using the IAPS normative ratings (Lang et al., 2008), we selected the most arousing contents, erotica and mutilations, and household objects as neutrals, so that the average pleasure ratings significantly differed across IAPS contents (erotica: 6.67 (1.9), neutrals: 4.81 (1.0), mutilations: 1.49 (1.0)) and so that the mean arousal ratings were the same for erotica and mutilations, while significantly greater than the IAPS ratings for neutral objects (erotica: 6.80 (1.9), neutrals: 2.37 (1.7), mutilations: 6.70 (2.3)).

**Selection of OLAF pictures.** The OLAF images included 96 original images, of homemade meals and restaurants, depicting both low-calorie (fruits and vegetables) and high-calorie (savory and sweet) foods, with 24 items per category, distributed across picture orders. Within each food category, 6 subtypes of food were identified, providing 4 exemplars of the same food subtype, one for each of the 4 picture orders (see the “Creation of the OLAF” paragraph for more detail).

In the previous adolescent version of the OLAF (Miccoli et al., 2014), teenagers evaluated OLAF pictures together with IAPS images that were lower in pleasure and arousal. Adolescent OLAF ratings unmasked four emotionally “less effective” savory high-calorie foods with lower valence and arousal ratings (OLAF codes: fat\_0012, fat\_0042, fat\_0611, fat\_0721). Accordingly, these pictures were replaced in the adults set by new OLAF images of similar content (OLAF codes: fat\_0021, fat\_0025, fat\_0123, fat\_0224).

**Practice trials.** Before each Picture Set, 8 practice pictures were viewed prior to the experimental ratings: 7021 (Whistle), 3059 (Mutilation), 4692 (Erotic Couple), 7451 (Hamburger), 5800 (Leaves), 3130 (Mutilation), 4085 (Erotic Female), 7279 (Alcohol). These pictures provided participants with a rough range of the types of contents that were going to be presented, as well as serving to anchor the emotional rating scales.

**Creation of the OLAF.** For interested readers, the successive paragraph provides details on the development of the OLAF images. This same paragraph is taken verbatim from the adolescent OLAF Tech Report, which is also fully accessible at [zenodo.org](http://zenodo.org).

The different food categories were identified after consulting with members of the Department of Nutrition and Bromatology from the University of Granada. Food categories were identified on two extremes: on one extreme, food whose recommended frequency of consumption is high (low-calorie foods), with the further distinction between fruits and vegetables; on the other extreme, food whose recommended frequency of consumption is low (high-calorie foods), with the further distinction between sweet high-fat and salty

high-fat foods. To select food images, using a Nikon D3000 digital camera a large amount of digital pictures (approximately 2000) was first taken to depict the chosen food categories: salty high-fat, sweet high-fat, veggies, and fruits. From this initial set, up to 50 pictures were selected for each food category. Subsequently, eighteen independent raters evaluated each food picture using a 1-9 Likert scale to report the extent to which each food picture was attractive and appetizing. The ratings were subsequently converted into Z scores to circumvent individual differences in the use of the scale. The final set of 96 food pictures includes 24 images per category consistently rated as more attractive/appetizing compared with the average (all Z score ratings  $\geq 0$ ). Furthermore, within each food category (salty high-fat, sweet high-fat, veggies, and fruits) we identified 6 subtypes of food that were consistently rated as more appetizing (ice-cream, donuts, pastries, candies, crepes, and waffles for the sweet high-fat category; chips with egg/cheese, pizza, dumplings, tortilla/croquettes, ham, and meat dish for the salty high-fat category; fruit salad, strawberries, cut pineapple, fruit skewers, fruit slices cut, and extended fruit for the fruits category; and tomato salad, mixed salad, avocado salad, cold vegetable soup, grilled vegetables, and vegetable skewers for the veggies category). Accordingly, we included 4 different examples of each sub-type within each category. The rationale was to provide perceptually similar stimuli for future psychophysiological studies where, for example, it is necessary to create different sets of food images, while minimizing perceptual differences among sets. Readers might note that the inclusion of some specific food items is not precise (e.g. "candies" are high in sweet but not in fat; the "avocado salad" is high in fat despite being a vegetable). The necessity to create diverse food items within each food category, combined with the need of

presenting foods in an attractive and appetizing fashion, forced us to compromise on some food items.

### Procedure.

As many as 25 university students enrolled in each rating session, described as involving research on food and physical activity habits. The rating sessions were scheduled between 10 am and 5 pm in a Psychology Department computer laboratory that was kept at a constant dim light.

After collecting informed consent, experimenters provided standardized instructions on the use of SAM and the additional questionnaires. Instructions were read verbatim and accompanied by Power Point-like slides aimed to help participants understand and pay attention. The SAM instructions and the OLAF/IAPS images were displayed onto a white screen (average picture size: 1.87 m, horizontal; 1.37 m, vertical) using an Epson EMP-54 projector. Stimuli delivery was controlled using Presentation (v.16.3, Neurobehavioral Systems, San Francisco, CA) on a Toshiba Satellite ProA120 laptop. To provide subjective evaluations, each participant used a HP Compaq dc7700 personal computer running EPrime v.2.0 and sat an average distance of 4.9 m from the white screen, with an average visual angle of 21.9° (horizontal) and 16° (vertical). These parameters were expected to maximize affective reactions.

Following the instructions, four practice trials, depicting affective and food content, were employed to standardize the participants' understanding and clarify uncertainties (IAPS codes and descriptions: 7021/"Whistle"; 3059/"Mutilation"; 4692/"EroticCouple"; 7451/"Hamburger"). Next, the rating session began. Four additional unannounced practice trials were included so that the participants became familiar with the structure of each trial

(5800/"Leaves"; 3130/"Mutilation"; 4085/"EroticFemale"; 7279/"Alcohol"). During this phase, whenever participants expressed doubts on the use of the scales, the same experimenter reread the instructions, without providing interpretations (typically, the experimenter repeated the adjectives describing each scale, Underlined in the "Instructions" below). During the actual rating session, participants had the additional option of clicking on a "I did not see it" textbox (placed on the top right corner of each rating scale slide), in the remote event that, for any reason, they could not see the picture they had to rate.

Each trial consisted of a 4 s display of the number of the upcoming image, 6 s of picture viewing, and 20 s of picture evaluation. The experimenters invited the participants to look at the picture the entire time that it was displayed. The rating session lasted approximately 30 min and was followed by a 2 min break, after which the participants completed questionnaires (see Miccoli et al., 2016).

At the end of each rating session, using a Leicester Height Measure Stadiometer and an electronic body composition analyzer (Tanita Model 300MA, Chicago, IL), the body mass index of each participant was estimated. The BMI was assessed right before the participants left to prevent weight measurements from influencing the judgments of food pictures.

## **SAM INSTRUCTIONS: ADULT participants**

*NOTE: Part of the adult instructions for the use of the SAM were taken from the IAPS Tech Manual (2008), subsequently translated into Spanish. Similarly, the instructions for the food craving SAM scale were adapted to the format of the classic SAM scales of pleasure, arousal, and dominance.*

### ***English version***

Good morning/evening!

Before we start, I'd like you to read and sign the informed consent. When you are finished reading the consent form, please sign your name on the appropriate line if you wish to participate in this study. After that, please give the form to the experimenter.

Ok, thanks for coming today—we appreciate your participation in this experiment. In this study, we are interested in how people respond to pictures that represent a lot of different events that occur in life. For about the next 35 minutes, you will be looking at different pictures projected on the screen in front of you, and you will be rating each picture in terms of how it made you feel while viewing it. There are no right or wrong answers, so simply respond as honestly as you can.

Now let me explain your involvement in more detail. First, complete the general information that appears on the screen of your computer.

Once you are done, please check that the information displayed in the summary window is correct. If it is correct, press “enter” and stop when you see the message: “Please, don’t type anything until the experimenter asks you to do so”.

Now, please, press the tab key just once. An important note: you will need to be careful because, if you make a mistake, the program we are using doesn’t let you go back.

On your computer screen you can see the 4 scales, each arranged along a continuum. Every scale consists of 5 figures. We call this set of figures SAM, and you will be using these figures to rate how you felt while viewing each picture. For the time being, you can just follow the instructions that will appear on the projector screen. For each picture that you observe, you will make ALL 4 ratings, plus 2 more that we’ll explain later on. SAM shows four different kinds of feelings: Happy vs. Unhappy, Excited vs. Calm, Controlled vs. In-control and With vs. Without Food Craving.

You can see that each SAM figure varies along each scale. In this illustration, the first SAM scale is the **happy-unhappy scale**, which ranges from a smile to a frown. At one extreme of the happy vs. unhappy scale, you felt happy, pleased, satisfied, contented, hopeful. If you felt completely happy while viewing the picture, you can indicate this by clicking on the figure at the left, like this (demonstrate with **SAM**). The other end of the scale is when you felt completely unhappy, annoyed, unsatisfied, melancholic, despaired, bored. You can indicate feeling completely unhappy by clicking on the figure at the right, like this (demonstrate with **SAM**). The figures also allow you to describe intermediate feelings of pleasure, by

clicking on any of the other pictures. If you felt completely neutral, neither happy nor unhappy, click on the figure in the middle. If, in your judgment, your feeling of pleasure or displeasure falls *between* two of the pictures, then click on the space between the figures, like this (demonstrate with **SAM**). This permits you to make more finely graded ratings of how you feel in reaction to the pictures.

The **excited vs. calm dimension** is the second type of feeling displayed here. At one extreme of the scale you felt stimulated, excited, frenzied, jittery, wide-awake, aroused. If you felt completely *aroused* while viewing the picture, click on the figure at the left of the row, like this (demonstrate with **SAM**). On the other hand, at the other end of the scale, you felt completely relaxed, calm, sluggish, dull, sleepy, unaroused. You can indicate you felt completely *calm* by clicking on the figure at the right of the row, like this (demonstrate with **SAM**). As with the happy-unhappy scale, you can represent intermediate levels by clicking on any of the other figures. If you are not at all excited nor at all calm, click on the figure in the middle of the row. Again, if you wish to make a more finely tuned rating of how excited or calm you feel, click on the spaces *between* the pictures, like this (demonstrate with **SAM**).

On the third row there is the scale of **controlled vs. in-control**. At one end of the scale you have feelings characterized as completely controlled, influenced, cared-for, awed, submissive, guided. Please indicate feeling *controlled* by clicking on the figure at the left, like this (demonstrate with **SAM**). At the other extreme of this scale, you felt completely controlling, influential, in control, important, dominant, autonomous. You can indicate that you felt *dominant* by clicking on the figure at the right of the row, like this (demonstrate

with **SAM**). Note that when the figure is large, you feel important and influential, and that it will be very small when you feel controlled and guided. If you feel neither in control nor controlled click on the middle picture. Remember you can also represent your feelings by clicking on the spaces between pictures (demonstrate with **SAM**).

The last feeling that you will rate using the SAM is the dimension of **with or without food cravings**. At one extreme of the scale you feel very strong cravings, appetite, desire to eat. If you feel a strong desire to eat watching the picture, please click on the figure at the left of the row (demonstrate with **SAM**). On the other hand, at the other end of the scale, you do not feel any cravings, appetite, desire to eat at all, like this. If you feel in between very strong cravings and no cravings at all, you should click on the figure of the center, like this. As in the previous scales, you can represent your feelings by clicking on the spaces between figures.

Some of the pictures may prompt emotional experiences; others may seem relatively neutral. **Your rating of each picture should reflect your immediate personal experience, and no more. Please rate each one AS YOU ACTUALLY FELT WHILE YOU WATCHED THE PICTURE.**

After the SAM scales, two more scales will appear.

The fifth scale will ask you about the **aesthetics** of the picture, **independently from whether you liked its content or not**. If you thought that the image was aesthetically beautiful, you should click on 9. If you thought that it was aesthetically ugly, please click on 1.

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The last scale will ask you to estimate the **calorie content** of the image. Kilocalories refer to the amount of energy associated with each food. Some foods provide a lot of energy, while others provide a little. If you thought that the image displayed many kilocalories, you should click on 9. If the image showed few or no kilocalories, please click on 1.

The procedure will be as follows: Before each of the pictures, which you will rate, there will be a warning slide that indicates the number of the upcoming picture, so that you will know whether you are rating the right image. At this time, you should always be certain that the picture number corresponds to the number on your computer screen. For example, when you see “Image 1” on the projector screen, you must press the tab key to see “Image 1” also on your computer.

The warning slide should also prompt you to quickly complete the previous rating and pay close attention to the projector screen. It is important that your eyes be directed towards the projector screen when the pictures to be rated are shown. You'll have only a few seconds to watch each picture. Please view the picture for the entire time it is on, press the tab key immediately after the picture is removed and make your ratings. If, for some reason, you should miss viewing any picture, please don't rate it and click on the “I didn't see it” box (on top right corner).

After each picture, you'll see projected 'Please rate the picture on all six dimensions (**demonstrate with slide**). Take this time to press the tab key and record your emotional experience of the picture in your

computer. It is very important not to dwell on your ratings of the pictures, since there will not be much time.

We are interested in your own personal ratings of the pictures. Therefore, please don't make any comments that might influence the ratings that other people make. You can understand how this might bias our results.

Before we begin, here are examples of the kinds of pictures you will be viewing and rating, so that you can practice. Right now, I'd like you to press the tab key, so that “Practice Images” will be displayed on your screen. Do you all read this on your computer screen? All right, now we can press the tab key again, so that “Practice Image 1” will be displayed.

Very well! Now the first image will be shown. ONLY WHEN IT WILL DISAPPEAR you can press “tab”, so that you can start rating the picture by clicking on the figure that better represents your feelings.

Show Sample Images

Are there any questions before we begin? Just a reminder before we begin; view the picture for the entire time it is on. After the picture is off, press tab, make your ratings on all 6 dimensions as quickly as possible and get ready for the next picture. It is important that we have information from each of you on all of these pictures. There are no right or wrong answers; so rate every picture on all six dimensions.

Show Experimental Images



*Spanish version*

¡Buenos días/Buenas tardes!

En primer lugar, por favor, rellenad las preguntas de carácter general que aparecen en vuestras pantallas. Al terminar de contestar, comprobad que sea correcto el resumen de vuestras respuestas que aparecerá en la pantalla. Una vez todo esté correcto, parad en cuanto leáis el mensaje: “Por favor, no toques nada hasta que lo diga el experimentador”.

Antes de empezar, me gustaría que leyeráis y firmarais el consentimiento informado. Cuando hayáis terminado de leerlo, si queréis participar, por favor, poned vuestro nombre, firmad y entregadlo a los experimentadores.

Ok, gracias por venir - Apreciamos vuestra participación en este experimento. En este estudio estamos interesados en cómo las personas reaccionan a imágenes que representan diferentes situaciones que ocurren en la vida. En los próximos 35 minutos, miraréis diferentes imágenes que proyectaremos en esta pantalla, y evaluaréis cada imagen según os ha hecho sentir mientras las mirabais. No hay respuestas correctas o incorrectas, así que simplemente contestad con sinceridad.

Ahora dejad que os explique más en detalle lo que tenéis que hacer.

Ahora, por favor, pulsad UNA SOLA VEZ la tecla “TAB”. Importante: tened cuidado al pulsar las teclas en vuestros ordenadores, ya que el programa que estamos utilizando no permite

volver atrás si se cometen errores.

En vuestras pantallas han aparecido 4 escalas, cada una distribuida a lo largo de un continuum. Cada escala está formada por 5 muñecos. Estos muñecos se llaman SAM, y son los que usaréis para evaluar cómo os sentíais mirando cada imagen. (Ahora es suficiente que miréis las instrucciones que os presentamos en la pantalla del proyector). Para CADA IMAGEN que observéis, usaréis las 4 escalas y otras 2 que os comentaremos más adelante. SAM representa 4 sentimientos diferentes: Feliz o Infeliz, Excitado o Calmado, Dominado o Dominador y Con o Sin ganas de comer.

Podéis ver cómo cada SAM varía a lo largo de cada escala. Esta primera escala de SAM es la de Feliz-Infeliz, que va desde una sonrisa hasta el ceño fruncido. En un extremo de la escala feliz-infeliz, os sentisteis felices, complacidos, satisfechos, contentos, optimistas. Si os sentisteis totalmente felices mientras veíais la imagen, podéis indicarlo “haciendo click” en la figura de la izquierda, como aquí (mostrar con el SAM). El otro extremo de la escala es cuando os sentisteis completamente infelices, enojados, insatisfechos, melancólicos, desesperados, aburridos. Podéis indicar que os sentisteis completamente infelices marcando el muñeco de la derecha, como aquí (mostrar con el SAM). Los muñecos también os permiten describir sentimientos intermedios, “haciendo click” sobre cualquiera de los otros muñecos. Si os sentisteis completamente neutrales, o sea, ni felices ni tristes, “haced click” sobre el muñeco situado en el centro. Si, a vuestro juicio, vuestros sentimientos se sitúan entre dos de los muñecos, entonces “haced click” entre los muñecos, como aquí (mostrar con el SAM). Esto os permitirá graduar vuestras evaluaciones de forma más fina según os sentíais

viendo las imágenes.

Aquí se representa el segundo sentimiento, la dimensión de excitado frente calmado. En un extremo de la escala os habéis sentido estimulados, excitados, frenéticos, inquietos, absolutamente despiertos, activados. Si os habéis sentido totalmente activados mientras veáis la imagen, “haced click” sobre el muñeco de la izquierda de la escala, como en este caso (mostrar con el SAM). Por otro lado, al otro extremo de la escala, os habéis sentido completamente relajados, calmados, flojos, aburridos, adormilados, inactivos. Podéis indicar que os sentisteis completamente calmados señalando en el muñeco de la derecha, como aquí (mostrar con el SAM). Igual que en la escala de feliz-infeliz, podéis representar niveles intermedios de excitación o calma “haciendo click” en cualquiera de los otros muñecos. Si no estáis ni totalmente excitados ni totalmente calmados, “haced click” sobre el muñeco del centro. De nuevo, si deseáis evaluar de manera más fina cuán excitados o calmados os habéis sentido, “haced click” entre los muñecos.

En la tercera fila, se encuentra la escala de dominado frente a dominador. En un extremo os sentís completamente dominados, influenciados, cuidados, intimidados, sumisos, guiados. Por favor, indicad que os habéis sentido intimidados “haciendo click” sobre el muñeco de la izquierda, como aquí (mostrar con el SAM). En el otro extremo de la escala, os habéis sentido líderes, influyentes, en control, importantes, dominantes, autónomos. Podéis indicar que os habéis sentido en control “haciendo click” en la figura de la derecha de la fila, como aquí (mostrar con el SAM). Notad que cuando el muñeco es grande, os sentís importantes e influyentes, mientras que

cuando es muy pequeño os sentís controlados e intimidados. Si no os habéis sentido ni en control ni sumisos, deberíais “hacer click” en el muñeco del centro. Recordad que también podéis representar vuestros sentimientos situándolos entre los muñecos.

El último sentimiento que evaluareis es la dimensión de Con o Sin ganas de comer. En un extremo de la escala al mirar la imagen sentisteis muchísimas ganas de comer, ansia, apetito, deseo de comer. Si sentisteis muchas de ganas de comer mirando la imagen “haced click” sobre el muñeco de la izquierda, como aquí (mostrar con el SAM). En el otro extremo de la escala, no sentisteis ningunas ganas de comer, ni ansia, ni apetito, ni deseo de comer, como aquí (mostrar con el SAM). Si NO os habéis sentido NI con muchísimas ganas NI sin ganas de comer deberíais “hacer click” en el muñeco del centro. Como en las escalas anteriores, podéis representar vuestros sentimientos situándolos entre los muñecos.

[Mirando las imágenes], algunas os pueden hacer sentir emociones, otras os pueden parecer relativamente neutras. **Vuestras evaluaciones de cada imagen deberían reflejar cómo os habéis sentido vosotros en ese preciso momento, y nada más. Por favor, para cada imagen apuntad *CÓMO REALMENTE OS HABÉIS SENTIDO MIENTRAS LA MIRÁBAIS*.**

Después de las escalas del SAM, aparecerán dos escalas más.

La quinta escala os preguntará sobre la estética de la imagen, **independientemente de si su contenido os ha gustado o no**. Si la imagen os ha parecido estéticamente muy bonita, puntuaréis 9. Si la imagen os ha parecido estéticamente muy fea, puntuaréis 1.

La última escala os preguntará sobre el contenido calórico de la imagen. Las kilocalorías hacen referencia a la energía asociada a un alimento: algunos alimentos proporcionan mucha energía, otros proporcionan muy poca energía. Si os ha parecido que la imagen representaba muchas kilocalorías, puntuaréis 9. Si os ha parecido que la imagen representaba muy pocas o ninguna kilocaloría, puntuaréis 1.

El procedimiento a lo largo de esta primera parte será el siguiente: **Antes** de que aparezca cada imagen, una transparencia os avisará el número de imagen que se va a presentar, para que sepáis si estáis evaluando la imagen correcta. En cada momento, debéis estar seguros de que el número de la imagen proyectada se corresponde al número en vuestro ordenador. Por ejemplo, cuando veáis proyectado "Imagen 1", deberías pulsar TAB para que en la pantalla de vuestro ordenador también esté escrito "Imagen 1".

También tenéis que usar la transparencia con el número de cada imagen como un aviso, para terminar rápidamente las evaluaciones anteriores y prestar mucha atención a las imágenes. Es importante que miréis hacia la pantalla cuando se presenten las imágenes a evaluar. Tendréis sólo unos segundos para mirar cada imagen. Por favor, mirad cada imagen todo el tiempo que esté presente: pulsad TAB y evaluadla sólo en cuanto la imagen haya desaparecido. Si, por cualquier razón excepcional, no veis alguna imagen, por favor, NO anotad nada y “haced click” en el recuadro “no la he visto” (en la parte superior derecha de la pantalla).

Después de cada imagen, veréis proyectado "Por favor, evalúa la imagen en las 6 escalas" En este momento podréis pulsar TAB y

señalar cómo os ha hecho sentir esa imagen. Es muy importante que no les deis muchas vueltas a las evaluaciones, ya que no habrá mucho tiempo. Estamos interesados en los sentimientos que cada uno de vosotros ha tenido. Por lo tanto, no hagáis ningún comentario que pueda influir a los demás. Entendéis fácilmente que esto puede sesgar nuestros resultados.

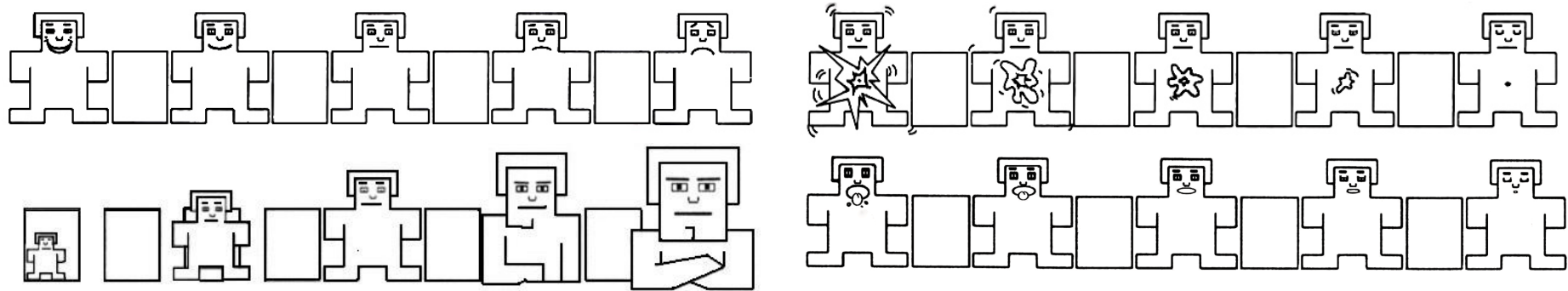
Antes de comenzar, tendremos algunos ejemplos del tipo de imágenes que veréis y evaluaréis, para practicar. Para ello, pulsad todos la tecla TAB, vuestra pantalla ha de mostrar "Imágenes de Prueba", ¿Todos estáis ahí? Bien, ahora volvemos a pulsar y nos colocamos en "Imagen de prueba 1".

¡Muy bien! Ahora vamos a presentar la primera imagen. **SÓLO CUANDO ESTA HAYA DESAPARECIDO** pulsad la tecla TAB para empezar a evaluar con vuestro ratón, haciendo CLICK en el lugar que mejor represente vuestros sentimientos.

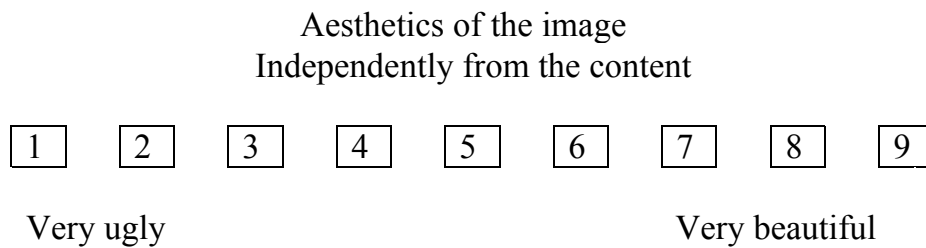
### Imágenes de Prueba

¿Hay alguna pregunta antes de comenzar? Sólo un recordatorio antes de que empecemos: mirad todas las imágenes hasta el final. En cuanto la imagen desaparezca, pulsad TAB y apuntad vuestras respuestas lo más rápidamente posible y preparaos para la siguiente imagen. Es importante que para todas las imágenes tengamos las evaluaciones de cada uno de vosotros. No hay respuestas correctas o incorrectas, así que simplemente tenéis que evaluar cada imagen en todas las dimensiones.

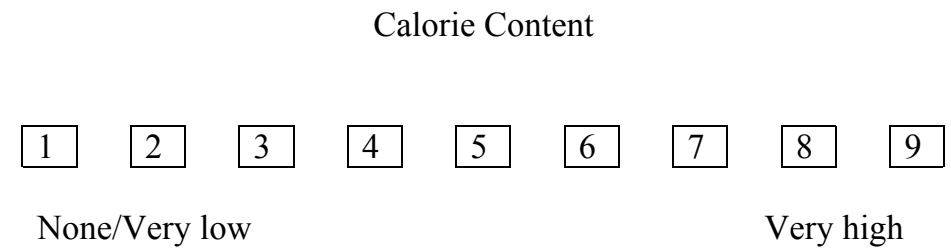
### Imágenes Experimentales



**Figure 1.** Example of SAM scales used to obtain pleasure, arousal, dominance, and food craving ratings for OLAF and IAPS pictures.



**Figure 2.** Example of 1-9 Likert Scale used to obtain ratings of Aesthetics for OLAF and IAPS pictures.



**Figure 3.** Example of 1-9 Likert Scale used to obtain ratings of Subjective Calorie Content for OLAF and IAPS pictures.

### **Tables**

**Table 1.** Means and standard deviations of each picture in the OLAF for all subjects.

**Table 2.** Means and standard deviations of each picture in the OLAF for Male subjects.

**Table 3.** Means and standard deviations of each picture in the OLAF for Female subjects.

**Table 1, All Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
ChipsW/Eggs	fat_0018	7.62(1.58)	5.72(2.14)	5.88(1.88)	6.86(2.43)	6.25(1.86)	8.01(1.01)
ChipsW/Sauce	fat_0021	7.13(1.42)	5.26(2.32)	5.64(1.91)	6.72(2.37)	5.48(2.06)	7.91(1.04)
ChipsW/Eggs	fat_0022	6.99(1.60)	5.28(1.83)	6.09(1.59)	6.17(2.56)	5.27(1.86)	7.48(1.42)
Pizza	fat_0025	7.21(1.47)	5.46(2.16)	5.58(1.70)	6.42(2.37)	5.91(1.75)	8.00(1.27)
MeatSandwich	fat_0029	6.88(1.64)	5.17(1.95)	6.06(1.71)	6.14(2.64)	5.19(1.89)	7.71(1.17)
Ham	fat_0036	7.55(1.43)	5.37(2.34)	5.99(1.86)	6.53(2.48)	6.28(2.03)	6.25(1.70)
ChipsW/Cheese	fat_0037	7.18(1.61)	5.43(1.96)	5.63(1.79)	6.46(2.35)	5.51(2.00)	8.02(1.26)
Tortilla	fat_0038	7.20(1.38)	5.15(2.12)	5.80(1.57)	6.16(2.25)	5.86(1.82)	5.96(1.41)
MeatSandwich	fat_0055	7.08(1.65)	5.01(2.32)	5.56(1.97)	6.10(2.65)	5.74(1.95)	7.93(1.37)
MeatSandwich	fat_0075	6.99(1.59)	5.12(2.18)	5.62(1.92)	6.08(2.48)	5.50(1.91)	8.08(1.36)
Croquettes	fat_0083	7.32(1.59)	5.23(2.52)	5.77(1.90)	6.66(2.51)	5.85(1.93)	7.20(1.64)
MeatSandwich	fat_0107	6.98(1.50)	5.28(1.99)	5.49(1.63)	6.11(2.36)	6.04(1.75)	7.76(1.50)
Ham	fat_0118	7.53(1.39)	5.26(2.11)	6.09(1.62)	6.63(2.36)	6.62(1.73)	6.27(1.53)
ChipsW/Sauce	fat_0123	6.91(1.35)	5.12(1.98)	5.75(1.51)	6.17(2.44)	5.41(1.79)	7.36(1.47)
Ham	fat_0156	7.27(1.46)	5.42(2.13)	5.88(1.58)	6.51(2.60)	5.77(1.93)	6.72(1.48)
SaucedPasta	fat_0224	7.70(1.35)	5.58(1.97)	5.77(1.74)	6.90(2.33)	6.61(1.64)	6.31(1.56)
Ham	fat_0242	7.45(1.51)	5.47(2.30)	5.81(1.94)	6.76(2.07)	6.15(1.78)	6.14(1.60)
Pizza	fat_0655	7.61(1.39)	5.68(2.44)	5.79(2.03)	7.15(2.29)	5.87(1.91)	7.63(1.31)
Tortilla	fat_5515	7.33(1.38)	5.38(2.14)	5.86(1.61)	6.67(2.39)	5.40(1.89)	6.67(1.32)
Pizza	fat_5557	6.98(1.48)	5.35(1.95)	5.47(1.72)	6.51(2.43)	5.49(1.76)	7.86(1.24)
Pizza	fat_6053	6.71(1.57)	5.08(2.18)	5.59(1.57)	5.72(2.58)	5.60(1.79)	5.99(1.83)
Pizza	fat_6054	6.91(1.72)	5.36(2.20)	5.47(1.96)	5.98(2.54)	5.14(1.81)	8.11(1.16)
Dumplings	fat_6439	6.67(1.39)	4.92(2.12)	5.20(1.68)	5.83(2.41)	5.75(1.77)	6.81(1.88)
Croquettes	fatfood3	6.88(1.57)	5.09(2.26)	5.48(1.71)	6.11(2.52)	4.87(2.17)	6.89(1.77)

**Table 1, All Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
FruitSkewers	fru_0015	7.12(1.29)	4.96(2.21)	5.83(1.47)	6.34(2.32)	6.31(1.81)	3.53(1.77)
FruitSalad	fru_0024	7.58(1.29)	5.00(1.94)	6.42(1.64)	6.52(2.20)	7.58(1.38)	3.62(1.98)
FruitSlicesCut	fru_0083	7.70(1.24)	4.66(2.45)	6.30(1.66)	6.09(2.11)	7.26(1.55)	3.65(1.52)
FruitSlicesCut	fru_0103	7.57(1.27)	4.96(2.19)	5.96(1.77)	6.63(2.24)	7.25(1.38)	3.54(1.78)
Strawberry	fru_0144	7.25(1.28)	4.99(2.19)	5.99(1.60)	6.18(2.35)	6.89(1.87)	3.50(1.59)
FruitSalad	fru_0190	7.70(1.36)	4.73(2.41)	6.10(1.49)	6.24(2.12)	7.61(1.25)	3.62(1.78)
ExtendedFruit	fru_0289	7.45(1.56)	4.95(2.32)	6.04(1.78)	6.29(2.33)	7.00(1.73)	3.43(1.62)
Strawberry	fru_0337	7.50(1.19)	5.09(2.11)	5.95(1.64)	6.70(2.24)	7.25(1.42)	3.79(1.69)
FruitSkewers	fru_0384	7.33(1.52)	4.63(2.32)	6.06(1.75)	6.12(2.41)	7.01(1.59)	3.45(1.80)
CutPineapple	fru_0492	7.36(1.27)	5.25(2.12)	5.86(1.58)	6.53(2.31)	6.94(1.58)	3.40(1.73)
CutPineapple	fru_0495	7.18(1.47)	4.60(2.25)	6.15(1.65)	5.63(2.31)	6.52(1.76)	3.12(1.57)
FruitSkewers	fru_0511	7.64(1.27)	4.87(2.22)	6.19(1.62)	6.13(2.14)	7.27(1.55)	3.94(1.76)
FruitSlicesCut	fru_0553	6.94(1.41)	4.46(2.20)	5.84(1.51)	6.00(2.28)	6.83(1.55)	3.45(1.55)
FruitSkewers	fru_0593	6.87(1.51)	4.59(2.08)	5.86(1.46)	5.54(2.41)	6.07(1.75)	2.94(1.38)
ExtendedFruit	fru_0613	7.26(1.20)	4.98(2.05)	5.80(1.63)	6.44(2.16)	6.94(1.62)	3.99(1.81)
FruitSalad	fru_0670	7.59(1.59)	4.88(2.45)	6.21(1.75)	6.32(2.08)	7.09(1.66)	3.67(1.81)
FruitSalad	fru_0683	7.50(1.28)	4.97(2.22)	6.15(1.57)	6.32(2.22)	7.14(1.50)	3.24(1.59)
ExtendedFruit	fru_1902	7.18(1.35)	4.66(2.07)	6.05(1.48)	5.94(2.26)	6.87(1.62)	3.03(1.57)
CutPineapple	fru_5515	7.30(1.30)	4.58(2.12)	6.11(1.57)	5.81(2.37)	7.02(1.74)	3.07(1.48)
FruitSlicesCut	fru_5595	6.94(1.33)	4.49(2.05)	6.06(1.45)	5.72(2.30)	6.43(1.72)	3.30(1.44)
CutPineapple	fru_5772	6.67(1.65)	4.35(2.23)	5.87(1.55)	5.38(2.48)	6.10(1.61)	3.11(1.63)
Strawberry	fru_5782	7.02(1.33)	4.52(2.16)	5.83(1.50)	5.41(2.21)	6.29(1.71)	2.96(1.43)
Strawberry	fru_5795	7.44(1.30)	4.94(2.35)	5.98(1.65)	6.49(2.23)	6.50(1.84)	3.37(1.68)
ExtendedFruit	fru_5833	7.55(1.33)	4.60(2.24)	5.97(1.66)	6.41(2.28)	7.04(1.73)	3.12(1.69)

**Table 1, All Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
Crepes	sug_0013	7.67(1.37)	5.52(1.97)	6.03(1.79)	6.65(2.41)	6.60(1.72)	7.61(1.28)
Waffles	sug_0014	7.37(1.51)	5.75(2.23)	5.61(1.69)	6.65(2.41)	6.62(1.63)	8.49(0.94)
Waffles	sug_0018	7.63(1.37)	5.55(2.20)	5.72(2.02)	6.75(2.41)	6.59(1.77)	8.27(0.85)
Donuts	sug_0043	7.50(1.43)	5.26(2.47)	5.46(2.12)	6.54(2.50)	6.15(1.97)	8.38(1.16)
Waffles	sug_0072	7.80(1.49)	5.83(2.51)	5.49(2.29)	7.10(2.32)	6.53(2.12)	8.48(0.89)
Candies	sug_0083	7.01(1.68)	5.03(2.32)	5.35(1.95)	5.54(2.74)	6.26(1.83)	7.81(1.55)
Candies	sug_0096	7.41(1.29)	5.54(2.00)	5.66(1.89)	6.38(2.44)	6.97(1.68)	7.51(1.46)
Candies	sug_0099	7.14(1.38)	4.79(2.14)	5.72(1.56)	5.39(2.34)	6.18(1.68)	7.77(1.33)
Candies	sug_0101	7.55(1.44)	5.05(2.39)	5.95(2.04)	6.10(2.50)	6.08(2.01)	8.04(1.38)
IceCream	sug_0112	7.67(1.26)	5.39(2.23)	5.76(1.88)	6.42(2.17)	6.62(1.88)	7.92(1.14)
IceCream	sug_0113	7.25(1.45)	5.34(1.96)	5.82(1.69)	6.37(2.47)	6.42(1.72)	7.66(1.40)
IceCream	sug_0116	6.37(1.48)	4.73(2.08)	5.39(1.29)	5.26(2.56)	5.62(1.84)	6.23(2.28)
IceCream	sug_0135	7.10(1.66)	5.16(2.22)	5.83(1.82)	5.91(2.55)	5.86(2.14)	7.32(1.77)
Crepes	sug_0141	7.19(1.37)	5.24(2.21)	5.70(1.83)	6.16(2.44)	6.12(1.80)	7.89(1.35)
Pastries	sug_0147	6.85(1.36)	4.98(2.00)	5.68(1.51)	5.86(2.61)	5.81(2.03)	6.06(2.06)
Donuts	sug_0150	7.28(1.45)	4.95(2.18)	5.65(1.66)	6.30(2.24)	6.40(1.59)	8.39(0.94)
Pastries	sug_0151	7.02(1.46)	4.64(2.25)	5.89(1.81)	5.82(2.52)	6.28(1.83)	7.52(1.66)
Donuts	sug_0152	6.84(1.49)	5.13(2.08)	5.47(1.96)	5.88(2.50)	6.11(1.63)	8.19(1.32)
Donuts	sug_0157	7.50(1.30)	5.65(2.15)	5.86(1.75)	6.92(2.26)	6.49(1.81)	8.43(0.82)
Pastries	sug_0166	7.06(1.43)	5.16(2.22)	5.68(1.70)	5.85(2.41)	6.17(1.92)	7.19(1.62)
Pastries	sug_152	6.58(1.51)	4.75(2.25)	5.51(1.59)	5.49(2.56)	5.87(1.92)	6.95(2.05)
Crepes	sug_4009	7.31(1.56)	5.26(2.14)	5.64(1.82)	6.24(2.40)	6.11(1.73)	7.66(1.58)
Crepes	sug_4011	7.57(1.62)	5.33(2.33)	5.70(1.96)	6.87(2.28)	6.32(1.81)	7.54(1.55)
Waffles	sug_4421	7.40(1.46)	5.62(2.38)	5.44(2.04)	6.93(2.23)	6.44(2.13)	8.26(1.47)



**Table 1, All Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
CouldSoup	veg_0002	6.46(1.52)	4.17(2.00)	5.82(1.50)	5.06(2.45)	6.36(1.61)	3.77(1.52)
VegetableSkewer	veg_0005	5.85(1.78)	3.95(2.00)	5.61(1.50)	4.39(2.31)	5.62(1.88)	3.56(1.53)
TomatoSalad	veg_0011	6.43(1.83)	4.10(2.19)	5.77(1.70)	5.10(2.57)	6.21(1.97)	3.31(1.35)
AvocadoSalad	veg_0012	6.54(1.30)	4.03(1.65)	5.97(1.44)	5.08(2.18)	6.07(1.76)	3.68(1.70)
CouldSoup	veg_0048	5.97(1.82)	4.09(1.96)	5.62(1.65)	4.77(2.47)	5.91(1.93)	3.85(1.62)
AvocadoSalad	veg_0070	6.06(1.36)	4.06(2.04)	5.56(1.51)	4.28(2.33)	5.64(1.68)	3.44(1.66)
GrilledVegetables	veg_0079	6.13(1.36)	3.98(1.83)	5.64(1.56)	4.96(2.37)	5.34(1.79)	4.22(1.84)
VegetableSkewer	veg_0085	6.25(1.54)	4.34(2.13)	5.61(1.72)	4.67(2.46)	5.42(1.92)	3.72(1.77)
VegetableSkewer	veg_0092	6.20(1.63)	4.13(1.94)	5.57(1.49)	4.95(2.39)	5.87(1.79)	3.79(1.81)
TomatoSalad	veg_0109	7.04(1.42)	4.71(2.05)	6.11(1.66)	5.81(2.18)	6.69(1.60)	3.53(1.58)
CouldSoup	veg_0113	6.17(1.57)	4.27(1.89)	5.77(1.53)	4.92(2.59)	5.95(1.69)	4.19(1.85)
TomatoSalad	veg_0114	6.79(1.64)	4.41(2.35)	5.93(1.66)	5.21(2.44)	5.89(1.82)	3.17(1.59)
VegetableSkewer	veg_0118	6.42(1.34)	4.47(1.83)	5.83(1.40)	5.17(2.18)	5.94(1.75)	4.04(1.57)
MixedSalad	veg_0125	6.71(1.41)	4.60(2.14)	5.68(1.53)	5.59(2.50)	6.00(1.74)	3.26(1.44)
AvocadoSalad	veg_0133	5.96(1.62)	3.91(2.14)	5.55(1.56)	4.66(2.37)	5.83(1.74)	3.40(1.69)
MixedSalad	veg_0135	6.72(1.37)	4.45(2.16)	5.92(1.59)	5.38(2.31)	6.24(1.65)	3.07(1.43)
AvocadoSalad	veg_0148	6.69(1.35)	4.15(1.99)	5.72(1.24)	5.27(2.21)	6.50(1.56)	3.52(1.76)
MixedSalad	veg_0152	6.49(1.35)	4.48(1.95)	5.59(1.43)	5.27(2.33)	5.79(1.54)	3.73(1.53)
GrilledVegetables	veg_0186	6.17(1.91)	4.45(2.05)	5.79(1.46)	5.12(2.46)	5.71(1.75)	4.14(1.70)
GrilledVegetables	veg_0198	6.49(1.49)	4.20(1.88)	5.72(1.41)	5.10(2.33)	5.51(1.73)	3.29(1.48)
MixedSalad	veg_0281	6.37(1.65)	4.10(1.95)	5.69(1.60)	5.06(2.56)	6.02(2.13)	3.03(1.67)
CouldSoup	veg_0455	6.08(1.68)	4.42(2.16)	5.58(1.58)	4.80(2.68)	5.26(1.85)	3.83(1.51)
TomatoSalad	veg_0725	6.08(1.32)	4.37(1.91)	5.54(1.40)	4.75(2.25)	5.12(1.67)	3.78(1.71)
GrilledVegetables	vegofood	6.18(1.50)	4.37(2.11)	5.55(1.64)	4.94(2.51)	5.11(1.82)	4.21(1.84)

**Table 2, Male Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
ChipsW/Eggs	fat_0018	7.31(1.71)	5.76(2.13)	5.90(1.65)	6.34(2.74)	5.97(2.24)	7.62(1.29)
ChipsW/Sauce	fat_0021	6.64(1.37)	5.21(2.18)	5.96(1.50)	6.18(2.51)	4.82(2.14)	7.64(1.16)
ChipsW/Eggs	fat_0022	7.16(1.46)	5.49(1.76)	5.98(1.66)	7.06(2.30)	5.67(1.91)	7.76(1.26)
Pizza	fat_0025	7.17(1.65)	5.42(2.47)	5.58(1.68)	7.28(1.73)	5.81(1.82)	7.97(1.06)
MeatSandwich	fat_0029	7.14(1.44)	5.14(1.87)	6.08(1.82)	7.10(2.26)	5.63(1.83)	7.84(1.03)
Ham	fat_0036	7.34(1.32)	5.55(2.37)	6.14(1.64)	6.21(2.51)	6.28(2.07)	6.38(1.86)
ChipsW/Cheese	fat_0037	7.03(1.48)	5.21(1.61)	5.46(1.71)	7.13(1.73)	6.05(1.76)	7.79(1.22)
Tortilla	fat_0038	6.78(1.51)	5.22(2.36)	5.72(1.37)	6.67(2.04)	5.92(1.95)	5.69(1.72)
MeatSandwich	fat_0055	7.10(1.70)	5.17(2.21)	6.07(1.67)	6.14(2.74)	6.00(2.25)	7.59(1.50)
MeatSandwich	fat_0075	6.92(1.51)	5.13(2.28)	5.64(1.86)	7.18(1.93)	6.23(1.53)	7.92(1.35)
Croquettes	fat_0083	6.97(1.48)	5.14(2.45)	6.14(1.30)	6.14(2.85)	5.38(2.23)	6.83(2.05)
MeatSandwich	fat_0107	7.11(1.67)	5.69(2.18)	5.42(1.81)	7.44(1.38)	6.42(1.61)	7.58(1.44)
Ham	fat_0118	7.31(1.60)	5.47(2.16)	6.25(1.68)	7.53(1.56)	6.97(1.42)	6.36(1.42)
ChipsW/Sauce	fat_0123	6.64(1.44)	5.11(2.34)	5.50(1.32)	6.83(1.90)	5.39(1.87)	7.00(1.77)
Ham	fat_0156	7.39(1.43)	5.59(2.04)	5.84(1.69)	7.16(2.30)	6.10(1.75)	7.00(1.31)
SaucedPasta	fat_0224	7.73(1.23)	5.51(1.94)	6.00(1.79)	7.37(1.82)	6.73(1.47)	6.31(1.69)
Ham	fat_0242	7.15(1.53)	5.64(2.12)	5.77(2.03)	7.08(1.75)	6.23(1.94)	6.03(1.55)
Pizza	fat_0655	7.14(1.85)	5.41(2.61)	6.07(1.79)	6.34(2.93)	5.90(2.23)	7.31(1.54)
Tortilla	fat_5515	7.49(1.36)	5.51(1.91)	5.73(1.71)	7.00(2.10)	5.76(1.72)	6.76(1.12)
Pizza	fat_5557	6.86(1.82)	5.53(2.13)	5.28(1.81)	7.36(2.14)	5.64(1.87)	7.81(1.24)
Pizza	fat_6053	6.67(1.58)	5.16(1.99)	5.41(1.56)	6.08(2.21)	5.80(1.74)	5.88(1.84)
Pizza	fat_6054	6.77(1.53)	5.26(2.05)	5.54(2.01)	6.90(1.86)	5.21(1.51)	7.79(1.08)
Dumplings	fat_6439	6.49(1.43)	5.15(1.91)	5.44(2.00)	6.95(1.70)	6.00(1.78)	6.69(1.58)
Croquettes	fatfood3	6.90(1.60)	5.33(1.99)	5.62(2.01)	7.10(1.80)	5.38(1.90)	6.53(1.56)

**Table 2, Male Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
FruitSkewers	fru_0015	7.20(1.33)	5.04(2.24)	5.63(1.52)	6.47(2.22)	6.27(1.76)	3.71(1.81)
FruitSalad	fru_0024	7.29(1.30)	4.76(1.89)	6.27(1.61)	6.88(1.99)	7.61(1.18)	3.78(2.07)
FruitSlicesCut	fru_0083	7.05(1.10)	4.36(2.08)	5.79(1.70)	6.23(1.90)	7.03(1.72)	4.03(1.51)
FruitSlicesCut	fru_0103	7.45(1.25)	4.98(2.01)	5.82(1.77)	6.75(2.14)	7.24(1.31)	3.80(1.93)
Strawberry	fru_0144	6.77(1.42)	4.87(2.05)	5.79(1.66)	6.54(2.10)	6.87(1.75)	3.67(1.26)
FruitSalad	fru_0190	7.52(1.43)	5.00(2.36)	6.21(1.50)	6.24(2.13)	7.28(1.31)	3.41(1.78)
ExtendedFruit	fru_0289	6.77(1.35)	4.77(2.01)	5.67(1.68)	6.46(2.00)	6.90(1.74)	3.69(1.64)
Strawberry	fru_0337	7.31(1.12)	5.10(1.94)	5.88(1.69)	6.92(1.93)	7.25(1.23)	3.90(1.81)
FruitSkewers	fru_0384	7.07(1.25)	5.14(2.13)	6.59(1.45)	6.10(2.23)	7.07(1.71)	3.62(1.74)
CutPineapple	fru_0492	7.37(1.04)	5.25(2.31)	5.82(1.66)	6.96(1.77)	7.04(1.43)	3.53(1.75)
CutPineapple	fru_0495	6.72(1.34)	4.69(2.09)	5.92(1.55)	6.00(2.10)	6.38(1.71)	3.31(1.54)
FruitSkewers	fru_0511	7.08(1.20)	4.64(2.01)	5.82(1.60)	6.62(1.58)	7.23(1.40)	4.36(1.61)
FruitSlicesCut	fru_0553	6.90(1.05)	4.76(2.17)	6.07(1.25)	6.07(2.30)	6.59(1.50)	3.48(1.70)
FruitSkewers	fru_0593	6.36(1.53)	4.42(2.29)	5.92(1.50)	6.00(2.08)	5.92(1.54)	2.81(1.35)
ExtendedFruit	fru_0613	7.08(1.19)	5.00(1.88)	5.52(1.72)	6.80(1.76)	7.04(1.40)	4.06(1.75)
FruitSalad	fru_0670	6.77(1.72)	4.56(2.33)	5.97(1.77)	6.51(1.62)	7.21(1.49)	4.03(1.78)
FruitSalad	fru_0683	7.14(1.31)	4.75(2.16)	5.94(1.43)	6.83(1.96)	7.08(1.32)	3.25(1.54)
ExtendedFruit	fru_1902	6.58(1.32)	4.28(2.01)	5.89(1.17)	6.11(1.98)	6.81(1.43)	2.94(1.41)
CutPineapple	fru_5515	7.06(1.22)	4.42(2.18)	5.72(1.28)	6.03(2.40)	7.11(1.39)	3.00(1.55)
FruitSlicesCut	fru_5595	6.50(1.23)	4.33(2.24)	5.86(1.50)	5.83(2.21)	6.36(1.71)	3.25(1.32)
CutPineapple	fru_5772	6.69(1.37)	4.79(1.93)	6.07(1.39)	5.48(2.50)	5.97(1.80)	3.14(1.57)
Strawberry	fru_5782	6.78(1.22)	4.14(2.19)	5.69(1.31)	5.56(2.05)	6.39(1.50)	2.89(1.37)
Strawberry	fru_5795	7.14(1.19)	4.90(2.13)	6.00(1.51)	6.21(2.34)	6.17(1.77)	3.24(1.55)
ExtendedFruit	fru_5833	7.28(1.39)	4.66(2.27)	6.59(1.55)	6.28(2.45)	6.83(1.77)	3.21(1.66)

**Table 2, Male Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
Crepes	sug_0013	7.57(1.33)	5.35(1.91)	6.00(1.93)	7.02(2.23)	6.59(1.63)	7.63(1.11)
Waffles	sug_0014	7.19(1.58)	5.69(2.32)	5.75(1.50)	7.31(1.77)	6.61(1.50)	8.69(0.67)
Waffles	sug_0018	7.73(1.23)	5.63(2.08)	5.73(1.96)	7.29(2.07)	6.53(1.76)	8.20(0.89)
Donuts	sug_0043	6.97(1.35)	4.97(2.34)	5.79(1.74)	5.83(2.70)	5.55(2.01)	8.28(1.07)
Waffles	sug_0072	7.31(1.69)	5.55(2.41)	5.83(1.98)	6.31(2.62)	6.03(2.24)	8.41(1.02)
Candies	sug_0083	6.51(1.71)	4.59(2.17)	5.38(1.89)	5.92(2.52)	5.74(1.83)	7.46(1.77)
Candies	sug_0096	7.33(1.28)	5.47(2.01)	5.55(2.05)	6.82(2.12)	7.04(1.62)	7.53(1.51)
Candies	sug_0099	6.58(1.36)	4.64(2.14)	5.64(1.42)	5.44(2.24)	5.61(1.48)	7.83(1.11)
Candies	sug_0101	6.86(1.41)	4.79(2.06)	6.21(1.76)	5.52(2.38)	5.52(2.18)	7.69(1.63)
IceCream	sug_0112	7.10(1.29)	5.21(2.08)	6.31(1.69)	6.38(2.38)	6.28(2.03)	7.90(0.94)
IceCream	sug_0113	7.45(1.21)	5.51(1.86)	5.61(1.87)	7.04(2.12)	6.86(1.51)	7.80(1.22)
IceCream	sug_0116	6.39(1.61)	4.81(2.10)	5.22(1.22)	6.03(2.18)	6.08(1.52)	6.50(1.99)
IceCream	sug_0135	6.72(1.17)	4.72(2.03)	5.69(1.58)	6.64(1.91)	6.05(1.83)	7.18(1.47)
Crepes	sug_0141	6.67(1.18)	4.64(1.98)	5.46(1.67)	6.56(2.26)	6.15(1.61)	7.56(1.45)
Pastries	sug_0147	6.86(1.23)	4.82(1.83)	5.42(1.42)	6.36(2.30)	6.00(2.09)	5.88(2.20)
Donuts	sug_0150	7.14(1.44)	4.92(2.37)	5.67(1.53)	6.89(1.82)	6.22(1.44)	8.53(0.65)
Pastries	sug_0151	6.72(1.41)	4.86(2.15)	6.38(1.50)	5.76(2.47)	6.34(1.91)	7.79(1.11)
Donuts	sug_0152	6.44(1.39)	5.03(2.05)	5.64(1.93)	6.46(2.23)	6.03(1.66)	8.00(1.50)
Donuts	sug_0157	7.53(1.21)	5.69(2.07)	5.69(1.75)	7.27(1.97)	6.80(1.55)	8.41(0.90)
Pastries	sug_0166	6.78(1.29)	5.14(2.11)	5.36(1.64)	6.39(2.00)	6.17(2.13)	7.28(1.58)
Pastries	sug_152	6.59(1.33)	4.97(2.18)	5.51(1.54)	6.67(2.04)	6.08(1.90)	6.56(2.04)
Crepes	sug_4009	6.72(1.77)	4.94(2.23)	5.72(1.83)	6.56(1.98)	6.06(1.57)	7.47(1.61)
Crepes	sug_4011	7.17(1.63)	5.28(2.15)	6.00(1.39)	6.34(2.54)	6.07(2.00)	7.10(2.11)
Waffles	sug_4421	7.08(1.51)	5.56(2.06)	5.85(1.79)	7.26(2.06)	6.54(2.06)	8.23(0.90)

**Table 2, Male Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
CouldSoup	veg_0002	6.42(1.57)	4.25(2.06)	6.03(1.65)	6.11(2.41)	6.58(1.42)	3.50(1.68)
VegetableSkewer	veg_0005	6.10(1.54)	4.03(1.90)	5.69(1.14)	4.93(2.33)	5.48(1.84)	3.34(1.32)
TomatoSalad	veg_0011	6.31(1.73)	4.28(2.07)	5.90(1.65)	5.24(2.56)	5.93(2.05)	3.28(1.36)
AvocadoSalad	veg_0012	6.35(1.25)	3.84(1.57)	5.86(1.37)	5.47(1.99)	6.14(1.72)	3.69(1.69)
CouldSoup	veg_0048	6.21(1.88)	4.48(1.86)	6.28(1.36)	5.24(2.54)	5.86(1.94)	3.72(1.46)
AvocadoSalad	veg_0070	5.79(1.26)	4.21(1.95)	5.56(1.39)	4.79(2.21)	5.74(1.65)	3.28(1.47)
GrilledVegetables	veg_0079	6.02(1.32)	3.88(1.53)	5.57(1.53)	5.29(2.22)	5.67(1.51)	4.45(1.84)
VegetableSkewer	veg_0085	6.05(1.49)	4.45(2.15)	5.63(1.68)	5.42(2.26)	5.38(2.09)	3.67(1.61)
VegetableSkewer	veg_0092	5.98(1.54)	3.86(1.63)	5.55(1.55)	5.18(2.18)	5.90(1.55)	3.88(1.83)
TomatoSalad	veg_0109	6.92(1.25)	4.44(2.01)	6.11(1.55)	6.56(1.75)	6.75(1.32)	3.39(1.46)
CouldSoup	veg_0113	5.96(1.62)	4.20(1.85)	5.63(1.57)	5.14(2.47)	6.06(1.67)	4.18(1.62)
TomatoSalad	veg_0114	6.64(1.48)	4.36(2.35)	6.03(1.74)	6.00(2.00)	6.13(1.58)	3.41(1.74)
VegetableSkewer	veg_0118	6.39(1.42)	4.61(1.79)	5.78(1.48)	6.25(1.87)	6.31(1.72)	3.83(1.40)
MixedSalad	veg_0125	6.31(1.47)	4.58(2.21)	5.53(1.56)	5.97(2.14)	6.11(1.60)	3.19(1.39)
AvocadoSalad	veg_0133	6.07(1.31)	4.21(1.95)	5.66(1.34)	4.90(2.58)	5.79(1.61)	3.07(1.53)
MixedSalad	veg_0135	6.26(1.12)	4.56(2.36)	5.79(1.51)	5.87(2.07)	6.08(1.69)	3.26(1.50)
AvocadoSalad	veg_0148	6.06(1.07)	3.75(2.10)	5.72(1.28)	5.50(2.16)	6.14(1.31)	3.53(1.66)
MixedSalad	veg_0152	6.25(1.40)	4.41(1.81)	5.53(1.57)	5.53(1.97)	5.86(1.37)	3.82(1.62)
GrilledVegetables	veg_0186	6.52(1.45)	4.72(2.00)	6.17(1.17)	5.52(2.41)	5.93(1.58)	4.00(1.54)
GrilledVegetables	veg_0198	6.36(1.46)	4.06(1.91)	5.53(1.16)	5.92(2.03)	5.64(1.53)	3.19(1.47)
MixedSalad	veg_0281	6.41(1.52)	4.24(2.15)	6.10(1.68)	5.41(2.60)	6.00(2.00)	3.00(1.69)
CouldSoup	veg_0455	5.79(1.64)	4.54(2.13)	5.56(1.74)	5.49(2.42)	5.36(1.69)	3.72(1.45)
TomatoSalad	veg_0725	5.98(1.26)	4.41(1.51)	5.27(1.40)	5.00(2.04)	5.43(1.55)	3.96(1.87)
GrilledVegetables	vegofood	6.15(1.41)	4.82(2.14)	5.56(1.64)	5.97(2.11)	5.44(1.39)	4.28(1.69)

**Table 3, Female Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
ChipsW/Eggs	fat_0018	7.74(1.53)	5.70(2.16)	5.88(1.97)	7.07(2.29)	6.36(1.68)	8.16(0.84)
ChipsW/Sauce	fat_0021	7.31(1.40)	5.28(2.39)	5.51(2.04)	6.92(2.30)	5.73(1.99)	8.01(0.97)
ChipsW/Eggs	fat_0022	6.84(1.72)	5.09(1.89)	6.20(1.54)	5.35(2.53)	4.91(1.75)	7.22(1.52)
Pizza	fat_0025	7.23(1.39)	5.48(2.01)	5.58(1.72)	6.00(2.53)	5.96(1.72)	8.01(1.37)
MeatSandwich	fat_0029	6.64(1.78)	5.20(2.05)	6.04(1.61)	5.25(2.68)	4.78(1.87)	7.58(1.29)
Ham	fat_0036	7.64(1.47)	5.30(2.35)	5.93(1.95)	6.66(2.47)	6.28(2.02)	6.20(1.65)
ChipsW/Cheese	fat_0037	7.27(1.69)	5.57(2.14)	5.73(1.83)	6.07(2.57)	5.19(2.08)	8.15(1.28)
Tortilla	fat_0038	7.41(1.27)	5.11(2.01)	5.84(1.68)	5.90(2.31)	5.84(1.76)	6.10(1.22)
MeatSandwich	fat_0055	7.07(1.64)	4.95(2.38)	5.36(2.06)	6.08(2.63)	5.64(1.82)	8.07(1.30)
MeatSandwich	fat_0075	7.03(1.64)	5.12(2.13)	5.61(1.98)	5.45(2.55)	5.07(1.99)	8.16(1.38)
Croquettes	fat_0083	7.46(1.61)	5.27(2.56)	5.62(2.07)	6.86(2.36)	6.04(1.78)	7.35(1.43)
MeatSandwich	fat_0107	6.92(1.41)	5.07(1.88)	5.52(1.54)	5.45(2.47)	5.85(1.80)	7.85(1.53)
Ham	fat_0118	7.64(1.27)	5.15(2.10)	6.01(1.60)	6.19(2.56)	6.45(1.85)	6.22(1.58)
ChipsW/Sauce	fat_0123	7.04(1.30)	5.12(1.79)	5.88(1.59)	5.85(2.62)	5.42(1.76)	7.53(1.27)
Ham	fat_0156	7.16(1.49)	5.25(2.21)	5.91(1.49)	5.91(2.74)	5.47(2.05)	6.45(1.60)
SaucedPasta	fat_0224	7.67(1.45)	5.65(2.00)	5.56(1.69)	6.45(2.65)	6.51(1.79)	6.31(1.45)
Ham	fat_0242	7.63(1.49)	5.37(2.40)	5.84(1.90)	6.58(2.23)	6.10(1.69)	6.21(1.64)
Pizza	fat_0655	7.80(1.12)	5.78(2.38)	5.68(2.12)	7.46(1.92)	5.86(1.79)	7.76(1.20)
Tortilla	fat_5515	7.18(1.39)	5.25(2.35)	5.98(1.51)	6.36(2.61)	5.05(1.99)	6.58(1.49)
Pizza	fat_5557	7.04(1.30)	5.26(1.87)	5.56(1.68)	6.10(2.47)	5.41(1.71)	7.89(1.24)
Pizza	fat_6053	6.75(1.57)	5.02(2.35)	5.76(1.57)	5.38(2.87)	5.42(1.83)	6.09(1.84)
Pizza	fat_6054	6.99(1.82)	5.42(2.29)	5.43(1.94)	5.45(2.73)	5.10(1.97)	8.30(1.17)
Dumplings	fat_6439	6.78(1.36)	4.79(2.24)	5.06(1.46)	5.18(2.53)	5.61(1.77)	6.88(2.04)
Croquettes	fatfood3	6.87(1.56)	4.96(2.41)	5.40(1.52)	5.53(2.71)	4.56(2.27)	7.11(1.86)

**Table 3, Female Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
FruitSkewers	fru_0015	7.05(1.25)	4.89(2.20)	6.02(1.41)	6.22(2.42)	6.35(1.88)	3.36(1.73)
FruitSalad	fru_0024	7.84(1.24)	5.22(1.98)	6.55(1.66)	6.18(2.35)	7.56(1.55)	3.47(1.89)
FruitSlicesCut	fru_0083	8.07(1.16)	4.84(2.64)	6.60(1.58)	6.01(2.23)	7.40(1.44)	3.43(1.49)
FruitSlicesCut	fru_0103	7.67(1.28)	4.95(2.37)	6.09(1.78)	6.53(2.35)	7.27(1.46)	3.29(1.62)
Strawberry	fru_0144	7.54(1.11)	5.06(2.28)	6.10(1.57)	5.97(2.48)	6.90(1.95)	3.40(1.75)
FruitSalad	fru_0190	7.77(1.33)	4.62(2.43)	6.05(1.50)	6.24(2.12)	7.74(1.21)	3.70(1.78)
ExtendedFruit	fru_0289	7.85(1.55)	5.06(2.49)	6.25(1.82)	6.19(2.51)	7.06(1.73)	3.28(1.60)
Strawberry	fru_0337	7.67(1.23)	5.09(2.27)	6.02(1.59)	6.49(2.49)	7.25(1.59)	3.69(1.57)
FruitSkewers	fru_0384	7.43(1.61)	4.43(2.37)	5.85(1.82)	6.12(2.49)	6.99(1.56)	3.38(1.83)
CutPineapple	fru_0492	7.35(1.47)	5.25(1.94)	5.89(1.51)	6.13(2.67)	6.85(1.73)	3.27(1.73)
CutPineapple	fru_0495	7.45(1.48)	4.55(2.35)	6.28(1.70)	5.42(2.42)	6.60(1.80)	3.01(1.59)
FruitSkewers	fru_0511	7.97(1.19)	5.00(2.34)	6.40(1.60)	5.85(2.38)	7.30(1.64)	3.70(1.81)
FruitSlicesCut	fru_0553	6.96(1.54)	4.34(2.22)	5.76(1.59)	5.97(2.29)	6.93(1.57)	3.43(1.50)
FruitSkewers	fru_0593	7.12(1.44)	4.67(1.98)	5.84(1.44)	5.32(2.54)	6.15(1.85)	3.00(1.40)
ExtendedFruit	fru_0613	7.42(1.20)	4.96(2.21)	6.05(1.52)	6.11(2.44)	6.85(1.81)	3.93(1.86)
FruitSalad	fru_0670	8.07(1.29)	5.06(2.52)	6.34(1.74)	6.21(2.31)	7.03(1.77)	3.46(1.81)
FruitSalad	fru_0683	7.67(1.24)	5.08(2.26)	6.25(1.64)	6.07(2.31)	7.16(1.59)	3.23(1.62)
ExtendedFruit	fru_1902	7.48(1.27)	4.85(2.09)	6.12(1.62)	5.86(2.39)	6.90(1.72)	3.07(1.65)
CutPineapple	fru_5515	7.42(1.33)	4.66(2.10)	6.30(1.66)	5.70(2.36)	6.97(1.90)	3.11(1.46)
FruitSlicesCut	fru_5595	7.16(1.32)	4.56(1.96)	6.15(1.42)	5.66(2.35)	6.47(1.74)	3.33(1.51)
CutPineapple	fru_5772	6.66(1.75)	4.18(2.32)	5.80(1.61)	5.34(2.48)	6.15(1.53)	3.09(1.66)
Strawberry	fru_5782	7.14(1.38)	4.71(2.14)	5.90(1.59)	5.34(2.29)	6.25(1.82)	3.00(1.47)
Strawberry	fru_5795	7.55(1.33)	4.96(2.45)	5.97(1.71)	6.59(2.19)	6.64(1.86)	3.42(1.74)
ExtendedFruit	fru_5833	7.66(1.31)	4.58(2.24)	5.73(1.65)	6.46(2.23)	7.12(1.71)	3.08(1.71)

**Table 3, Female Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
Crepes	sug_0013	7.76(1.41)	5.67(2.03)	6.05(1.67)	6.31(2.53)	6.62(1.81)	7.60(1.44)
Waffles	sug_0014	7.45(1.47)	5.78(2.21)	5.55(1.79)	6.33(2.62)	6.63(1.70)	8.38(1.04)
Waffles	sug_0018	7.55(1.49)	5.47(2.32)	5.71(2.10)	6.25(2.60)	6.65(1.79)	8.35(0.80)
Donuts	sug_0043	7.70(1.42)	5.38(2.53)	5.32(2.25)	6.82(2.38)	6.38(1.91)	8.42(1.19)
Waffles	sug_0072	7.99(1.37)	5.95(2.55)	5.35(2.40)	7.41(2.13)	6.73(2.06)	8.50(0.85)
Candies	sug_0083	7.30(1.61)	5.28(2.39)	5.33(2.00)	5.31(2.85)	6.57(1.78)	8.01(1.38)
Candies	sug_0096	7.47(1.30)	5.60(2.00)	5.76(1.73)	5.96(2.65)	6.91(1.73)	7.49(1.43)
Candies	sug_0099	7.41(1.32)	4.86(2.15)	5.77(1.64)	5.37(2.41)	6.47(1.72)	7.74(1.43)
Candies	sug_0101	7.82(1.37)	5.15(2.51)	5.85(2.14)	6.32(2.53)	6.30(1.91)	8.18(1.25)
IceCream	sug_0112	7.89(1.19)	5.46(2.29)	5.54(1.92)	6.43(2.10)	6.76(1.81)	7.93(1.22)
IceCream	sug_0113	7.07(1.63)	5.18(2.05)	6.02(1.50)	5.75(2.63)	6.00(1.82)	7.53(1.55)
IceCream	sug_0116	6.36(1.42)	4.70(2.09)	5.48(1.32)	4.88(2.66)	5.40(1.96)	6.10(2.41)
IceCream	sug_0135	7.33(1.85)	5.42(2.30)	5.91(1.95)	5.48(2.78)	5.75(2.31)	7.40(1.93)
Crepes	sug_0141	7.49(1.39)	5.58(2.27)	5.84(1.91)	5.93(2.53)	6.10(1.91)	8.07(1.27)
Pastries	sug_0147	6.83(1.49)	5.13(2.16)	5.93(1.56)	5.39(2.80)	5.64(1.98)	6.22(1.92)
Donuts	sug_0150	7.34(1.46)	4.97(2.09)	5.64(1.73)	6.01(2.38)	6.49(1.66)	8.32(1.05)
Pastries	sug_0151	7.14(1.47)	4.55(2.30)	5.70(1.89)	5.84(2.56)	6.26(1.81)	7.42(1.83)
Donuts	sug_0152	7.07(1.51)	5.19(2.11)	5.37(1.99)	5.54(2.60)	6.16(1.62)	8.30(1.19)
Donuts	sug_0157	7.47(1.39)	5.62(2.23)	6.02(1.75)	6.60(2.48)	6.20(1.99)	8.45(0.74)
Pastries	sug_0166	7.21(1.48)	5.16(2.28)	5.84(1.72)	5.59(2.56)	6.18(1.83)	7.15(1.66)
Pastries	sug_152	6.58(1.62)	4.63(2.29)	5.51(1.63)	4.81(2.59)	5.75(1.94)	7.18(2.04)
Crepes	sug_4009	7.60(1.37)	5.41(2.09)	5.60(1.83)	6.08(2.58)	6.14(1.81)	7.75(1.56)
Crepes	sug_4011	7.73(1.60)	5.35(2.41)	5.58(2.15)	7.08(2.16)	6.42(1.74)	7.72(1.24)
Waffles	sug_4421	7.59(1.41)	5.65(2.57)	5.20(2.15)	6.74(2.32)	6.39(2.19)	8.28(1.72)



**Table 3, Female Participants**

Description	Slide No.	Valence Mean (SD)	Arousal Mean (SD)	Dominance Mean (SD)	Craving Mean (SD)	Subjective Aesthetic Mean (SD)	Subjective Calorie Content Mean (SD)
CouldSoup	veg_0002	6.48(1.50)	4.14(1.98)	5.71(1.42)	4.53(2.32)	6.25(1.69)	3.90(1.43)
VegetableSkewer	veg_0005	5.76(1.87)	3.92(2.05)	5.58(1.63)	4.18(2.28)	5.68(1.91)	3.65(1.61)
TomatoSalad	veg_0011	6.47(1.87)	4.03(2.24)	5.72(1.73)	5.04(2.59)	6.32(1.94)	3.32(1.36)
AvocadoSalad	veg_0012	6.71(1.33)	4.20(1.71)	6.07(1.51)	4.73(2.30)	6.00(1.81)	3.67(1.73)
CouldSoup	veg_0048	5.88(1.80)	3.93(1.98)	5.36(1.68)	4.58(2.43)	5.93(1.94)	3.91(1.69)
AvocadoSalad	veg_0070	6.21(1.40)	3.97(2.10)	5.55(1.58)	3.99(2.36)	5.58(1.71)	3.54(1.77)
GrilledVegetables	veg_0079	6.24(1.40)	4.07(2.07)	5.71(1.59)	4.65(2.49)	5.04(1.98)	4.00(1.83)
VegetableSkewer	veg_0085	6.36(1.56)	4.28(2.14)	5.60(1.75)	4.24(2.48)	5.45(1.83)	3.75(1.87)
VegetableSkewer	veg_0092	6.40(1.70)	4.38(2.18)	5.58(1.45)	4.75(2.58)	5.84(2.01)	3.71(1.80)
TomatoSalad	veg_0109	7.10(1.50)	4.84(2.08)	6.11(1.73)	5.44(2.29)	6.66(1.73)	3.60(1.65)
CouldSoup	veg_0113	6.36(1.51)	4.35(1.94)	5.91(1.49)	4.71(2.71)	5.85(1.72)	4.20(2.05)
TomatoSalad	veg_0114	6.88(1.73)	4.43(2.38)	5.88(1.63)	4.75(2.57)	5.75(1.94)	3.03(1.49)
VegetableSkewer	veg_0118	6.44(1.30)	4.40(1.86)	5.85(1.37)	4.63(2.14)	5.75(1.75)	4.14(1.64)
MixedSalad	veg_0125	6.90(1.35)	4.60(2.12)	5.75(1.53)	5.40(2.64)	5.95(1.81)	3.29(1.48)
AvocadoSalad	veg_0133	5.92(1.73)	3.80(2.21)	5.51(1.64)	4.57(2.30)	5.85(1.80)	3.53(1.74)
MixedSalad	veg_0135	6.99(1.44)	4.39(2.04)	5.99(1.65)	5.09(2.40)	6.33(1.63)	2.96(1.39)
AvocadoSalad	veg_0148	7.00(1.36)	4.34(1.91)	5.73(1.23)	5.15(2.25)	6.68(1.64)	3.52(1.82)
MixedSalad	veg_0152	6.71(1.29)	4.55(2.09)	5.65(1.31)	5.04(2.61)	5.73(1.69)	3.64(1.46)
GrilledVegetables	veg_0186	6.03(2.05)	4.34(2.08)	5.64(1.54)	4.96(2.47)	5.62(1.81)	4.19(1.76)
GrilledVegetables	veg_0198	6.55(1.51)	4.27(1.88)	5.81(1.52)	4.70(2.38)	5.45(1.83)	3.34(1.49)
MixedSalad	veg_0281	6.35(1.71)	4.04(1.88)	5.53(1.55)	4.92(2.55)	6.03(2.20)	3.04(1.68)
CouldSoup	veg_0455	6.25(1.69)	4.34(2.20)	5.58(1.49)	4.40(2.77)	5.21(1.95)	3.90(1.55)
TomatoSalad	veg_0725	6.18(1.39)	4.33(2.24)	5.78(1.37)	4.53(2.42)	4.84(1.74)	3.62(1.55)
GrilledVegetables	vegofood	6.19(1.57)	4.10(2.07)	5.54(1.65)	4.34(2.54)	4.93(2.01)	4.16(1.94)