Repeated cue exposure effects on subjective and physiological indices of chocolate craving

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Introduction

- Food Cravings
- Classical Conditioning
- Extinction
Participants
- 58 participants were recruited from questionnaire administered labeling them chocolate cravers.
- All participants were female
- All participants were between 20-24 years old.
- They all met the criteria to be in the study when they reported controlling their chocolate cravings using the scale: (a) "very bad" "bad" "rather bad" (b) "rather like" "very much like" or (c) "neutral" "rather difficult" "very difficult"

Subjective Report
- Using an online scale, participants were to self-report using a scale from 0(not craving chocolate) to 100(extreme craving for chocolate) every time they heard a tone

Saliva Secretion
- Measured by the weight of saliva collected in rolls of cotton placed in the participants mouth.
- The amounts collected from the cotton rolls, can be indicators of a craving.
Self – Reported Data

- An online scale was used for the participants to report their craving status.
- The online scale ran from 0-100 divided into 10 boxes that ran in intervals of 10. 0=No craving at all 100= Extreme craving.
- During a 2 minute trial, the participants were presented with a tone in 30 second intervals in which they were to report their craving status.
Saliva Secretion

- Scale: 0 = No craving at all to 100 = Extremely craving chocolate
- C1: first online craving measure
- M(C2, C3, C4): the mean of the trials
- C2, C3, C4, C5: last online craving measurement

Fig. 2. Mean amount of saliva secreted in grams (+SE) for the experimental and control group, by session and trial, with BS = baseline saliva; M(S1, S2, S3) = the mean of the trials S1, S2, and S3; S4 = last salivation measurement.
Discussion

Control Group

- Craving increased within both sessions but there were no differences found between sessions.

Experimental Group

- Craving did diminish between sessions and within sessions.

- The cue-exposure manipulation was an effective way to reducing craving.
Results

• Experimental Group versus Control Group

• Statistically Significant versus Clinically Significant

• Big Picture Impact
We hope we set the (chocolate) bar high for the rest of the presentations