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# ***Measuring Food-Related Attentional Bias***

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# ***Food-related Attentional Bias***



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# Attentional bias linked with obesity ?

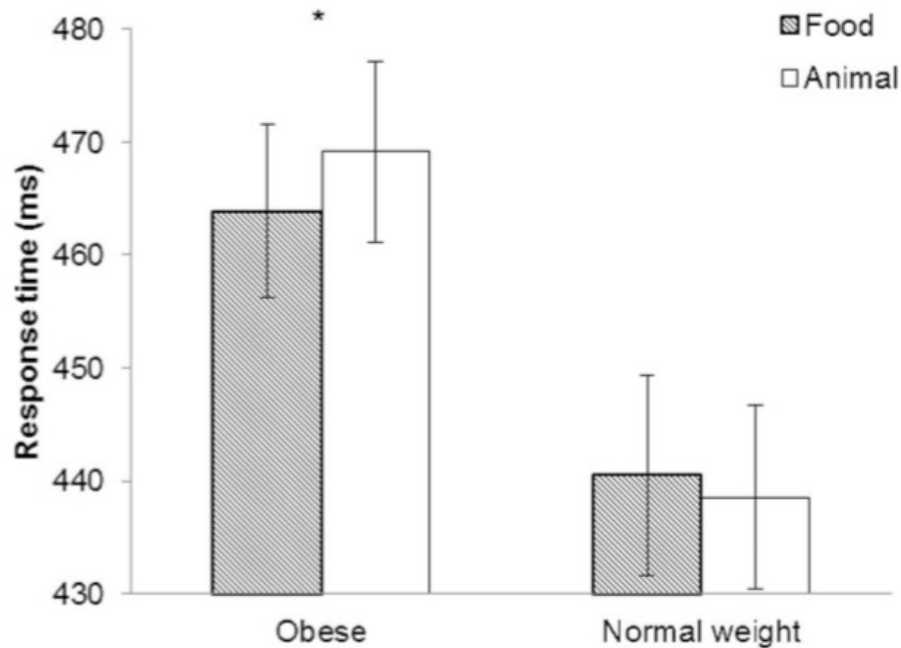


Figure 1. Mean response times (with standard errors) to probes replacing food and animal stimuli for obese and normal weight individuals in Experiment 1; \*  $p < .05$ .



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# ***Is Measurement of Attentional Bias the problem?***

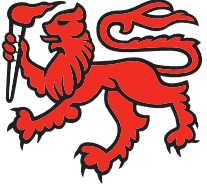
1) Different tasks used to measure attentional bias

2) Pictorial vs. Lexical task



3) Scoring of attentional bias change scores:





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# ***The Present Study***

*Aims:*

- 1) Assess the reliability of the visual probe task (14 days apart)
- 2) Compare findings from the two different tasks (lexical vs pictorial)
- 3) Compare three different scoring methods (all food, high-cal, low-cal)

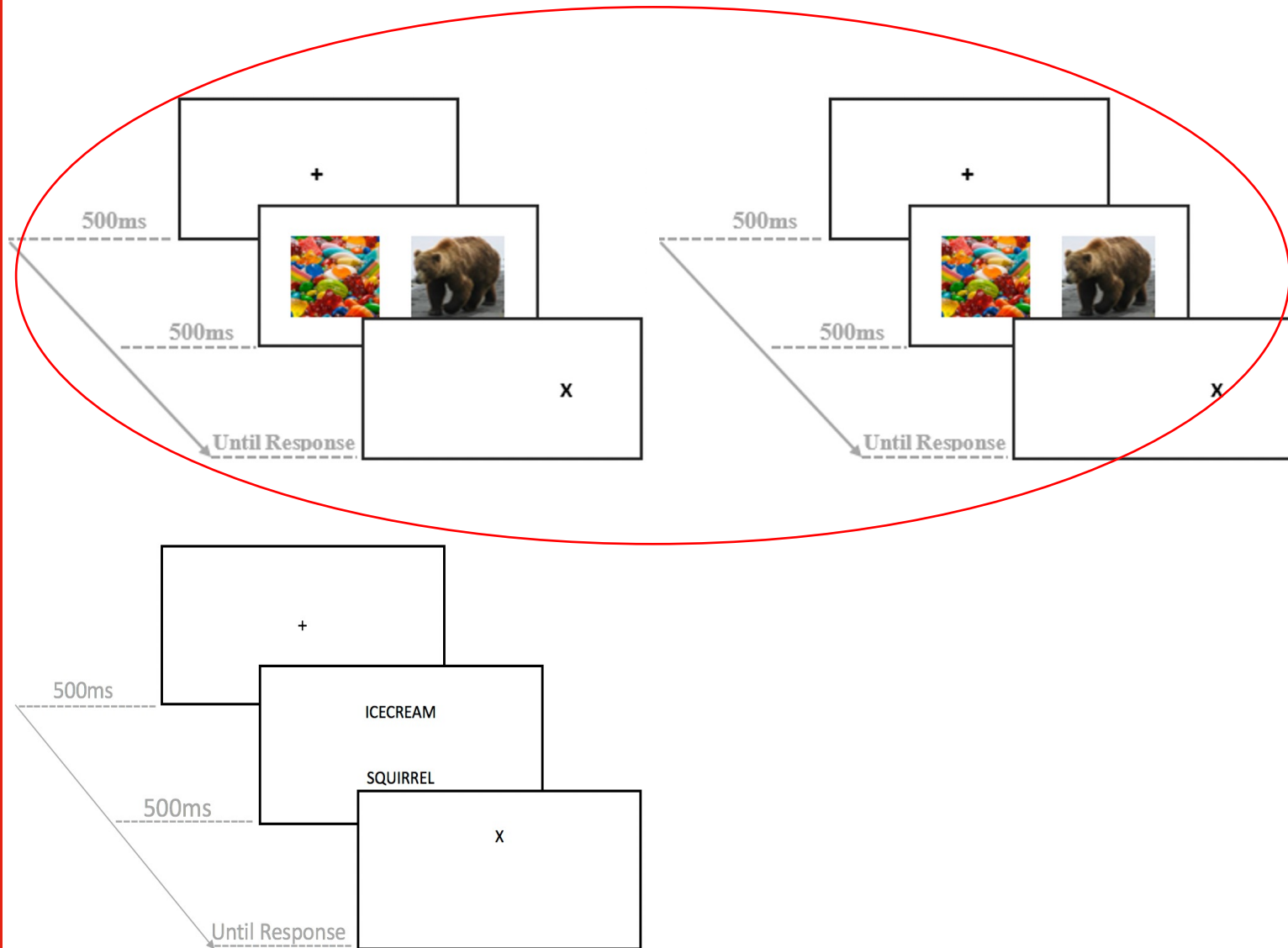


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# Method:

Session 1

Session 2

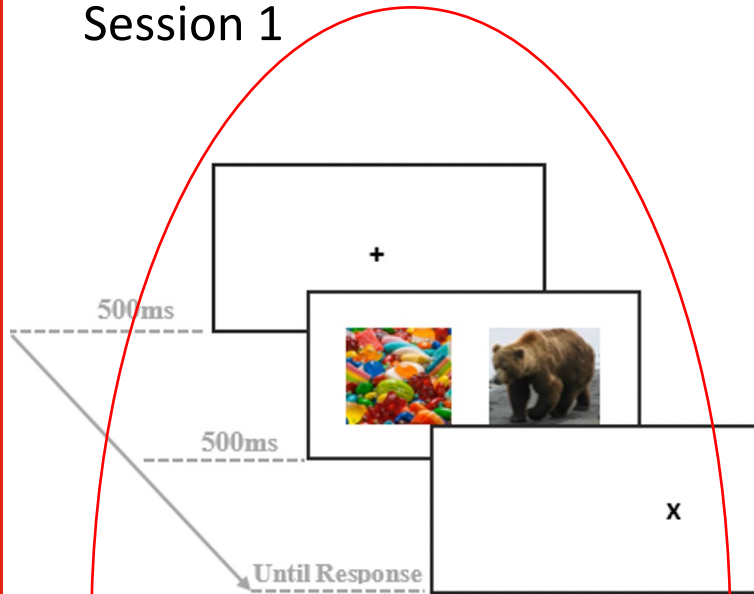




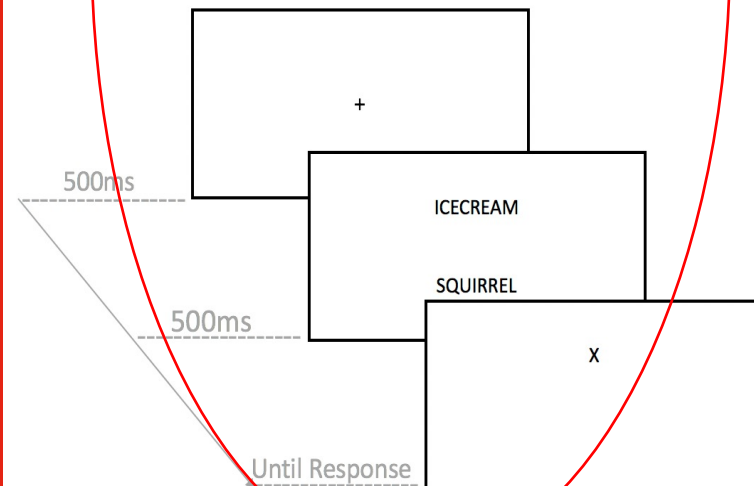
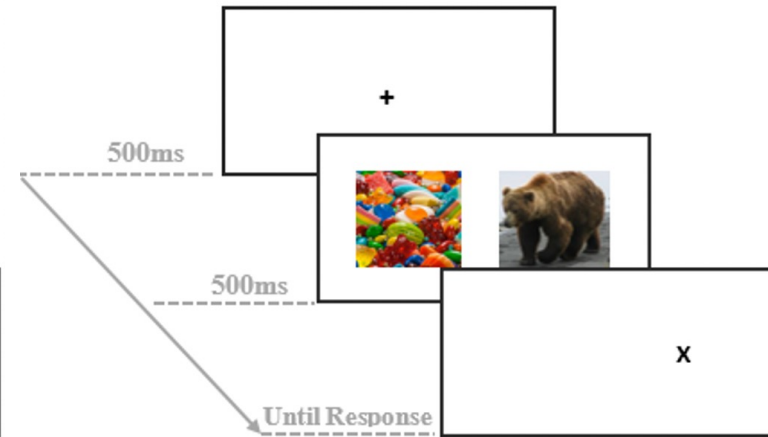
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# Method:

Session 1



Session 2

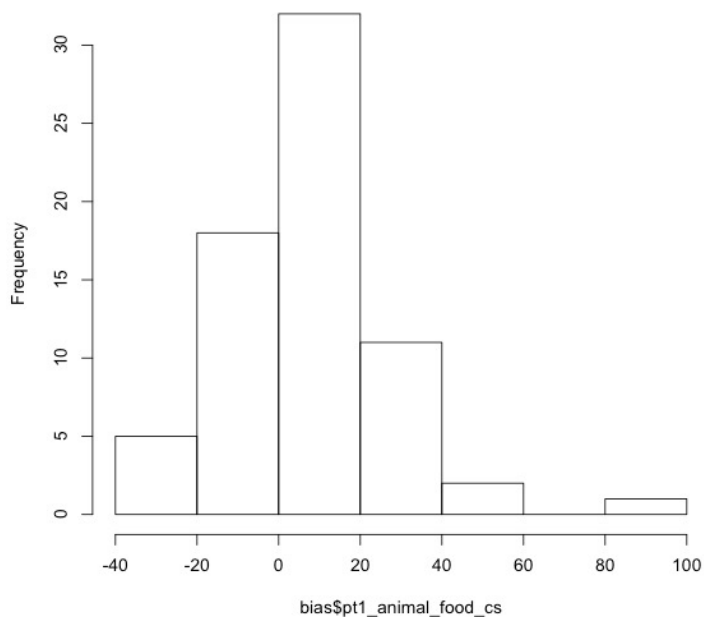




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# ***Range of Attentional Bias varied between participants***

Pictorial Task Session 1



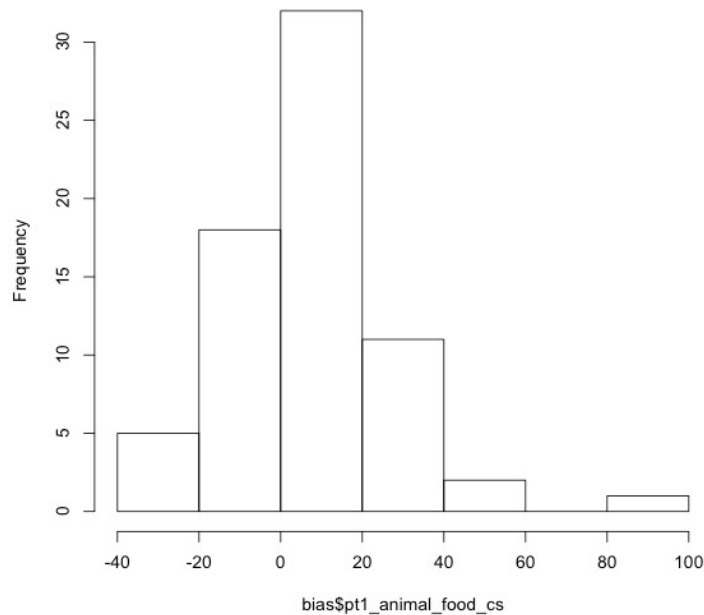




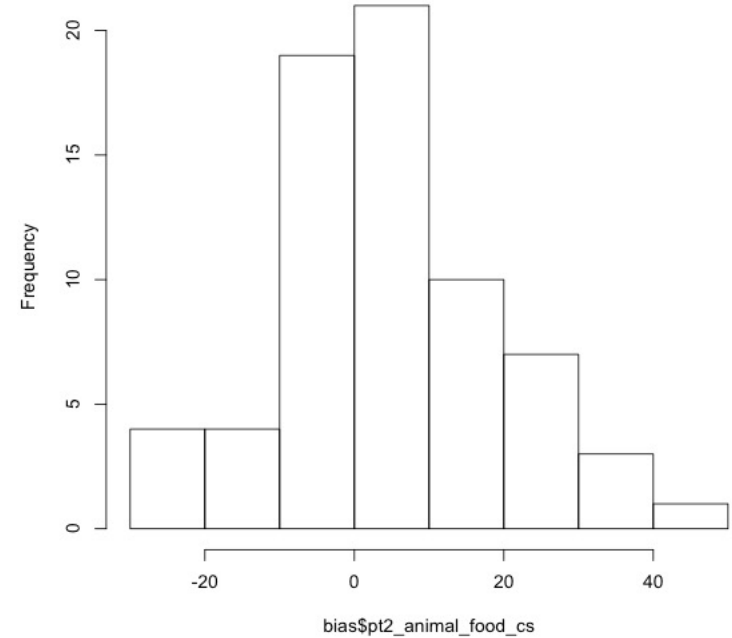
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# ***Range of Attentional Bias varied between participants***

Pictorial Task Session 1



Pictorial Task Session 2

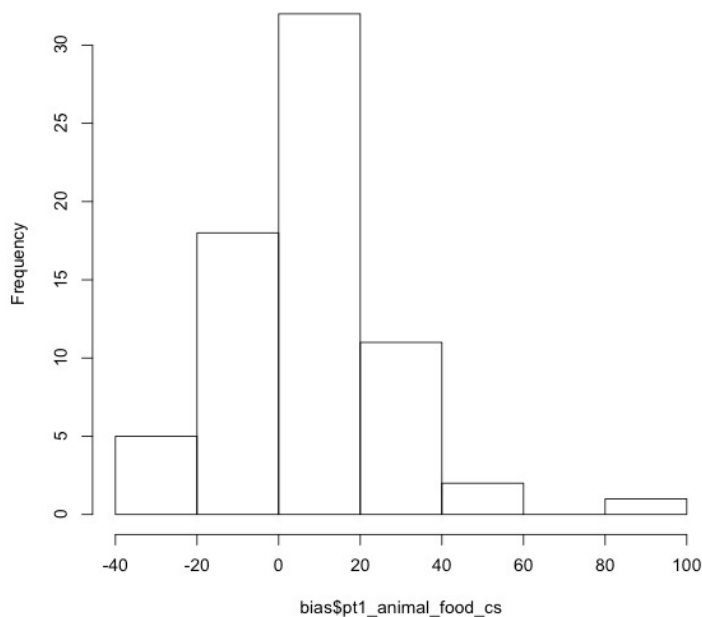




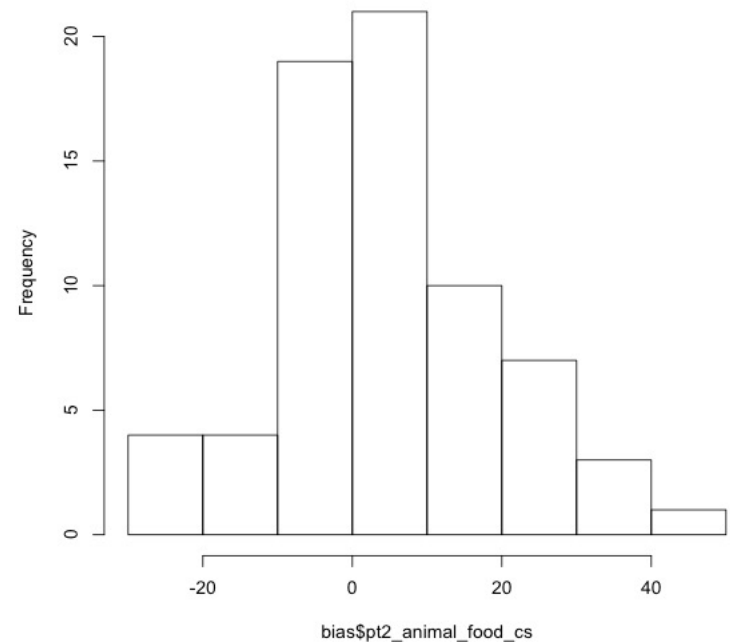
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# ***Range of Attentional Bias varied between participants***

Pictorial Task Session 1



Pictorial Task Session 2



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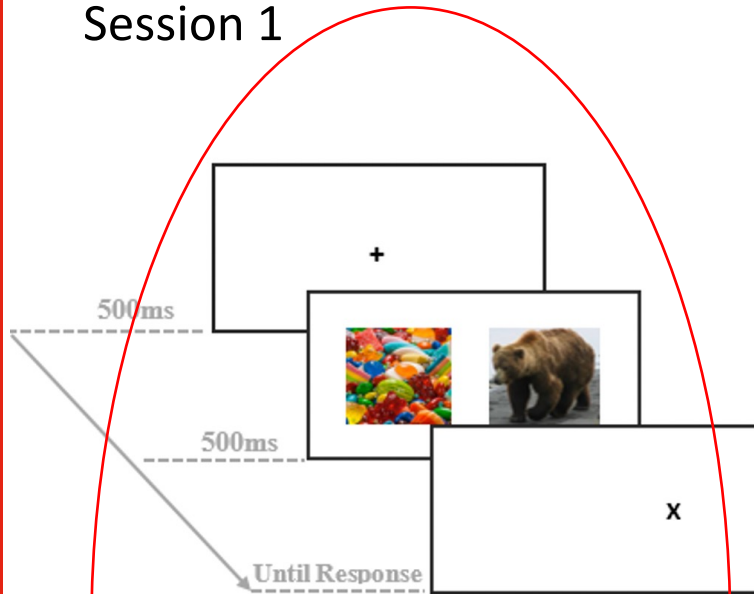
All food:  $r = .40$   
High cal:  $r = .20$   
Low cal:  $r = .41$



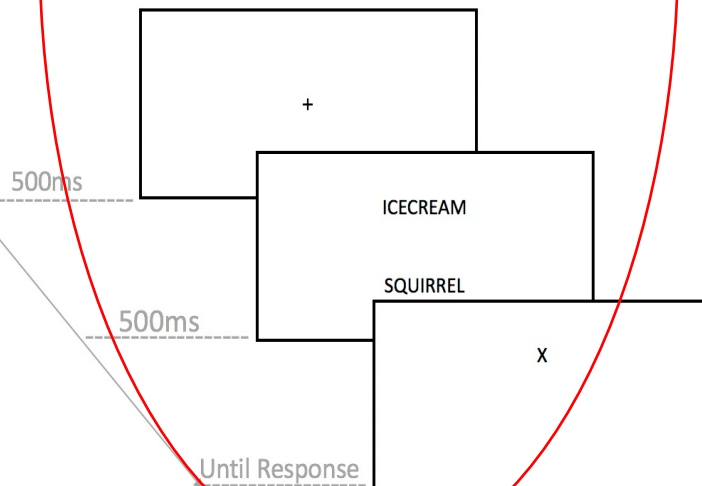
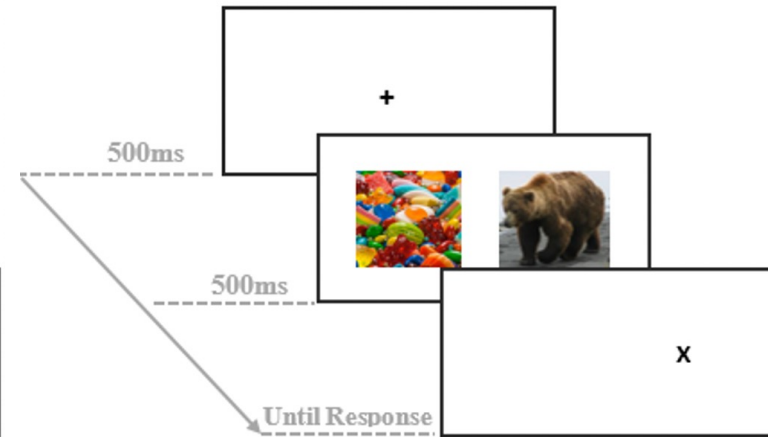
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# Method:

Session 1



Session 2

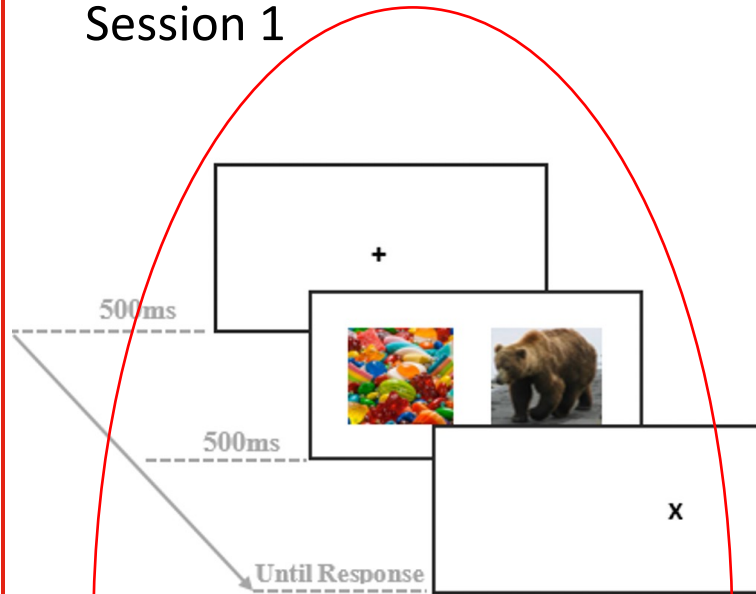




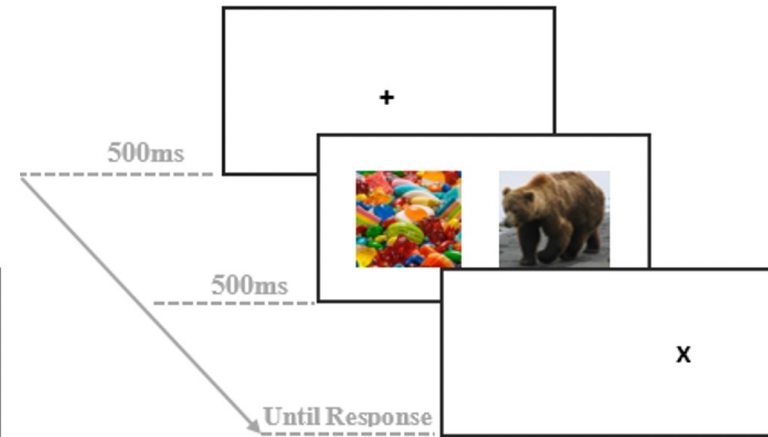
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# Method:

Session 1

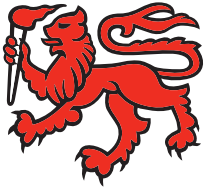


Session 2



*Pictorial vs. Lexical task:*

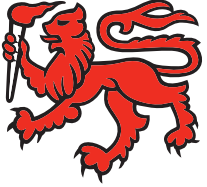
- All food = .20
- High caloric = .15
- Low caloric = .13



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**Different tasks = different results**

**Same task, different sessions = different results**



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# ***Going forward***

- Improve reliability of the visual probe
- EEG + behavioural tasks
- Relate AB to actual behaviour (not only under guise of fake taste-test in laboratory)



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