

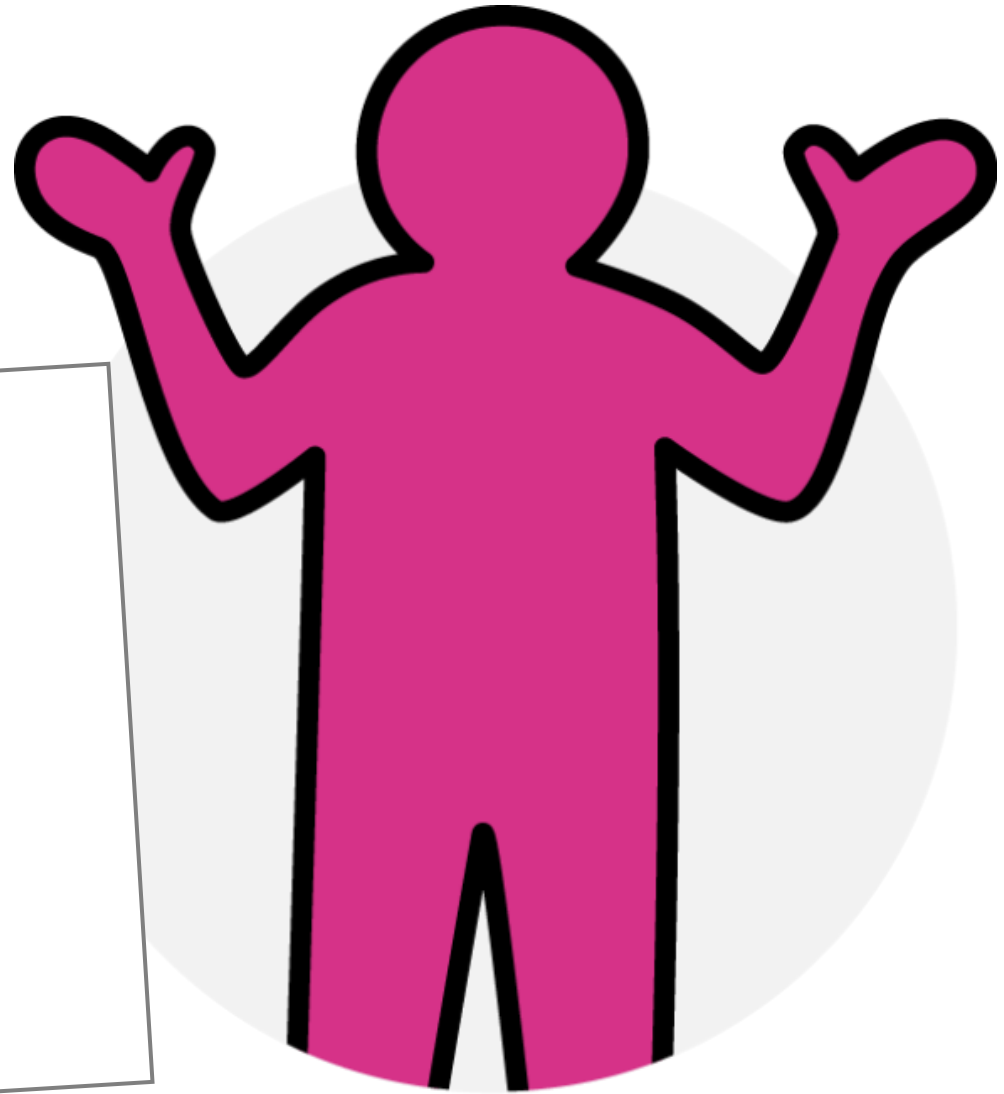
Associative cues underpinning judgments of food healthiness

Natasha Gandhi

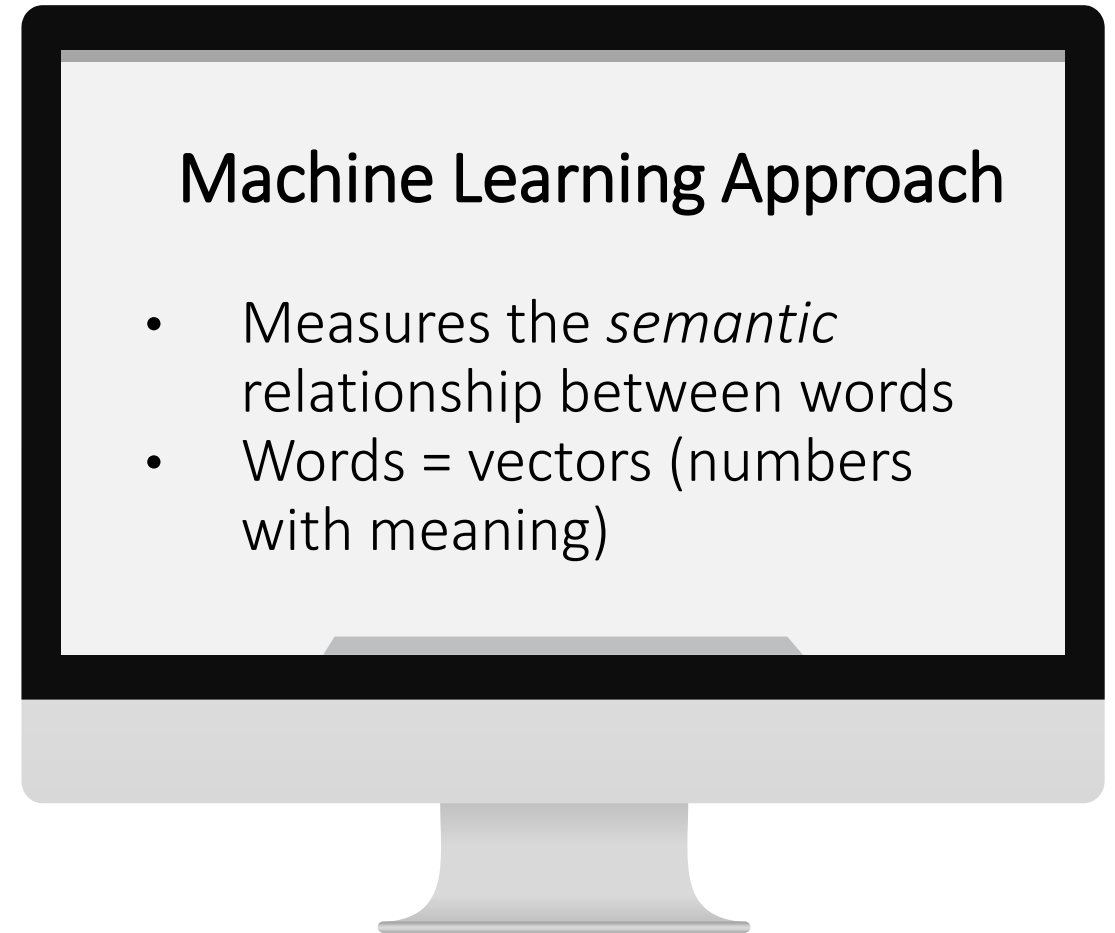
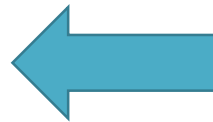
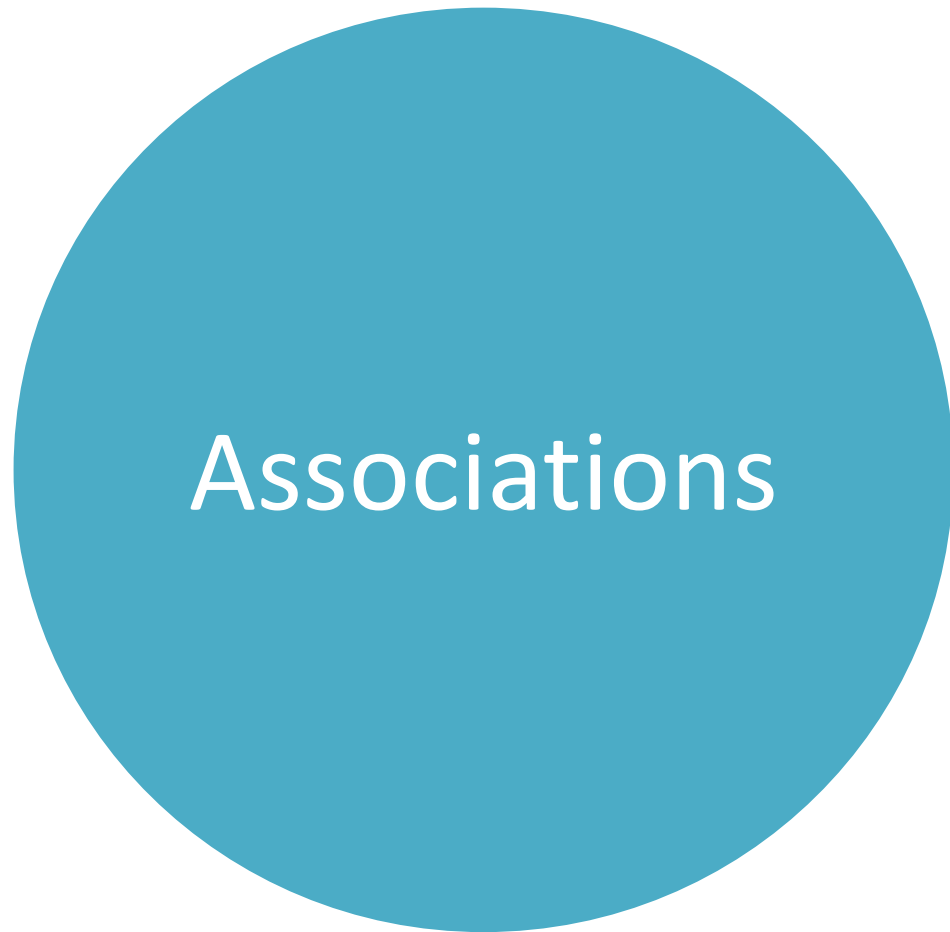
PhD candidate, WMG Applied Psychology Group

Research Gap

How do people form
initial healthiness
judgments?



Vector Representation Model



Research Objectives

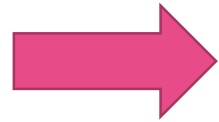
UNDERSTAND

PREDICT

IMPROVE

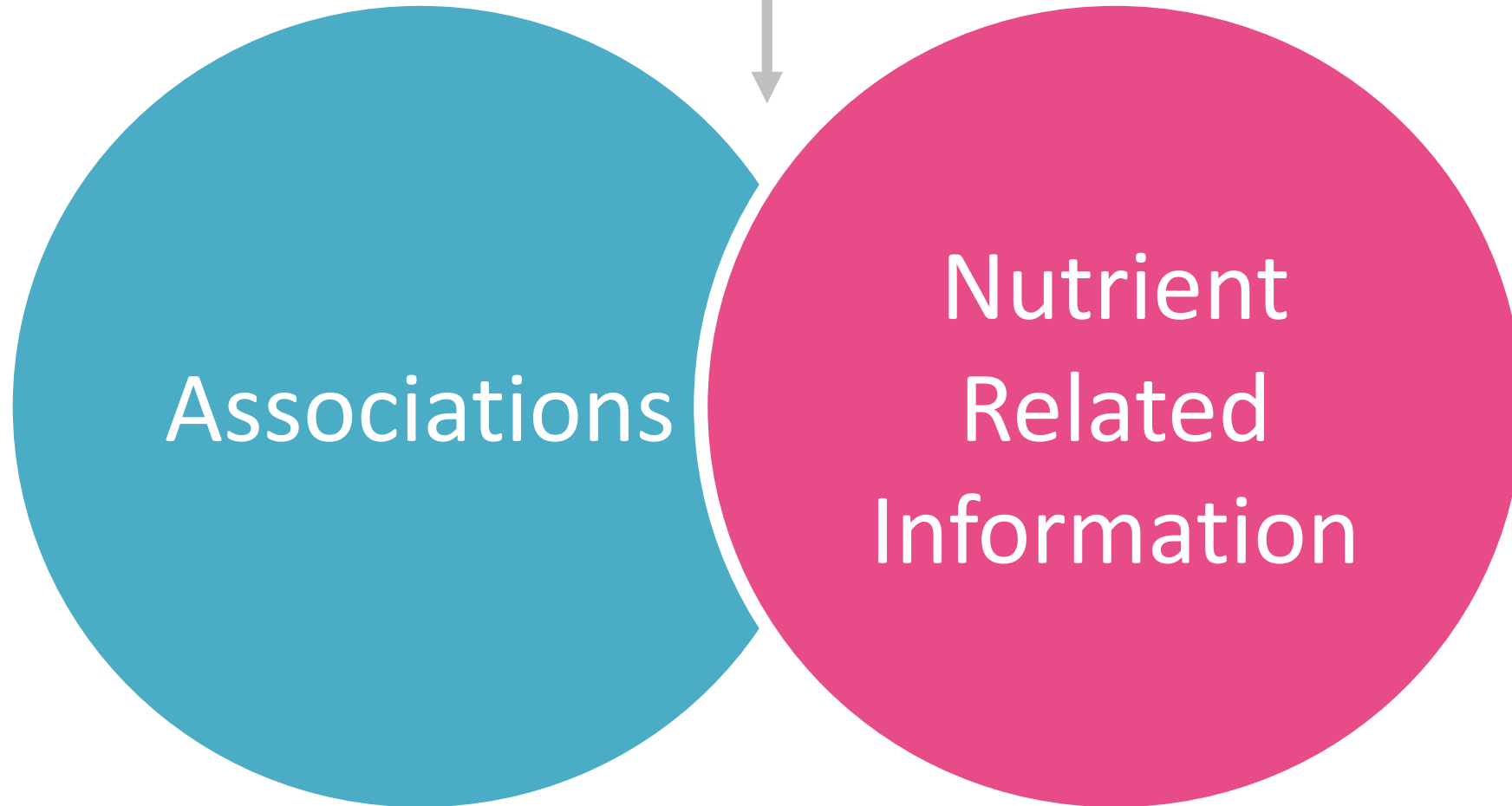
Nutrient Model

Nutrient Content per 100g
Calories
Fat
Saturates
Sugar
Salt
Protein



Combined Model

How much do they overlap?



Study 1 & Control Conditions of Study 2, 3 and 4

Using the slider, please use your first impression to rate the following food item according to the scale below:

Food Name

Extremely
unhealthy

Neither unhealthy nor healthy

Extremely healthy

-100

0

+100

Don't know

Study 2 (N = ~100 in each condition)

Using the slider, please use your first impression to rate the following food item according to the scale below:

Food Name

Typical values per 100g: Energy 607kcal

Extremely
unhealthy

Neither unhealthy nor healthy

Extremely healthy

-100

0

+100

Don't know

Study 3 (N = ~100 in each condition)

Using the slider, please use your first impression to rate the following food item according to the scale below:

Food Name

Typical values per 100g of the food item are as follows:

Energy	Fat	Saturates	Sugars	Salt
607kcal	55g	4.2g	4.6g	0.85g

Extremely
unhealthy

Neither unhealthy nor healthy

Extremely healthy

-100

0

+100

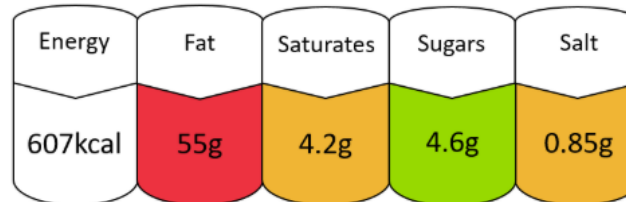
Don't know

Study 4 (N = ~100 in each condition)

Using the slider, please use your first impression to rate the following food item according to the scale below:

Food Name

Typical values per 100g of the food item are as follows:



Extremely
unhealthy

Neither unhealthy nor healthy

Extremely healthy


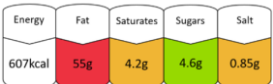
-100

0

+100

Don't know

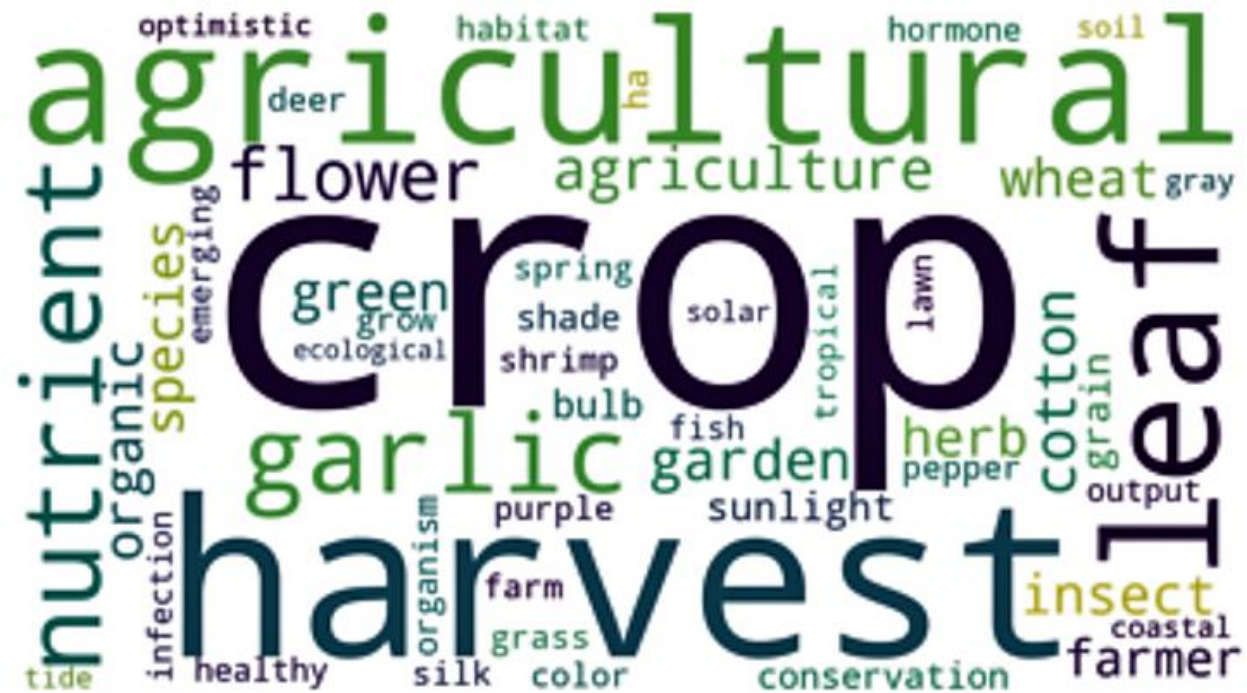
Results

Food Stimuli Presentation	Out-of-Sample Predictive Accuracy (r^2) of...		
	Nutrient Model	Vector Representation Model	Combined Model
Food Name	0.35	0.76	0.77
Food Name Typical values per 100g: Energy 607kcal	0.45	0.76	0.81
Food Name Typical values per 100g of the food item are as follows: 	0.53	0.74	0.83
Food Name Typical values per 100g of the food item are as follows: 	0.77	0.65	0.91

Results

Food Stimuli Presentation	Out-of-Sample Predictive Accuracy (r^2) of...												
	Nutrient Model	Vector Representation Model	Combined Model										
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<p>Food Name</p> <p>Typical values per 100g: Energy 607kcal</p>	0.45	0.76	0.81										
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607kcal	55g	4.2g	4.6g	0.85g									

Words with the highest healthiness ratings



Implications



Healthiness Judgment Predictions



Influence of any given intervention?



Comparisons across interventions for ALL foods



Establish a universal nutrient labelling format

With thanks to...



Supervisors

Dr Lukasz Walasek
Prof Caroline Meyer



Collaborators

Dr Sudeep Bhatia
Wanling Zou

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Thank you for
listening!