

## Accepted Manuscript

Tastiness but not healthfulness captures automatic visual attention: Preliminary evidence from an eye-tracking study

Kosuke Motoki, Toshiki Saito, Rui Nouchi, Ryuta Kawashima, Motoaki Sugiura

PII: S0950-3293(17)30215-X

DOI: <https://doi.org/10.1016/j.foodqual.2017.09.014>

Reference: FQAP 3394

To appear in: *Food Quality and Preference*

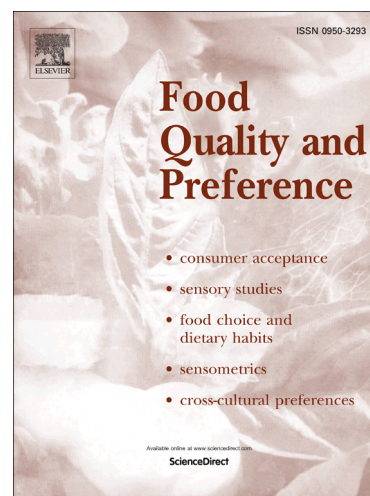
Received Date: 2 May 2017

Revised Date: 19 September 2017

Accepted Date: 20 September 2017

Please cite this article as: Motoki, K., Saito, T., Nouchi, R., Kawashima, R., Sugiura, M., Tastiness but not healthfulness captures automatic visual attention: Preliminary evidence from an eye-tracking study, *Food Quality and Preference* (2017), doi: <https://doi.org/10.1016/j.foodqual.2017.09.014>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



**Tastiness but not healthfulness captures automatic visual attention: Preliminary evidence from an eye-tracking study**

**Names and affiliations:**

Kosuke Motoki<sup>1,2\*</sup>, Toshiki Saito<sup>1\*</sup>, Rui Nouchi<sup>1,3,4</sup>, Ryuta Kawashima<sup>1</sup>, and Motoaki Sugiura<sup>1,4</sup>

(\*equal contribution)

<sup>1</sup>Institute of Development, Aging and Cancer, Tohoku University, Sendai, Japan;

<sup>2</sup>Japan Society for the Promotion of Science, Tokyo, Japan; <sup>3</sup>Smart-Aging Research Center, Tohoku University, Sendai, Japan; <sup>4</sup>International Research Institute of Disaster Science, Tohoku University, Sendai, Japan

Correspondence should be addressed to Kosuke Motoki, Institute of Development, Aging and Cancer, Tohoku University, Seiryomachi 4-1, Aoba-ku, Sendai 980-8575, Japan.

E-mail: kosuke.motoki.p2@dc.tohoku.ac.jp

**ABSTRACT (211/280)**

Visual attention can be automatically captured. From an evolutionary perspective, automatic attention can be useful for rapidly detecting salient stimuli, such as foods. Two attributes of foods (tastiness and healthfulness) are needed for survival. Moreover, these two attributes have different characteristics possibly associated with automatic visual attention. The more basic and hedonic attributes of tastiness are processed earlier than those of healthfulness during elaborative food choices. However, it remains unknown how the two attributes (tastiness and healthfulness) automatically capture visual attention. To this end, we investigated the extent to which taste- and health-related food information influences automatic visual attention using eye-tracking. Thirty-seven participants engaged in the target-distractor paradigm where four images were presented (top/bottom for houses as the target, left/right for foods as the distractor). Participants indicated whether the presented targets (houses) were the same or not. Visual attention toward foods would be automatic because the participants did not have to attend to them. Tastiness, but not healthfulness, captured automatic visual attention. In addition, preferred foods did not capture automatic visual attention. Even

Download English Version:

<https://daneshyari.com/en/article/8838582>

Download Persian Version:

<https://daneshyari.com/article/8838582>

[Daneshyari.com](https://daneshyari.com)