

How does Boredom influence Motivation and Predicted Pleasure related to Food?

Oliver Dill

Supervisors: Prof. Dr. C. Miguel Brendl,

Coralie Samson

University of Basel (Switzerland)

INTRODUCTION

- Boredom arises in any monotonous stimulation and thus leads to a desire to engage in alternate, more satisfying activities (Eastwood et al., 2012).
- However, O’hanlon (1981) proposed that boredom is simply a motivating factor in altering the current stimulation.
- People tend to eat more when bored (Abramson & Stinson, 1977; Havermans et al., 2015; Koball et al., 2012; Moynihan et al., 2015).
- The motivation for eating may be to achieve a positive future outcome and/or cope with a current negative one (Jackson et al., 2003; Kemp et al., 2013; Spoor et al., 2007).
- People may likely predict pleasure according to their current moods (Gilbert et al., 2002; Loewenstein et al., 2003; Loewenstein & Schkade, 1999). However, it is conceivable that the inverse is true (Buehler et al.; 2007).

HYPOTHESES

- H1: Eating is a possibility to escape boredom and therefore, boredom increases the motivation to eat.
- H2: Boredom is a motivating factor to eat, but bored individuals expect less pleasure from consuming foods compared to non-bored individuals.
- H3: Boredom is a motivating factor to eat, and bored individuals expect more pleasure from consuming foods compared to non-bored individuals.

In this study, no evidence was found that boredom influences motivation and predicted pleasure related to food consumption.

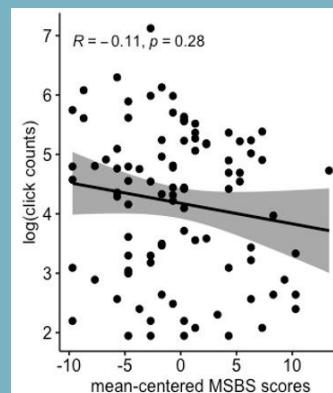


Figure 3. Spearman's rank-order correlation revealed no significant monotonic association between mean-centered MSBS scores and log(click counts).

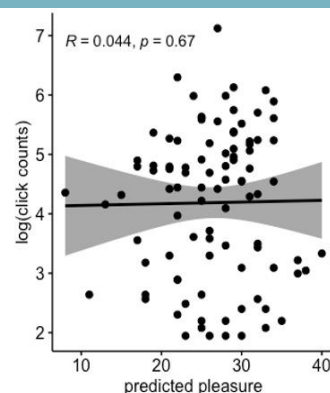


Figure 4. Spearman's rank-order correlation revealed no significant monotonic association between predicted pleasure and log(click counts).

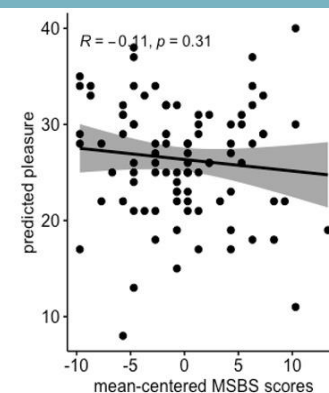


Figure 5. Pearson's product-moment correlation revealed no significant linear relationship between mean-centered MSBS scores and predicted pleasure.

Total N = 94

METHOD

- Boredom Induction Task: High vs. low boredom condition (the manipulation check did not work as intended; therefore, I replaced boredom condition (high vs. low) with mean-centered boredom (MSBS scores)).
- A food picture clicking task was used to measure motivation towards food consumption
- A predicted pleasure task measured participants predicted pleasure rating towards 8 food pictures.
- A set of questionnaires measured boredom, other potentially elicited emotions during the boredom induction, boredom proneness, and eating behavior.

RESULTS

- A MANOVA of log(click counts) and predicted pleasure found no significant main effect for mean-centered MSBS scores on the combined log(click counts) and predicted pleasure variables ($F(2, 91) = 1.50, p = .23, \text{partial } \eta_p^2 = .03, \text{Wilk's } \Lambda = .97$).
- Results of correlations are shown in the figure.

DISCUSSION

- Higher boredom ratings did not show higher motivations to eat compared to lower boredom ratings. Ratings of predicted pleasure when bored did not differ from ratings when less bored. Bored participants rated their predicted pleasure neither more negative nor more positive compared to less bored participants.

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