Self-Regulation of Eating and the Dual Valuing Process Model

How People Learn to Be Super Morbidly Obese

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Objective

- To understand the rising obesity epidemic in North America, we reviewed the literature on self-regulation of eating through the framework of the Dual Valuing Process Model (Grouzet, 2013).

Theory

- Dual Valuing Process Model (DVPM; Grouzet, 2013) aims to explain motivational mechanisms through two distinct processes: the Organismic Valuing Process (OVP) and the Social Valuing Process (SVP).
- The OVP is our internal system, such as, our homeostatic system. Our homeostatic system is our internal drive to maintain equilibrium such as hunger and satiety, sleep cycle, and body temperature.
- OVP can refer to the states our organism is in, which drives our goal preference. Our goal is used as the drive we actively pursue in order to fulfill our psychological needs.
- Our SVP explains how values and goals are formed. Our values and goals are developed through our environment and of social agents such as authority figures, groups, media and schools.
- The social environment can promote values and goals that are congruent with the OVP.
- However, the social environment could also promote values and goals that distract us from the OVP, which can cause a deficiency of self-actualization and psychological needs.
- Using this OVP-SVP dynamic in the context of self-regulation of eating, we can identify different OVP distractors.
- Examples are late mapping, food portions, meal composition, the effects of social inequality, plate size, sharing of food, the effects of eating alone or eating with others, our sensory cues and the effects of plate size and colors, the suggestibility of plate size and calorie consumption, eating for pleasure, eating for stress and the basic drive to eat.

Methods

- We researched various articles about how people interact with food. Using the framework of the DVPM and SVP, knowledge transformation was used to applying the question: “What might be a cause of distraction of the OVP”?
- These ideas were also examined with implicit and explicit attitudes toward high-fat foods and goal theory in relation to disordered eating.

OVP Distractors

- Food Cues are items within our environment such as highly palatable energy dense foods, serving size or social relationships.
- Some Food Cues may lead us astray when working towards a goal and bypass our OVP/homeostatic systems of hunger and satiety.
- Food cues for portion sizes include commercially made paper cups, designer plates, travel containers and storage containers. Commercial sizes will override our satiety system (OVP).
- When eating while watching TV, reading a book or enjoying a friends company will allow distraction from our OVP allowing a higher number of calories to be consumed.

Food Cues

- Our desire of liking and wanting are intrinsic motivation to engage in eating food now or in the near future.
- When we introduce restraint eating, we frequently exhibit intentional selection for less desired food offered.
- Adhering to restraint eating, our liking and wanting can go unfulfilled causing a dissonance.
- Restraint eating becomes the illusion and extrinsic motivation of what is behind the wanting and liking.
- Restraint motivation can become a force that can cause an eating disorder such as bulimia and anorexia.
- Learning restraint eating disconnects from OVP
- Restraint theory can be applied to all body types, weight, gender and cultures.

Restraint

- Plate size has increased over the last 100 years by 23%, from 9.5 inches to 11.5 inches. Using the larger plate can contribute an additional 50 calories per day offering a five pound gain by the end of the year.
- The visual illusion may explain how size of dinnerware can create opposing bias that lead people to over-serve on a large plate and underserve on a small plate due to where the edge of the food ends and the edge of the plate begins.
- The Delfboeuf illusion may also offer a mechanical explanation of how dinnerware size can bias serving and intake linking to disordered eating patterns but also offer simple designs to improve the wellbeing of a struggling population.

Sensory

- If attitudes are unconscious and automatically activated, and self-judgments made from repeated messages in the environment, then, attitudes, which are about how we self-determine should typically reflect personal attitudes as beliefs.

Body Image

- Research indicates that there is a relationship between overweight individuals who have stigmatized events such as harmful comments, demeaning weight related situations, and self-stigmatizing overweightedness. These events cause negative mind chatter resulting in psychological maladjustment. Such as psychological and emotional distress, binge eating, and poor body image perception.

References


Discussion

- Overall, it seems that social influence and modeling (i.e., SVP) effects have a greater impact on overeating and negating organicism cues such as hunger and satiety.
- Some research have indicated that regardless of being a normative eater or a disordered eater the sizable restraint a person would place on themselves would dictate their disinhinition (Johnson et al., 2012). Failure at the restraint placed on oneself, reinforces the negative thoughts of one’s body image. These thoughts can lead to a greater food intake eventually leading to an eating disorder regardless of original approach to eating.
- Distracted eating has been known to cause a higher consumption of calories compared to mindful eating (Hetherington et al., 2006), which provides support to the hypothesis that social facilitation of eating enhances intake in part by drawing attention away from the food as it is eaten.
- Looking at today’s trends of added stress within the global economy and of recent North American recessions people are also experiencing added distraction and seeking high calorie dense and highly palatable foods which are readily available. These foods are being consumed without regard as there has already been damage done to the OVP connection.
- Once a person disconnects from their OVP they must rely on environmental food cues, social influence, restraint and past behaviours. However, these are distractions that over time disconnect our OVP.
- Once the cognitive resources are weakened, people tend to reach out to the highly palatable energy dense foods that are heavily processed and easily consumed and broken down in our bodies (Johnson et al., 2012).
- Failing to achieve the extrinsic goal can cause a cognitive dissonance creating a poor self-image. Poor self-image may perpetuate negative thoughts only reinforcing disconnect to the OVP.
- Listening to one’s OVP is harder than ever in some sociocultural environments such as North America. However, it is the key to health, well-being, and longevity.

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