**Mindless Eating**

**Introduction**

There are factors that influence what we eat, such as culture, convenience, availability and so on. Another influence is our environment. “Mindless eating” is the act of eating when we’re not hungry, and is based on cues we find in our environment. It is what happens when we absent-mindedly snack while watching TV, or get the urge for fast food after seeing an advertisement for it. Dr. Brian Wansink at Cornell University has done extensive research on this behaviour and has written a book, *Mindless Eating: Why We Eat More Than We Think*. In this activity, we will learn more about how this behaviour happens and how we can instead learn to eat mind*fully*.

**Instructions**

Go to the [Mindless Eating](http://www.mindlesseating.org/) website. Browse through the various resources available on the site. Click on the playlist button on the screen to see the several videos available to view. Please watch the two videos presented below, as well as any other videos on the website if they are of interest to you.

Brian Wansink. (2008). Cornell Food and Brand Lab. Mindless Eating. Retrieved from: https://www.youtube.com/watch?v=sx1GxD5bLYA

Brian Wansink. (2010). Mindless Eating - Dr. Wansink Tricks 86 Experts With Ice Cream. Mindless Eating. Retrieved from: https://www.youtube.com/watch?v=Re2wTv-jtoU

After learning about some of Dr. Wansink’s experiments on mindless eating, do you think you are or have been a mindless eater? If you are unsure, google “mindless eating quiz” and take one of the many online quizzes to find out. Think about your work or school environment. Is mindful eating promoted? Are there any resources on the website that you would share, either professionally or personally? What do you think you can do in the future to avoid mindless eating?