

**Influence of age and glucose ingestion on memory function.**

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In our recent study of glucose-expectancy effects in young adults, no convincing benefits of glucose were found. This study used the same cognitive tasks (delayed free-recall, spatial recognition, semantic classification and immediate free-recall) and dose of glucose (50 g) with three different age groups: mean ages 21 years ( $N = 21$ ), 38 years ( $N = 19$ ) and 69 years ( $N = 22$ ). Participants attended two sessions, one week apart, after fasting overnight, with the influence of glucose assessed using a cross-over design. In addition to the expected effects of task structure on performance measures, the oldest adults had lower levels of delayed and immediate free-recall, and slower reaction times in the spatial recognition tasks than the young and middle groups, which did not differ from each other. In the delayed free-recall task, a drink  $\times$  age group interaction showed that glucose only improved recall for the middle-aged group. There was no corresponding effect on immediate free-recall. In the spatial recognition task, a drink  $\times$  truth  $\times$  age group interaction showed that glucose did not influence target “present” decisions, but slowed target “absent” decisions only in the oldest group. The results are broadly consistent with an effect of glucose on hippocampal function and suggest that the most beneficial effects of glucose may be for middle-aged rather than older adults.

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**Just how convenient is convenience? An empirical study of the associations between perceived convenience, meal preparation activities and ready meals’ characteristics.** A.I.A. COSTA<sup>a</sup>, R.M.A.J. RUIJSCHOP<sup>b</sup>. <sup>a</sup>MAPP—Aarhus School of Business, Haslegaardsvej 10, 8210 Aarhus V, Denmark. <sup>b</sup>NIZO Food Research BV, Netherlands

Parallel to considerations about settings, selection of the appropriate level of time, effort and care to be put into meal preparation is an important determinant of food choice. Nevertheless, significant relations between the time/energy consumers are willing to devote to food preparation and the types of meals they eat are surprisingly hard to find. One explanation for this could be that perceived convenience finds little support on the technological attributes of products like ready meals. This study’s aim was to uncover significant relations between perceived

convenience, meal preparation activities and technological attributes of frozen pizzas. Ninety-eight Dutch meal preparers, 18–29 years old, were asked to rate expected convenience attributes of frozen pizzas, then to prepare and consume these pizzas in a home-like setting and finally to rate experienced convenience after consumption. Pizzas were also evaluated on their technological degree of convenience. Two main factors of experienced convenience were uncovered—ease of preparation and speed of preparation. However, only ease of preparation was significantly correlated with technologically defined and expected convenience. Actual speed of preparation was thus not significantly related to consumers’ expectations or the preparation times announced by products. This partly confirms the hypothesis motivating this study. (Study carried out at Department of Agrotechnology and Food Sciences, Wageningen University, with financial support from Portuguese Foundation for Science and Technology).

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**Using the EAST and the IAT to assess implicit food preferences in overweight and obese youngsters.** M. CRAEYNES, G. CROMBEZ, I. DE BOURDEAUDHUIJ. *Departments of Experimental Clinical and Health Psychology and of Movement and Sport Sciences, Ghent University, Watersportlaan 2, 9000 Ghent, Belgium*

Childhood overweight and obesity are associated with unhealthy eating. Underlying strong positive attitudes towards food could play an important role. Furthermore, research suggests that implicit rather than explicit determinants differentiate between people who are overweight and those who are not overweight or obese. Two studies are described in which implicit attitudes towards unhealthy and healthy food are tested. In a first study, an Extrinsic Affective Simon Task (De Houwer, 2003) is used, revealing that youngsters with obesity implicitly like both unhealthy and healthy food, while lean controls were neutral. A second study replicated and extended the first study using two adapted versions of the Implicit Association Task (IAT: Greenwald, McGhee, & Schwartz, 1989) to examine if youngsters with obesity prefer unhealthy food to healthy food and if they prefer food to hobbies. It was found that both overweight and lean children implicitly preferred healthy food to unhealthy food. No effects were found for food versus hobbies.

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