Consumption Stereotypes:
The impact of meal size and body size on individuals’ impressions of others.

'Consumption stereotypes' are judgments of others based on what, how much and the manner in which food is eaten. These stereotypes are ubiquitous, both historically and culturally. This presentation will begin by briefly reviewing accounts of consumption stereotypes in various cultures. It will then examine the impact of modern-day consumption stereotypes in the Western world. Specifically, it will review a series of studies that investigate how someone's body size and the amount of food s/he eats affect others’ perceptions of social and physical attractiveness of them, and others’ willingness to interact with them. Finally, it will explore whether women employ their knowledge of consumption stereotypes to manage men’s impressions of them.

Dr. Yolanda Martins' primary research interests lie in the interaction of social, cultural, and personality factors involved in human eating behavior, particularly with respect to food choices, food preference, food neophobia (i.e., fear of new foods), and obesity. She also has interests in self-presentational strategies involved in "risky" health-related behaviors (particularly dietary restraint), self-other discrepancies in body image and size perception, and preference for and behavioral effects (if any) of human pheromones. She has worked at universities in Canada, the USA, and Australia. Presently, she is the owner and principal consultant of Inquirus Research Design & Statistics Consulting, a role that allows her to collaborate on investigations in a variety of areas including coping with breast cancer, pathogenesis of bipolar disorder, and studies in obesity.