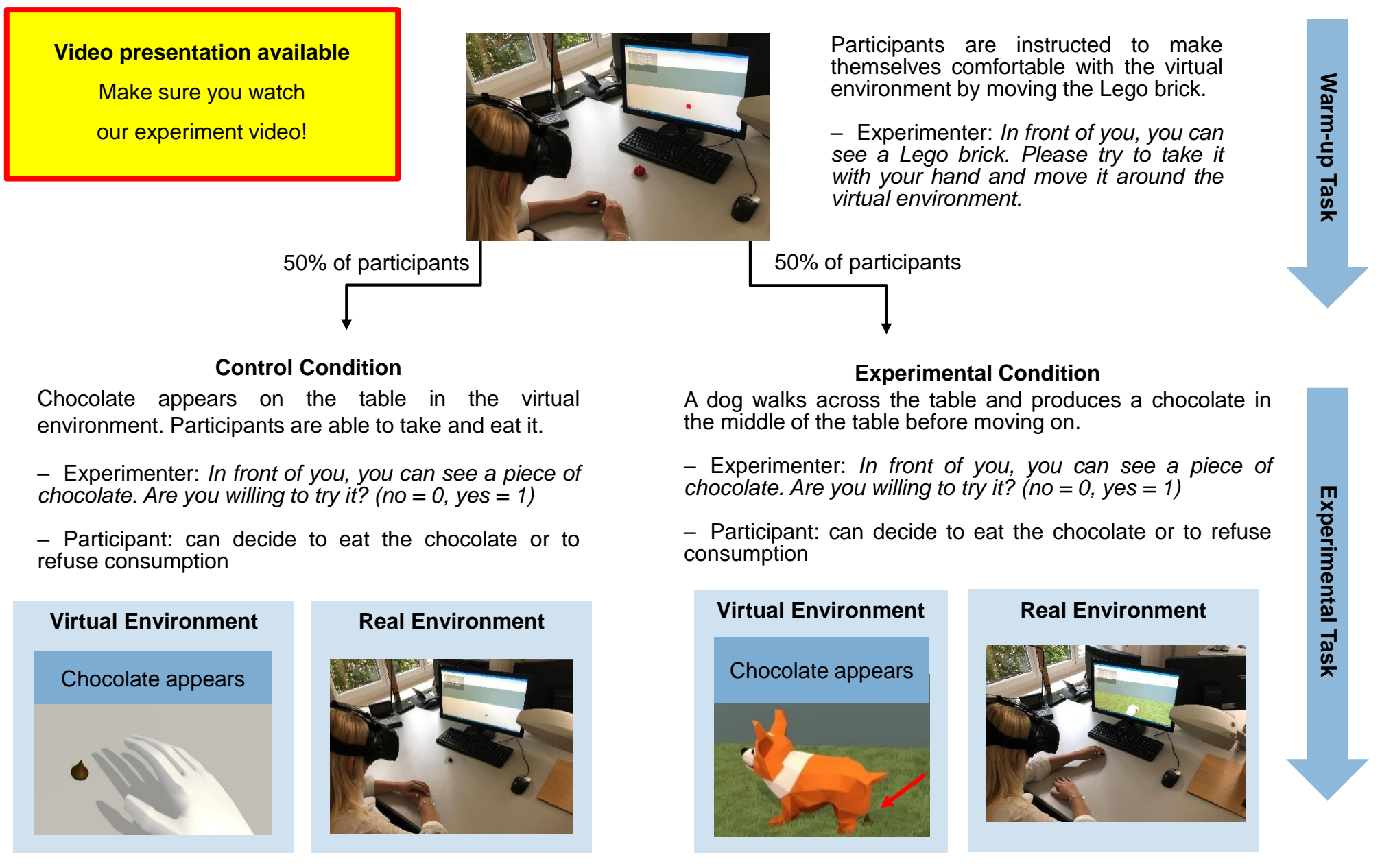


Is my disgust real?

A virtual reality study investigating food disgust.

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Experimental Set-Up



Results

Inducing disgust in a virtual environment

With $\chi^2(1) = 9.49$, $p > 0.01$, the chi-square test revealed a statistically significant association between the experimental condition and participants' willingness to eat the chocolate.

Table 1: Willingness to eat for both conditions

	Control	Experiment
Willing to eat	48 (96%)	37 (74%)
Not willing to eat	2 (4%)	13 (26%)

Discussion and Conclusion

Inducing disgust in a virtual environment

- Induction of disgust in a virtual environment was successful.

The influence of food disgust sensitivity

- Food disgust sensitivity can be used to predict participants' willingness to eat after having experienced a disgusting scenario in a virtual environment.
- Disgust sensitive people appear to have more difficulties to distance themselves from a disgust elicitor, even when they know it is not real or contagious.

Outlook

- Researchers can build on these results and make use of the virtual reality technology for their experimental design

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