Visual Influences on Self-Served Foods

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With an increasing dinner plate and portion sizes, a better understanding of self-serving food behaviors is needed to help individuals develop and maintain healthy eating habits.

Visual cues, such as the size and color of a plate, influence the amount of food an individual serves oneself.

The Delboeuf Illusion
Similar amounts of food on two differently sized plates creates the illusion of less food on the larger plate and more food on the smaller plate. High contrast between the food and the edge of the larger plate makes the food appear smaller, which can distort the amount of food served to oneself.