It's the last bite that keeps you coming back for more

Your memory for that last bite of a steak or chocolate cake may be more influential than memory for the first bite in determining when you want to eat it again, according to research published in Psychological Science, a journal of the Association for Psychological Science.

Our memories for foods are often vivid, especially when we experience foods that are terrifyingly bad or delightfully good. The findings from this research shed light on how memories for food are formed and how they guide our decisions about how soon we're willing to eat a food again.

"Research has told us a lot about factors that influence what foods people want to consume, but less is known about factors that influence when they want to consume a particular food again," explains researcher and lead author Emily Garbinsky of the Stanford University Graduate School of Business."A glass of juice, bowl of ice cream, or bag of potato chips contains many units of very similar stimuli that are consumed one sip or bite at a time until the entire portion has been eaten."

So, if we take a lot of bites of the same food in succession, our memory for the last bites may interfere with our ability to accurately remember the initial bites of that food, the study suggests.



Can narcissists be moved to show empathy?

Researchers at the University of Surrey and the University of Southampton have investigated whether narcissists can elicit empathy for another person's suffering. It has been well documented that narcissists lack empathy, but why is that the case, and do they have the capacity to change that behaviour? New research suggests that with the right focus, people with narcissistic tendencies can feel empathy for another person's suffering.

The research is published in Personality and Social Psychology Bulletin.

"The lack of empathy has a detrimental effect on interpersonal relationships, social bonding and prosocial behaviour," says lead researcher, Erica Hepper.



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