Craving some chocolate? Grab your phone instead!

Mary Faria

WANT to quit your habit? Tempting treats might be easier to resist if they aren’t even on your radar.

Psychologists at Flinders University in South Australia have found that mentally removing images of chocolate, cigarettes, or even narcotics could be as effective at reducing cravings as seeking treatment.

Professor Kim Jin has found that simply removing images of these substances from people’s minds is enough to reduce cravings, even when people are actually in physical proximity to the objects.

For example, participants were shown images of chocolate and asked to imagine them in their minds. Those who imagined the chocolate had a significantly lower craving for chocolate compared to those who did not imagine it.

The researchers believe that removing these images from people’s minds helps to reduce cravings as it makes it more difficult for them to think about the objects.

“Removing images of chocolate and smoking from people’s minds can help reduce cravings for these substances,” Professor Jin said.

The researchers are currently investigating whether this technique can be used to help people戒烟 or quit other unhealthy habits.

A study of people who crave food has found the way to kick the habit may be as simple as using white noise.

Medical Editor: Julie Bokaran

Science Editor: Deborah Knight

Reader’s comments and feedback. Reader@smh.com.au (02) 5862704. Advertising Sales Unit (NSW) Pty Ltd (02) 93804629

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