

The Relationship Between Positive Affect and Chocolate Consumption:

A Correlational Study

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Abstract

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Keywords: self-esteem, chocolate, diet, Toll House, s'mores,

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Method

Participants

Data were collected via University of Wisconsin-Milwaukee (UWM) Qualtrics. Three hundred and seventy-eight participants completed the online survey. The mean age was 97 years (SD = 5.09). There were 200 women (53%) ... there would be more, of course...

Measures

Positive and Negative Affect Schedules.

Positive affect was assessed using the Positive and Negative Affect Schedules (PANAS; Watson et al., 1988; Appendix A). The PANAS consists of 10 positive (e.g., “interested,” “enthusiastic”) and 10 negative (e.g., “distressed,” “ashamed”) items rated on a 5-point Likert-

type scale, ranging from “not at all” to “extremely.” The PANAS has been validated and has a high reliability with the Cronbach’s α ranging from .84 to .90 (Watson et al., 1988).

Nestle Chocolate Consumption Scale.

Consumption of chocolate was assessed using the Nestle Chocolate Consumption Scale

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Procedure

All the questionnaires (PANAS, NCCS, and demographic questionnaire) were administered online using the UWM Qualtrics. The present study is ... there would be more, of course...

Results

It was hypothesized that chocolate consumption and positive affect would have a direct relationship: that increased chocolate consumption would predict a higher degree of positive affect. The results of a Pearson correlation analysis showed a significant relationship between optimism ($M = 16.54$, $SD = 8.93$) and chocolate consumption ($M = 22.32$, $SD = 6.07$); with a Pearson correlation coefficient of $r(377) = .161$, $p = .007$. This supports the hypothesis that a higher level of positive affect can predict greater chocolate consumption and that greater consumption of chocolate can predict higher degrees of positive affect.

It was hypothesized that chocolate consumption and negative affect ... there would be more, of course...

Discussion

The researcher hypothesized that as optimism increases consumption of chocolate increases. It was also hypothesized that self-identified men would have a higher consumption of chocolate than self-identified women or non-binary individuals and that chocolate consumption

would increase as age increases. The correlation found between consumption of chocolate and optimism was as expected: if one were higher, the other would be higher as well. With respect to gender, results indicated that individuals with a male gender identify had a significantly higher rate of consumption when compared to those who identify as female or non-binary. However, the results indicated that the hypothesis regarding age and chocolate consumption was incorrect: there was no relationship between the two variables.

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References

Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief measures of positive and negative affect: The PANAS scales. *Journal of Personality and Social Psychology*, 54(6), 1063-1070. <https://doi.org/10.1037/0022-3514.54.6.1063>

Nestle ...