SLEEP DEPRIVATION

Regardless of what our genes are telling us, temptation is everywhere in our everyday lives. Being tired and stressed can be decisive in effecting our daily choices. Here’s what happened when we took a group of sleep deprived volunteers to the supermarket.

Good morning everybody, so nice to see you. You have slept all night, yes? You haven’t slept very much at all! So you need to know why we’re at the supermarket, so Susan why don’t you explain.

So we want you to do a shopping task for us. I’m going to give you a list, £25 and just twenty minutes to go and do your shopping.

Ok, you up for the challenge?

Yes!

So it’s like a game show right. Both teams have just twenty minutes to buy four different categories of food.

Oh fish!

A breakfast cereal . . .

Oh what a bargain that £1.99!

A ready meal. . .

Anybody seen the meringues?

Dinner for four. . .

Pizza, garlic bread, mayonnaise. . .

With drinks. . .

Include drinks.

I need my drinks.

That’ll do nicely.

And a snack that they want to eat right there and then.

Both teams finish and the food is laid out, and it’s immediately obvious that the tired group have made different choices to the rested group.

This table over here, I can tell you that your shopping today is about 37,000 calories. That might seem a lot but let me tell you that this table managed a staggering 61,000 calories. That’s more than one and a half times as many calories.
It might seem obvious that being tired can lead to a few poor choices but Susan’s experiment shows it’s actually a dieting catastrophe. Tiredness messes with your decision making, increasing your desire for foods high in sugar and fat.

Yummy.