

Self-Banning Food Causes Food Craving

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GRANADA, Spain—Researchers from the University of Granada and the University of Jaen have compiled a book, “What Is Food Craving,” which delves into the psychological and physiological reasons of food craving.

According to the authors, when people ban certain foods from their diets, food craving arises as a reflection of the conflict between what “you can eat” and what “you do not want to eat.”

The book outlines the origin of the term “food craving” and its main characteristics. It also includes theories of food craving, analyzes the negative role of restrictive diets and describes the methods available to evaluate this phenomenon.