

Mindless Eating by Brian Wansink – Discussion Questions

1. While not exactly a diet book, *Mindless Eating* assumes that those reading it are interested in losing weight. What value, if any does this book hold for those who are not interested in losing weight?
2. Popular science books such as this one, present their information in an entertaining format. What are some of the benefits of this type of genre? What are some of the dangers?
3. Wansink explains why fad diets are not successful in the long run. Do you have any experience with dieting, either successful or not?
4. What parts of the book surprised you?
5. Have you tried or are you considering trying any of the strategies presented in *Mindless Eating*? If so, which ones seem to be the easiest or most likely to make a difference for you?
6. According to many, obesity has become a national epidemic. Does *Mindless Eating* tell the whole story? What other factors do you think have contributed to the national weight gain?
7. This book is filled with many humorous vignettes of field research. Have you ever been a participant in research yourself? Tell us about it.
8. Would you eat at the *Snack Box* or participate in any food research if asked? Why or why not?

If you enjoyed this book...

- *Freakonomics : A Rogue Economist Explores the Hidden Side of Everything* by Steven D. Levitt and Stephen J. Dubner
- *Stumbling on Happiness* by Daniel Gilbert
- *The Obesity Myth: Why America's Obsession with Weight is Hazardous to Your Health* by Paul Campos
- *Good Calories, Bad Calories* by Gary Taubes (Author)
- *Blink: The Power of Thinking Without Thinking* by Malcolm Gladwell