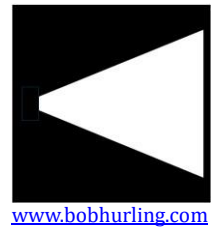


# Eat to the beat! How music tempo influences behaviours and emotions



## Research Paper

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## Overview

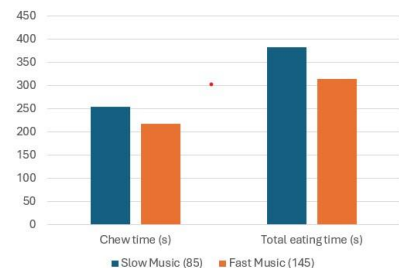
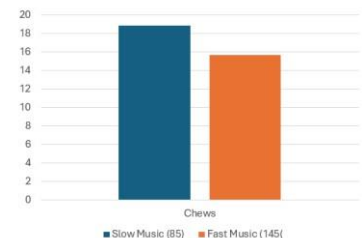
This study investigates the influence of music tempo on eating behaviours and emotions. A total of 124 subjects were divided into two subgroups, each listening to music at either 145 BPM (fast tempo) or 85 BPM (slow tempo). Researchers analysed the subjects' eating behaviours through video recordings, questionnaires, and leftovers measurement.

## Key Findings

Slow tempo music (85 BPM) made subjects feel more relaxed, chew more frequently, and spend more time eating.

Fast tempo music (145 BPM) led to faster consumption and a more active emotional state.

The number of chews and total chewing duration were higher with slow tempo music, while food consumption did not differ significantly between the two groups.



## Methods

Analysis included 103 of the subjects from across the two groups. One group listened to slow tempo music (85 BPM) and the other to fast tempo music (145 BPM) while consuming focaccia bread. Behavioural data were recorded using video analysis software to track bite intervals, chewing duration, and emotional responses via a CATA (Check-All-That-Apply) scale.

## Emotional Impact

The emotional responses recorded during the study showed that slow tempo music evoked calm and peaceful feelings, while fast tempo music triggered more active and enthusiastic emotions. Gender differences were observed, with females in the slow music group reporting more satisfaction and males in the fast music group showing more worry.

## Insight

The study provides new insights into how music can affect food-related behaviours, particularly the pace of consumption. Slow tempo music promotes longer chewing times, which may enhance satiety and reduce overeating.

The findings suggest potential applications in environments like restaurants or school canteens to encourage healthier eating habits.

