

DISTURBANCE OF FOOD HUMAN BEHAVIOR UNDER THE INFLUENCE OF SOCIAL-PSYCHOLOGICAL FACTORS

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This paper addresses the issues of eating disorders and the causes of this problem.

Keywords: eating behavior, eating disorder.

Nutritional behavior is a topic that has become popular today for a large circle of people. Now not only obese patients are interested in weight loss, even the maintenance of a good form becomes the norm. In general, there are three eating strategies.

The first type is dietary. A person tries to regulate his food from rigid positions, divides food into right and wrong, healthy and unhealthy, tries to eat good, right, healthy food, not eat bad, unhealthy, forbidden. If the desire for control is too great – tension is created, the person constantly experiences it, evaluating the food, trying to restrain himself from eating the food that he considers harmful.

The next type is emotional. Here, food acts not as a means of controlling life, but as a friend, comforter, psychotherapist. When a person experiences anxiety, depression, apathy or boredom – food acts as a way to calm down, relieve stress, have fun or support yourself. Any diet and restrictions in people of this type cause a tremendous tension, which again can be removed only with the help of food – the simplest and most affordable option.

The external type of violation is expressed in the fact that a person does not seize emotions, does not try to control his eating behavior, but eats for a company. Such a person often eats simply because the food is on the table, appetizing looks and smells. There is no physical feeling of hunger, the body did not ask to eat - however, we eat, tempted by the taste and smell of food.

Also, according to the World Health Organization, there are a number of causes for this problem:

Social reasons. Eating disorders here come under the influence of family, friends, and the environment. Advertising and promotions, easy availability of food, taste-enhancing and appetite supplements, traditions of abundant feasts - all this influences a change in the attitude to food. Food can be for the company, to act as a means of communication.

Psychological reasons relate to the use of food for non-food purposes, when a person eats in a bad mood to lift it, solves the problems of boredom, loneliness, stress or anxiety. Psychological reasons include tying up food with a sense of security or anxiety. In early childhood, the process of breastfeeding gives the child a sense of protection, gives rise to confidence in the world. If a child leaves the breast early, or, on the contrary, he is being fed excessively - a bunch of security and food is formed. No food - anxiety arises, which can only be satisfied with food.

The treatment of data from common and other rarer nutritional disorders can be carried out both by individual and complex methods. Effective is the complex therapy, which includes the diagnosis of the type of nature of the patient and his psychological characteristics, type, severity of the eating disorder, and further study of the factors that led him to the disorder. According to the results of this diagnosis, a specialist draws up an individual treatment plan.

This is followed by the stage of psychological correction, when the patient is first informed about the characteristics of existing eating behavior, his violations, and then use special techniques of exposure.

As a result, the patient is better aware of his increased nutritional motivation, its causes, becomes less dependent on external social and other influences that contribute to the development of his eating disorder, is better aware of and tracks them. A person recognizes the presence of secondary benefits of his destructive behavior and forms a new system of rewards. The level of stress, which usually does not allow breaking out of addiction, decreases, closes the process of overeating and restrictions.