

What won't you eat?

Some things are **non-starters**  
Some things are **distasteful**.  
Some things are **aversive**.  
Some things are **disgusting**.

**Distasteful.**

There are only four (maybe five) basic tastes.

Sour, sweet, salty, bitter and umami (?)

What is umami?

Why do we like sweet and not like bitter?

Why do some people hate spinach

**Aversive** – a brief review

**Disgust:** see Rozin, P (1987) A perspective on disgust. Psych. Review, 94, 23-41

How are disgusting objects different from other things that you don't want to eat?

Contamination

A bit of anthropology: Laws of “sympathetic magic”

First Law: Contagion: Once in contact always in contact.

**DEMO:**

RATE THESE TRIBES ON A SCALE FROM 1 – Peaceful to 10 - highly aggressive

\_\_\_\_\_ Tribe A hunts turtles for food and wild boars for tusks to make jewelry

\_\_\_\_\_ Tribe B hunts fish for food and turtles for shell to make jewelry

\_\_\_\_\_ Tribe C hunts wolves for fur and wild boars for food.

Second Law: Similarity

You can have positive contagion too.

The limits of disgust

The neuroscience of disgust

The development of disgust

...and, perhaps, a word about nausea