

In the news: Calorie Counting

OK, short and sweet is the theme of the day. Two things caught my attention last week, both of which centered on calories. I know most of us hate calorie counting...I can attest that I'm not a fan, but I am actually doing my best do so because I think I'm at a stage in my weight loss where it matters. I will certainly concede that it is not for everybody.

The first item came from a blog post on Yahoo from Lucy Danziger, editor-in-chief of SELF magazine. I am not familiar with SELF at all, but obviously the title caught my attention...

Lose Weight Without Counting Calories

OK, well this will be completely obvious to just about anyone who has a pulse. Let me briefly reiterate her tidbits: 1) pick up produce, 2) snack smart, 3) sip more water, 4) map out your meals, 5) eat every meal. With no disrespect intended for Ms. Danziger, it seemed the the first utterance out of my mouth was, "duh." Is it that simple? I think it can be...though we know it usually takes much more than that to get real results.

The second item is still in the same ballpark, but with a twist. I am an alumnus of Arizona State University and on occasion I'll check the website out to see what's new. Last week I came across a press release for a recent study done by the W.P. Carey School of Business...

ASU Study: 100-calorie packs makes dieters eat more

Slightly intriguing, no? I think there is clear face validity here...doesn't it make sense that our minds often focus on the quantity we eat over the content? Well, let me put it this way...I get what they're saying, but I don't know if I always buy it. I think there's a problem here with external validity in terms of the study. They used M&Ms and Mini M&Ms and I just think that some other food combos should be tried out before a b-school tells the world what's up with how people perceive and eat their calories. When I think of 100-calorie packs, I think of the little, low-fat Oreos or packages of Wheat Thins. We don't get them often in our house, but when we do, I think it's understood that you still just eat...one. I don't like diet food in the first place...I prefer to eat regular food with extreme moderation and monitoring...but hey, that's just the way I prefer it.

So, now, I throw it to you...what are your thoughts on calorie counting and 100-calorie packs?