# MAGICAL BELIEFS ABOUT FOOD AND HEALTH SCALE

**Information:**

The MFH scale was developed to assess individual differences in the tendency to adopt eating and health instructions that obey the laws of similarity and contagion, considered as forms of magical thinking. The

reliability (Cronbach’s α) for the total scale is .89 (General magical beliefs α = .85, Animal products as food contaminants α = .78, Animal products as personality contaminants α = .73).

**References**:

Lindeman, M., Keskivaara, P., & Roschier, M. (2000). Assessment of magical beliefs about food and health. Journal of Health Psychology, 5, 195-209. doi: 10.1177/135910530000500210

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**Instruction:**

The participants are asked to indicate whether they agree with the statements (1=strongly disagree, 5=strongly agree).

*General magical beliefs:*

An imbalance between energy currents lies behind many illnesses

Colours change the organism’s energy vibration in a direction which is beneficial to health

Plants are living beings whose energy potentials can be transmitted to human beings

By massaging a diseased organ’s surrogate in the sole of the food, the organ will be restored

An incorrect diet makes food rot in the body

If we don’t somehow clean our bodies, unhealthy toxins remain in them

It is good to detoxify one’s body every now and then with a fast

An illness should be treated with a medicine that has properties similar to those of the illness

Since our bodies are 70 percent water, we should be eating a diet that has an approximate water content of 70%

The statement that red drinks improve haemoglobin is probably valid

*Animal products as food contaminants:*

It would bother me if a restaurant served me food that had come into contact with lard, even if it had been totally removed

It would bother me to eat vegetarian food which had been in contact with a steak

Animal blood pollutes food

Vegetarian food is spoilt if it has been in contact with meat

Animal bones pollute food

*Animal products as personality contaminants:*

Consumption of meat makes people behave aggressively

Consumption of meat dulls thinking

In comparison to vegetarian food, consumption of meat arouses more animal instincts in people

*Fillers:*

Oranges contain a lot of Vitamin C

A high fibre diet is healthy

By using condoms you can prevent AIDS

An one-sided diet may damage your health

Vegetable oils are healthier than animal fats

Abundant use of salt may increase your blood pressure

Influenza viruses are spread easily by shaking hands