

## **Abstract**

This bachelor thesis discusses the phenomenon that is called false memories. The theoretical part begins with the first chapter, summarizing the history of research regarding false memories. Subsequently, three main paradigms which explain their formation are introduced (namely DRM paradigm, misinformation paradigm and implantation paradigm). The second chapter focuses on information about creating positive/negative false memories about experience with healthy/unhealthy food and their consequent effects on food preferences, choices and intake. The same analysis is then used for alcoholic beverages. The chapter also discusses the duration of both types of false memories. Additionally, it mentions the potential use in a healthy lifestyle.

The empirical part designs an empirical study which deals with the duration of false positive memories in the context of their consequences on food preferences, choices and intake. The length is determined as the average of days required to develop a healthy eating habit. Moreover, the implanted memory includes a false positive experience with healthy food.

## **Keywords**

False memories, formation, food preference, persistence