

# Why We Get SO HOOKED on JUNK Food – Psychology and Physiology

Video Source: [Thomas DeLauer](#)

In this video, Thomas DeLauer explains precisely why we get hooked on junk food. In reality, you are not fighting food. You are fighting a team of very smart people with PhDs in food science.

They know everything about human taste receptors, how our brain processes taste, which texture is the most appealing. Food companies organize surveys about the ideal color of food. What level of detail do they aspire to? Well, it was found that different nations perceive food colors differently, so food companies started to produce the same