

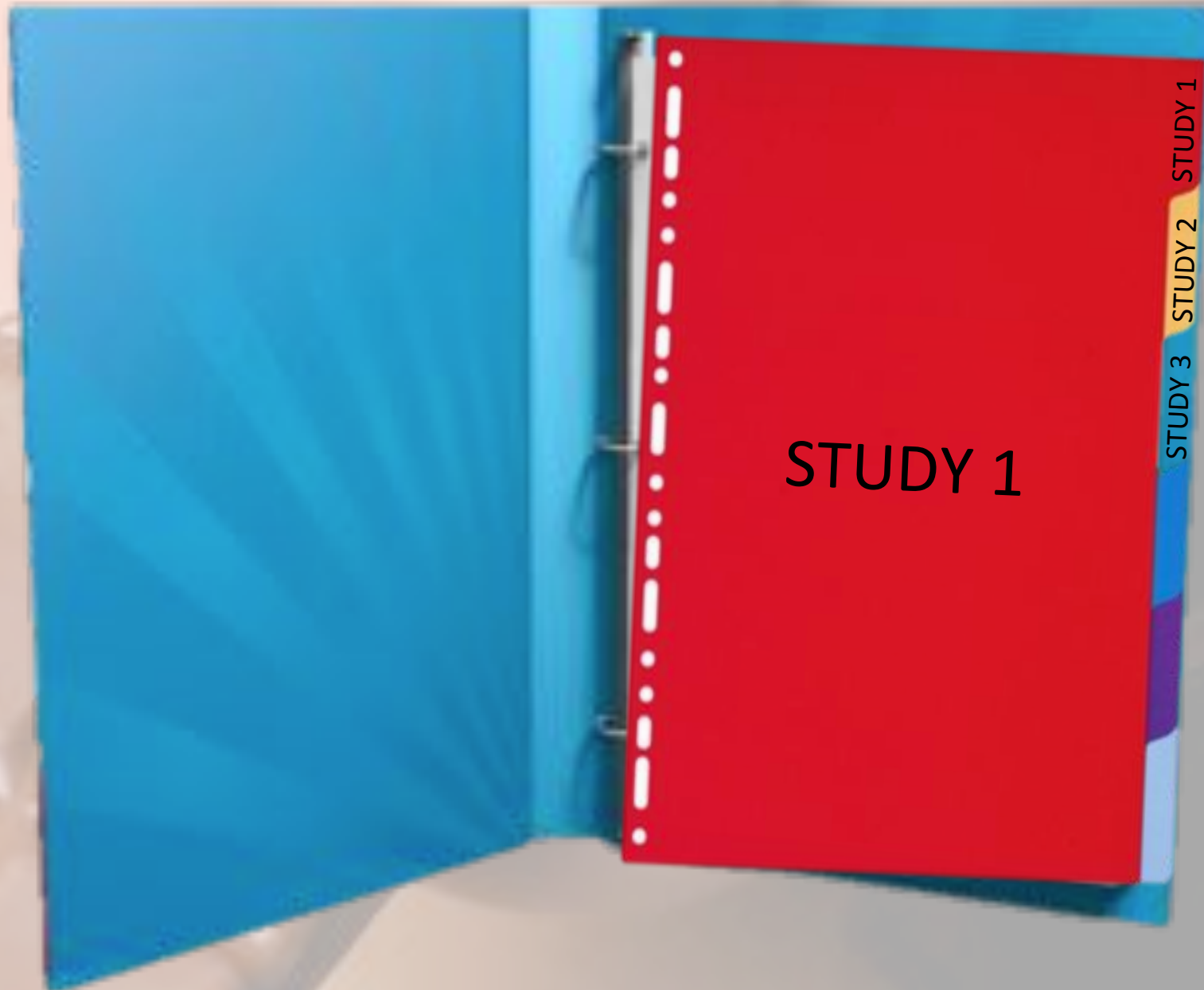


# The Chocolate Task\*

A Behavioral Measure of Savoring for Lab and Field Studies

\* Task used in Quoidbach, J., Dunn E.W., Petrides, K.V., & Mikolajczak, M. (2010). Money giveth, money taketh away: The dual effect of money on happiness. *Psychological Science*, 21, 759-763.

**STEP 1: Experimenter opens a binder in front of the participant**  
Experimenter says: *“Alright... So the study today is Study 2... ”*



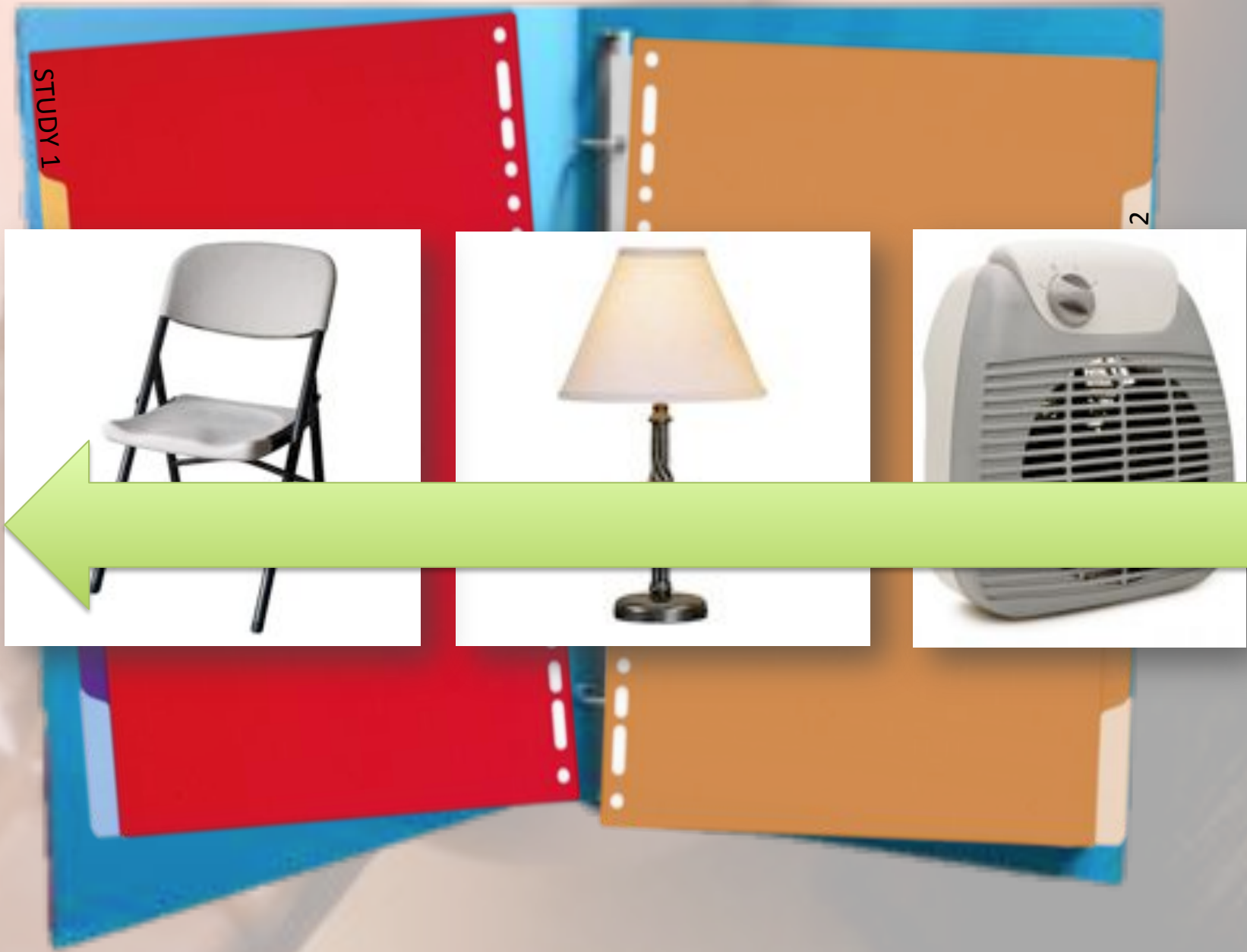
**STEP 2: Experimenter flips briefly through the pages of Study 1 to allegedly get to Study 2**

The idea behind the multi-study binder is to make the subsequent prime less suspicious



**STEP 2: Experimenter flips briefly through the pages of Study 1 to allegedly get to Study 2**

Place 10 pages in the “Study 1” section of the binder, featuring 19 pictures of neutral objects (one picture on each side; we used the International Affective Picture System). The last picture (#20) will act as a prime





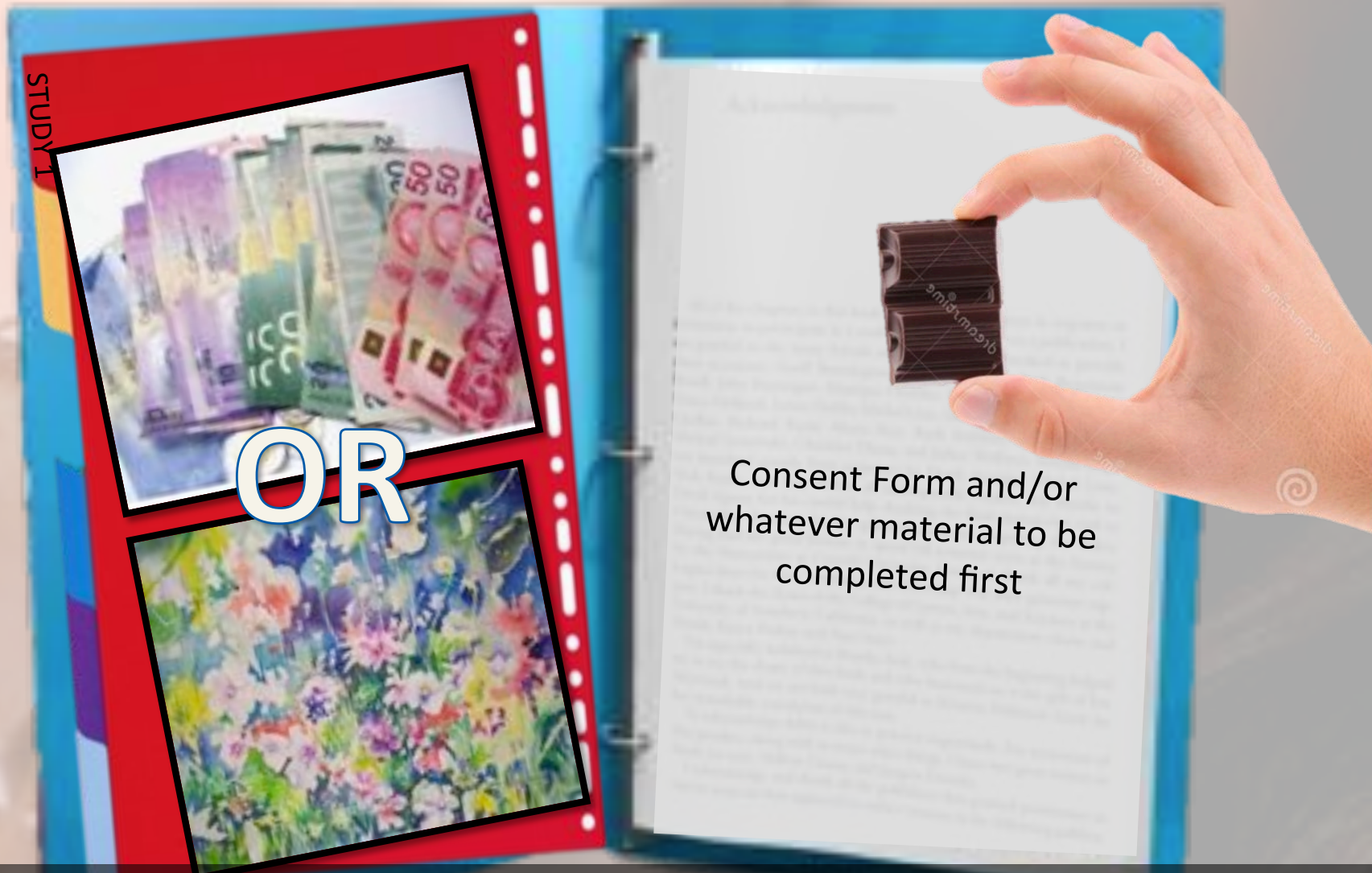
**STEP 2: Experimenter flips briefly through the pages of Study 1 to allegedly get to Study 2**

Experimenter says: *“There we go, Study 2! Please complete this **first page** and wait for my instructions”*



In our experiment, the last picture (i.e., the prime) was either a picture of money or flowers

**STEP 3:** After the participant completed the first page, the experimenter gives one piece of chocolate  
Experimenter says: *“Please taste this piece of chocolate and when you are done tasting, flip the page to complete the rest of the questionnaire.”*



In our experiment, we used little balls of milk chocolate wrapped in foil but most chocolate should do it. We recommend *NOT* using Dark Chocolate (in pre-tests, a lot of people didn't like it). Well known brands should also be avoided (unless it is important for the experiment).



**STEP 4: Two (or more) observers standing nearby (and blind to condition) surreptitiously watch the participant eating the chocolate.**

They start a stopwatch when the participant puts the chocolate in his/her mouth and stop it when participant flips the page—indicating participants no longer focus (i.e., savor) on the chocolate tasting experience.

Observers can also rate the extent to which participants display positive emotions while eating on a scale from 1 to 7



**STEP 5: The participant can complete whatever measures the study entails on the next page**

Observers' measures can be aggregated into a measure of time spent savoring and a measure displayed enjoyment, which are two important components of savoring (see Quidbach, Berry, Hansenne & Mikolajczak, *Personality and Individual Differences*, 2010). If one is interested in measuring other aspects of savoring, this could be done through self-report items on the questionnaire participants complete after eating the chocolate.

**END**