

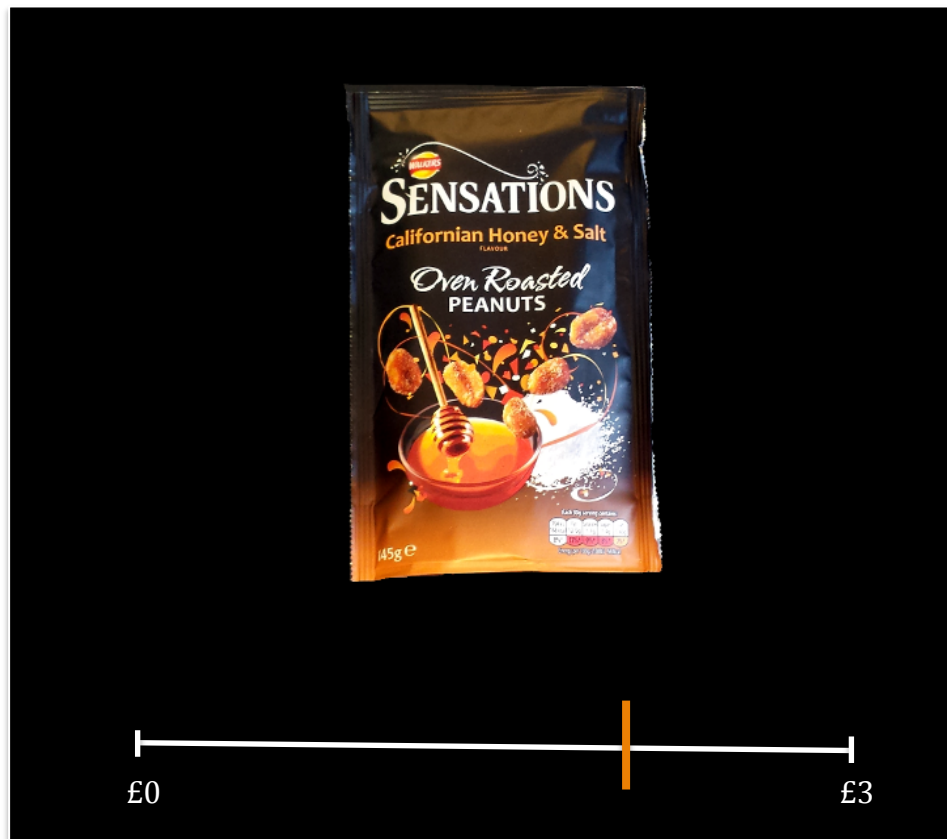
Instructions for Snack Experiment

1. Prior to coming in

You are required to fast four hours prior to doing the study. This is important, so if you have been unable to fulfil this requirement please let us know, and we can book you in at another time. You will have the chance to buy a snack food item for a portion of your participation fee at the end of this experiment. After this you will be asked to stay on site for an additional hour, and you will only be allowed to eat what you bought during the experiment. This means that you might be fasting up to 6 hours when partaking in this study. If you have any reason to believe that this would be a health risk for you, please don't participate.

2. Bidding procedure

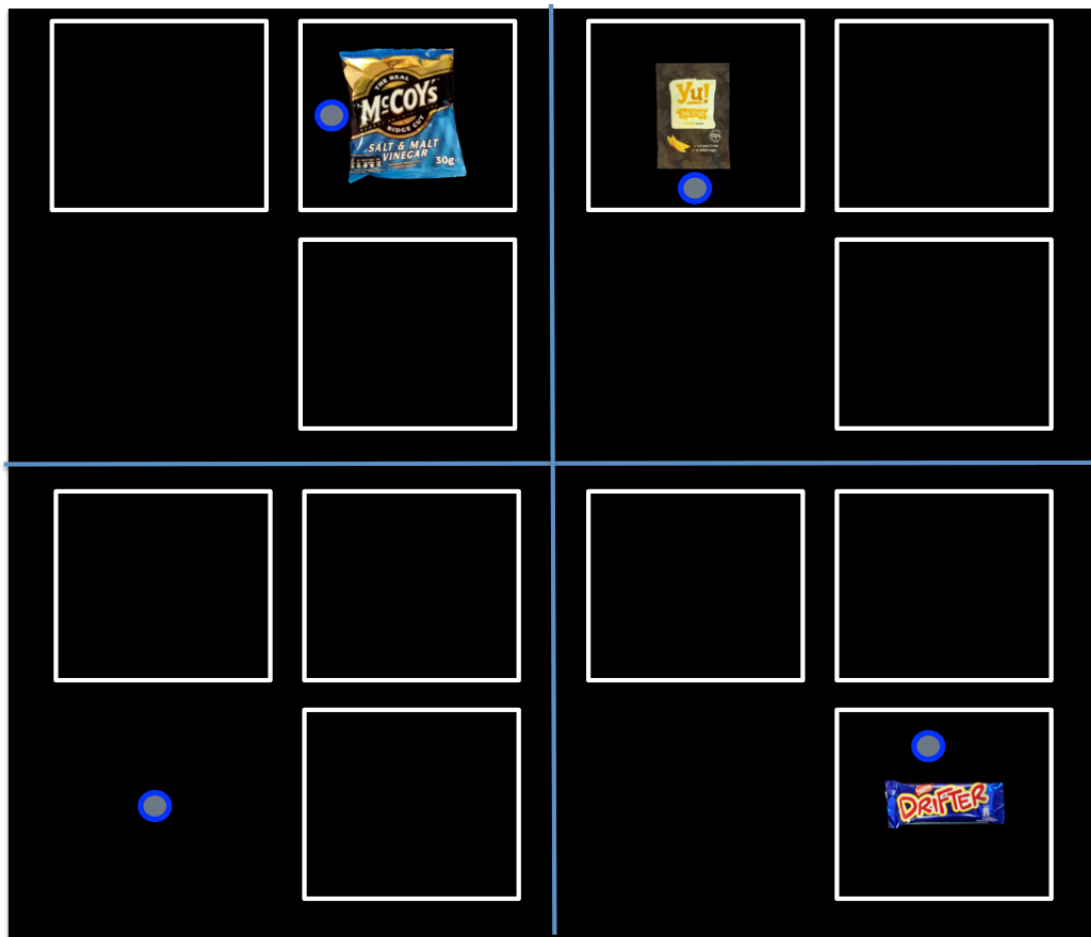
You will be asked to rate the maximum price you would be willing to pay for a snack food item. You can pick a price anywhere between £0 and £3 and, and the prices you report will influence your chances of winning one of the food items at an auction at the end of the experiment (explained below). You indicate your preferred price by moving a marker on a slider on a computer screen. You will use the z key to move the marker to the left, and the m key to move the marker to the right. Please move the marker on every trial, even if it happens to be close to where you want to place it. Once you are happy with the placement of the marker you press space to accept. You will have a few practice trials before the main experiment starts. Your responses during these trials will not influence the auction at the end.



3. Choice task

In this task you will see triplets of snack food items that you encountered during the bidding procedure. Your job is to pick which one of the presented snack food items you prefer and then indicate your confidence that you picked the best option.

In practice, there will be a two-by-two grid on the screen, three of these grids will contain a square, the fourth will be empty. Which part of the grid will be empty will vary between the trials. Each square “contains” a food item but you can only see the item in the square that you are looking at directly. Consequently, if you don’t look inside any square you won’t see any food items. The picture below illustrates this, with the blue circle serving as a marker for gaze. You can look inside each square however long you like and how many times you like.



When you feel ready to make a decision you indicate your choice with a button press: a for the upper left item, z for the lower left item, k for the upper right item and m for the lower right item. After you have made a choice you will be asked to indicate your confidence that you picked the best item on a scale ranging from “not at all” to “very”. If you pressed the wrong button by mistake during the choice you can indicate this by pressing e during the confidence rating. You will make many choices like this and there will be breaks at regular intervals. Your eye movements will be recorded in this task.

4. Auction

Immediately after you have completed the choice trials we will run a computerised auction to determine whether you will buy one of the snacks. The auction phase will begin with the computer randomly selecting one of the choice trials that you completed in the previous task. The item you choose in this trial will be assigned a random price, between £0.01 and £3.00. This price will then be compared with your bid for this item. If your bid is higher than the randomly generated price you will buy the item for that price (not for your bid).

For example, say that you choose McCoy's Salt and Vinegar Crisps on the trial selected by the computer. The computer then assigns the price £1.23 to this product. Your bid during the bidding procedure was £1.70 so you get the bag of crisps and the price (£1.23) gets detracted from your participant payment. If the randomly generated price had been higher, say £2.62 you would not have receive any food, and no money would be deducted from your participant payment. The key thing to realise is that your bid does not influence the price that you would pay for that item in any way. However, it does determine your chance of buying it, if it is selected. For this reason your best strategy is to pick the highest price you would be willing to pay for each item during the bidding procedure, but no more than that.

5. Questionnaires and waiting period

You will be required to wait at the testing site for an additional hour. During this time you will be allowed to eat the item you bought in the auction (provided you did buy something) but nothing else. During this phase you will be asked to answer some questions about the snack food items and provide the details necessary for the university to process your payment. For the remainder of the hour you can do whatever you want as long as you stay on site and don't eat anything other than what you bought during the experiment. Your payment will be sent to you in the form of check and should arrive within 6 weeks of you completing the study.