

pected pleasure for the truffle would now be 36 pleasure units ($50-14$), and the total expected pleasure for the Kiss would now be five pleasure units ($5-0$). The truffle leads by the same 31 points, so it should be the same easy choice. The truffle wins hands down.

This is how the pattern of choice *should* look, if the only forces at play were those of a rational cost-benefit analysis. The fact that the results from our experiments are so different tells us loud and clear that something else is going on, and that the price of zero plays a unique role in our decisions.