Before we begin, please close any unnecessary programs or applications on your

computer. This will help make the study run more smoothly. Also, please close any browser tabs that could produce popups or alerts and interfere with the study. Finally, once the study has started, DO NOT EXIT fullscreen mode or you will terminate the study and not receive any payment. <br/>

The experiment will switch to full screen mode when you press the button below.

When you are ready, press the <b>SPACE BAR</b> to begin.</div>`,

eyeTrackingInstruction1.

Before we begin with the real task, we need to turn on and adjust your webcam for eye-tracking. There are two parts to this process. The first part is calibration, and the second part is validation.

During calibration, you will see a series of dots like this appear on the screen, each for X seconds. Your task is simply to stare directly at each dot until it disappears. Then, quickly move your eyes to the next dot and repeat.

Validation is basically the same as calibration. You simply need to stare at each dot until it disappears. During validation, the dot may turn yellow, indicating that you don’t seem to be staring directly at it. Try to keep this from happening.

When you are ready, press the SPACE BAR to continue.

eyeTrackingInstruction2,

When the calibration begins, you will see a video feed with your face at the top left corner of your screen like this:

Try to keep your entire face within the box. When your face is in a good position the box will turn green.

NOTE: the video feed only appears during calibration.

When you are ready, press the SPACE BAR to continue.

eyeTrackingNotes,

There are several important notes that are useful for passing the calibration task.

In addition to the notes in the figure:

1). Use your eyes to look around the screen and try to avoid moving your head.

2). Try to keep lights in front of you rather than behind you so that the webcam can clearly see your face. Avoid sitting with a window behind you.

3). After you have made these adjustments, check again that your face fits nicely within the box on the video feed and that the box is green.

Once you have made these adjustments press the space bar to continue.

NOTE: if you are back on this page, it means the calibration and validation did not work as well as we would like. Please read the notes above again, make any adjustments, and try again. There are only three chances to get this right.

Otherwise, you will terminate the study and receive 50 cents for the participation.

When you are ready, press the space bar to continue.

inital\_eye\_calibration

prompt!!!: Before you begin the task, please wait until the video feed appears on the screen. Please adjust your seat position. When you are ready, please press the spacebar to continue.

experimentOverview,

Success! The calibration and validation was successful. Now, we will begin with the task.

In Today's study, you will be making a series of decisions about hypothetical snack foods.<br/>

There will be multiple parts to the study, and you will receive instructions before each new part. <br/>

You will earn a fixed fee of $7 for completing the study.

<br><br/>

When you are ready, press the <b>SPACE BAR</b> to continue.</div>`,

ratingOverview,

Now, you will make decisions about each snack food one by one. <br/>

For each snack food, please rate it on a scale of 0 to 10 based on how much you would like to eat this food in your daily life.<br/>

0 represents you are neutral towards consuming this food.

10 represents you really like this food. <br/>

If you dislike a food, then click DISLIKE. <br/>

During the task, you need to use your mouse to move the slider to your desired rating. <br/>

When you are ready, press the <b>SPACE BAR</b> to start.

choiceOverview,

In this part of the study you will be choosing between snack foods. <br/>

Each round, you will see two snack foods on the screen.

You have to choose which snack food you prefer to eat.

To select the left food, please F key.

To select the right food, please J key

After each choice, stare at the red circle at the center of the screen.

<br/>

When you are ready, press the <b>SPACE BAR</b> to continue.

recalibrationInstruction

we need to redo the calibration and validation before you begin with the choice task.

As before, make sure you stare at each dot until it disappears and make sure you don’t move your head.

Please press <b>SPACE BAR</b> when you are ready to begin.

choiceInructionReinforce ,

Now, we will begin with the choice task. Please keep your head still, otherwise we may have to redo the calibration and validation.

There will be a break halfway. During the break you can move your head if you need to.

As a quick reminder, you are choosing which food you prefer to consume.

If you want to consume to the left snack food, please press F key;

If you want to consume to the right snack food, please press J key.

Between rounds, make sure to stare at the red dot on the screen until it disappears. This is part of ongoing adjustments to the eye-tracking. If the computer thinks that you are looking somewhere other than directly at the red dot, you may need to redo the calibration and validation process, slowing down the study.

When you are ready, please press the <b>SPACE BAR</b> to begin the practice choice</div>`,

EnterRealChoice

Now you can move on to the real choices. When you are ready, please press the <b>SPACE BAR</b> to begin the real task.

food\_choice1, => half of the trials (30/60)

breaktime,

You are hallway done! Now you can take a short break if you want. You can move your head during the break. When you are ready to continue the study, press the SPACE BAR.

recalibration,

We need to redo the calibration and validation before you return to the study. As before, make sure tp your eyes on the red dots until they disappear and make sure you don’t move your head. Press SPACE BAR when you are ready to begin.

food\_choice2,

End:

Thank you for your participation! You can close the browser to end the experiment now. The webcam will be closed when you close the browser.

We will send you $7 as your participant fee soon!