**Brief Write-up of Food Choice Protocol**

***Full Task = 3 blocks***

**Block 1: Health Block**

* 43 food items (trials) presented per block
* Food items presented on screen
* 25 food items per block = low fat. (LF\_pic\_01 thru LF\_pic\_25)
* 18 food items per block = high fat (30% calories derived from fat) (HF\_pic\_01 thru HF\_pic\_18)
* No time limit for responses on either block
* Ss provide ratings of how healthy each series of images of food were perceived
* Healthiness ratings are 5 point scale ranging from 1 - Unhealthy to 5 - Healthy, with 3 being “Neutral”

**Block 2: Taste Block**

* 43 food items (trials) presented per block
* Food items presented on screen
* 25 food items per block = low fat
* 18 food items per block = high fat (30% calories derived from fat)
* No time limit for responses on either block
* Ss provide ratings of how tasty each series of images of food were perceived
* Taste ratings are 5 point scale ranging from 1- Bad to 5 - Good, with 3 being “Neutral”

**Block 3: Choice Block**

* 42 trials
* No time limit for responses on either block
* Participants are instructed to imagine they will receive one of their selections at the end of the study as a snack.
* On each trial in this block, Ss were presented with both a food item or the reference food item.
* Ss indicate whether they chose the food item presented or the reference item
* Choice ratings are 5 point scale ranging from 1- No to 5 – Yes, with 3 being “Neutral”
  + No = Indicates, no, would not choose the food item shown on screen; would choose the reference food item
  + Yes = Indicates, yes, would choose the food item shown on screen; would not choose reference food item
* No time limit for responding in this choice block

*In order for choice task to work, must use data from Blocks 1 & 2 to determine Reference Item:*

* A reference item is selected based on this criteria: The item was rated 3-Neutral on both Health and Taste scales.
  + If no item was rated 3 on both scales, the reference item should be selected from those Neutral on Health and “Tasty” on the taste scale.

Side By Side Image Script

<!DOCTYPE html>

<html>

<head>

<style>

\* {

box-sizing: border-box;

}

.column {

float: middle;

width: 100%;

padding: 5px;

}

/\* Clearfix (clear floats) \*/

.row::after {

content: "";

clear: both;

display: table;

}

</style>

</head>

<body>

<p>Reference Food Item Other Food Item</p>

<Img src= "FoodImg/HF\_pic\_01.jpg" alt="Reference" style="width:40%">

<Img src= "FoodImg/HF\_pic\_02.jpg" alt="Other" style="width:40%">

<p>Would you PREFER to eat the OTHER FOOD ITEM?</p>

<p>[No] 1 -------- 2 ------- 3 [Neutral] ------- 4 ------- 5 [Yes]</p>

</body>

</html>

timeline.push({

type: 'image-keyboard-response',

prompt: "<p>Would you prefer to eat <strong>this</strong> food item, instead of the reference food?</p>" +

"<p>[NO] 1 -------- 2 ------- 3 [NEUTRAL] ------- 4 ------- 5 [YES]</p>",

choices: ['1', '2', '3', '4', '5'],

stimulus: 'images/' + imagefiles[iii],

labels: ['1 (NO)', '2 (NO)', '3 (NEUTRAL)','4 (YES)', '5 (YES)'],

data: { image\_file: imagefiles[iii] }