1. Participants interested in taking part in the study fill out an online anonymous survey regarding their health. If they are at least 18 years old and meet health conditions set by the local ethics committee (including no pregnancy or planning pregnancy), they can participate in the study and sign up for a convenient due date. If not, we thank them for their willingness to take part in the study and inform them that due to the ethical requirements they cannot participate in the study.
2. Participants sign up through an anonymous, online survey in which they choose a convenient day and time from the schedule. In the schedule, they put their participant code. At the same time, they are informed via the survey what the experiment is about and what type of consent they will need to sign when they come to the university laboratory. Participants receive instructions on how to get to the laboratory and how they need to prepare (do not drink alcohol or take any medication in the last 24 hours).
3. Three researcher assistants must conduct the experiment in the laboratory. To facilitate smooth execution of the experiment they are assigned with three roles: a bartender (who weighs participants and prepares drinks for them), a policeman (who checks their breath alcohol concentration three times - before, during and after the experiment) and a courier (who leads participants to their positions, checks if the consents are signed, turns on the online questionnaire and also serves the drinks to the participants. Following the double-blind procedure, the courier research assistant is unaware of the experimental condition the participant is assigned to.
4. A participant comes to the laboratory on a previously established time. The bartender checks if the participant is equipped with the mask and gloves. Next, the participant is invited into the laboratory and if he is not equipped in these items, he is provided with them. Outside the laboratory, there is disinfectant hand liquid which is for the participants' disposal.
5. Participants enter the laboratory individually. Each participant is weighed by the bartender who writes the weight and the participant’s code in his notebook. If the participant doesn’t remember the code, the bartender reminds them of the instructions on how to generate the code.
6. The courier leads the participant to station X (number from 1 to 7) and asks the participant to sign documents necessary to take part in the study: consent to participate in the study and health statement. The participant has seen these documents earlier in the online survey, before coming to the laboratory. The participant can read these documents and sign. The courier leaves the station.
7. After filling in necessary documents, the policeman checks the participant’s exhaled air alcohol level before the experiment begins and writes down the measurement result and participant’s code in his notebook. Each participant is given a personal mouthpiece for the breathalyzer.
8. The courier approaches the participant’s station, takes away signed documents and informs the participant that they will be asked to fill out a short, online questionnaire, then will see a movie and the participant will be given a drink (juice in the control group) and after the film, the participant is going to fill out the second part of the questionnaire. The courier runs the first part of the questionnaire and asks the participant to fill it out. The courier leaves the station.
9. The participant fills out the first part of the online questionnaire (socio-demographic data). After filling out the questionnaire, they have to inform the courier that they are finished (they see the instruction to inform the courier on the screen).
10. At the same time, after measuring participants’ weight, the bartender waits in the other room in the laboratory (which interior is unseen by the participants) for the information from the courier, that the participants are ready to see the film and drink the drink.
11. When the participant from station X finishes the first part of the questionnaire, the courier opens the bartender’s room door and says “X ready”. If they hear “OK” as a reply from the bartender, it means that they can run the film for the participant on station X. If the bartender is not ready, they say “wait”. Then the courier waits until the bartender is ready and says “OK”.
12. The courier turns on the film, which lasts 51 minutes. Then the courier goes back and says to the bartender “drink X” (not entering the room).
13. The bartender prepares the drink for each participant according to participant's weight (or placebo/juice for the control group). The cup is signed with the participant's station number X. The alcoholic drink contains 1,6g alc (40%) per 1 kg of body weight and apple-cherry juice. Drink for the placebo group contains the same juice and the upper wall of the cup is sprayed with alcohol (4 sprays).
14. The courier goes to the bartender’s room doors and waits until the bartender gives them the drink (the courier doesn’t know what type of a drink is being prepared for each participant in experimental and placebo condition). Immediately afterwards, the courier carries the drink to the participant who is watching the film. The participant receives the drink approximately 3-5 minutes into the film. Participants have 10 minutes to consume the entire drink. The courier watches the time and controls if the participant drank everything.
15. When the film is over, the participant calls the policeman.
16. The policeman measures participant's breath alcohol concentration (in control condition this point is skipped). The policeman writes the result in the survey in experimental and placebo condition. He asks the participant to turn over not to see the results of the measurement. He also informs the participant that he will be informed of the result just after the study is finished.

Note: At this point in the placebo condition we bring additional, broken breathalyzer. We have at our disposal 2 breathalyzers: The first one is working properly, the second one always shows a positive result although the participant did not drink any alcohol. Broken breathalyzer makes a sound that informs that there is alcohol detected in the breath and the screen shows red color.

The policeman after the measurement pulls the mouthpiece from the breathalyzer and puts it on the participant's desk, then says “I leave the mouthpiece here, to measure the breath alcohol concentration at the end of the experiment to check if you can safely leave the laboratory”.

1. The policeman asks the participant to fill out the second part of the questionnaire. The policeman leaves the participant's station.
2. When the participant has finished the questionnaire, he sees an instruction to call an assistant on the screen.
3. The policeman comes and checks the participant's breath alcohol concentration for the third and final time (this point is skipped in the control condition). The bartender is standing close by.
4. The policeman writes the result of the measurement in the questionnaire (in the control condition he writes 0) and ends the experiment. The bartender asks the participant to follow them to room number 1, where he will debrief the participant. If the participant is under the influence of alcohol, he will be asked to wait in room number 1. The bartender thanks the participant for taking part in the experiment.