1. Modify “Focus on Health” to “Focus on the Health Benefits of this Food.” Additionally, change “Decrease Desire” to “Focus on the Health Costs of this food”
   * Both of these are proactive methods of thinking about food
2. According to Daniel Wegner’s ironic process theory, telling someone not to think of the white bear will make them think about the white bear. In our study, that means that telling someone not to think of how delicious a Poptart is will make them think of how delicious a Poptart is. Rather than do that, what if we tell them to think of something else (that we specify) might prevent this effect (e.g., “when you see unhealthy foods, think of your upcoming midterms to decrease your desire” rather than “avoid thinking about your desire”).
3. To include in brackets next to “Focus on Health” what specific aspect of health we would like for the participants to focus on. For one trial we could have instructions that go something like, “For this trial, focus on the content of the product displayed (i.e., sugars, fats, carbohydrates, etc.). For the other condition, we could have the opposite that would look something like, “For this trial, focus on the nutritional content of the product displayed (i.e., vitamins, minerals, antioxidants, etc.).

ALTERNATIVELY

We could simplify by stating “Focus on the nutritional ingredients” vs. “Focus on the harmful/deleterious ingredients.”