

# Is there Choice without satisfaction? What's the name of the pleasure of Choice itself?

Post by “Kalosyni” of March 18, 2025 at 1:54 AM

## [Quote from Julia](#)

I lie to myself, and pretend that eating a box of ice cream was my Choice, even though it's 9am, I'm not hungry, and know full well I'll only regret it before I'm even half done.

In this example, you eating the ice cream is "doing" and so by default that is a "choice" that you made. Instead of labeling it "lying", try out the label of "justifying" (which is less harsh). There is a reason behind the action - possibly the desire for "entertainment" (novelty) or a desire to remove anxiety (through distraction). Also consider that modern foods are created with a very strong "yummy" factor, so if you know you have "trigger" foods (foods which when you start eating you are unable to stop) then make sure that you do not buy them or bring them into to the house. Instead go out to a ice cream parlor and only buy a single scoop (once a month, or less, which makes it more special and more enjoyable). Substitute healthy foods for snacking (carrot sticks are great, etc).