

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

Post by "Julia" of March 18, 2025 at 8:53 AM

## [Quote from Godfrey](#)

So in this way selecting isn't either/or, it's actually choice and avoidance. In selecting one thing, you reject another, and vice versa. This relates to the idea that there's no neutral state

However, extending the "no neutral state" analogy once more, then every single point in time one is never honoring both sides of the same coin with perfectly equal strength. For example, even though they both exist on a continuum, "working against the risk of getting fired" is Avoidance, because one conceives of it as *actively moving away from* something, whereas "pursuing a promotion" is Choice, because one conceives of it as *actively moving towards* something. If I try, in my mind, to conceive of an action as being perfectly equally both αἵρεσις (hairexis, Choice) and φεύγω (pheugo, Avoidance), I fail. I always gravitate to one or the other reference point as my anchor: either the reference/anchor is where I want to be, or the reference/anchor is where I do not want to be, but it is never *equally* both. Not in my mind, anyways 😊

## [Quote from Kalosyni](#)

In this example, you eating the ice cream is "doing" and so by default that is a "choice" that you made.

It is not an upper-case Epicurean Choice, because it is quite obvious to me that, all things considered, this would cause way more pain than pleasure. I'm only talking about upper-case Epicurean Choice (and upper-case Epicurean Avoidance), not the lower-case casual choice or lower-case casual avoidance.

## [Quote from Godfrey](#)

For example, a bowl of ice cream at 9 in the morning might bring an excess of pain over pleasure.

Because it was just a lower-case casual choice, it doesn't bring satisfaction, it brings regret, so the suggested Choice/Avoidance-test of "Can you name the expected satisfaction/relief that'll come from this?" would have failed, because the answer would have been "No, I'm gonna regret this..."

### [Quote from Kalosyni](#)

There is a reason behind the action - possibly the desire for "entertainment" (novelty) or a desire to remove anxiety (through distraction).

Virtually all the ridiculous things I do are due to procrastination, which I have the conscious and emotional tools to bisect and deliberately counteract. However, I have to pause for a second and really be deliberate about it ("Human freedom involves our capacity to pause between the stimulus and response and, in that pause, to choose the one response toward which we wish to throw our weight." – Rollo May). Because of how things are, I need to artificially create an interruption to have a pause for thought (→ countdown timer), and I also need to force myself to use it, not just nod off whatever I was doing (→ write it down).

I don't pencil into my planner "9am: eat box of ice cream". The act of writing it down is what ensures I'm mentally present enough to not do dumb stuff — but living by the commands of my planner, having to write everything down, that is itself (well worth it, but also) a pain. Having a generic, universal question to check up on myself would be a great assistance, especially when I'm away from my timer/planner desk. I could ask "Will I regret this?" but that has the down-side of being negatively framed, of not doubling as a motivator. When I ask "Will this bring satisfaction/relief?" it is too easy to just answer "Yes" to everything, so it wouldn't be effective. Only when I ask "Name the satisfaction/relief this will bring" am I forced to actually think about the consequences, and because they're positively framed, it also motivates me to follow through: "I'll have a clean mirror, and I love that" makes it easy to just do it real quick.

So all I wonder about is if anyone can come up with an upper-case Epicurean Choice (or Avoidance) where one would be unable to name/describe beforehand the satisfaction (or relief) this action will bring...