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## I have no clue what I drunk last night" Using Smartphone technology to compare in-vivo and retrospective self-reports of alcohol consumption --Manuscript Draft--

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<b>Keywords:</b>	alcohol consumption, drinking pattern, assessment, methodology, surveys, smartphone, self-report measurement, ecological momentary assessment
<b>Abstract:</b>	<p><b>Aim:</b> This research compared real-time measurements of alcohol consumption with retrospective accounts of alcohol consumption to examine possible discrepancies and contextual influences between the different accounts. <b>Method:</b> Building on previous investigations, specifically designed Smartphone technology was utilized to measure alcohol consumption and contextual influences in de facto real-time. Real-time data (a total of 10,560 data points relating to type and number of drinks and current social and environmental context) were compared with retrospective accounts of alcohol consumption (both daily and weekly) to assess the consistency between the different methods. Post participation qualitative reports also gauged perceptions with regards to using the technology. <b>Results:</b> Results suggest that in-vivo and retrospective reports of alcohol consumption are not consistent with each other. Specifically, participants' daily retrospective reports about their drinking were significantly lower, overall, than in -vivo account supplied during that drinking session. The same pattern of results was also found when comparisons were made between weekly in-vivo and retrospective accounts. Interactions with type of drink and environmental context were also observed. <b>Conclusions:</b> Retrospective daily and weekly self-reports of personal alcohol consumption appear to be lower than those recorded in-vivo. Difficulties in recalling alcohol consumption from the previous day may also be exacerbated when drinking has occurred in environments such as bars and parties. A degree of caution appears warranted with regards to the extent to which retrospective alcohol consumption measures are reliable</p>
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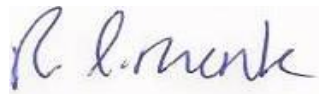
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R.L.Monk



D.Heim

**Title:**

*“I have no clue what I drunk last night”*

Using Smartphone technology to compare in-vivo and retrospective self-reports of  
alcohol consumption

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surveys, self-report measurement, ecological momentary assessment

## **Abstract**

**Aim:** This research compared real-time measurements of alcohol consumption with retrospective accounts of alcohol consumption to examine possible discrepancies and contextual influences between the different accounts. **Method:** Building on previous investigations, specifically designed Smartphone technology was utilized to measure alcohol consumption and contextual influences in *de facto* real-time. Real-time data (a total of 10,560 data points relating to type and number of drinks and current social and environmental context) were compared with retrospective accounts of alcohol consumption (both daily and weekly) to assess the consistency between the different methods. Post participation qualitative reports also gauged perceptions with regards to using the technology. **Results:** Results suggest that in-vivo and retrospective reports of alcohol consumption are not consistent with each other. Specifically, participants' daily retrospective reports about their drinking were significantly lower, overall, than in *in-vivo* account supplied during that drinking session. The same pattern of results was also found when comparisons were made between weekly in-vivo and retrospective accounts. Interactions with type of drink and environmental context were also observed. **Conclusions:** Retrospective daily and weekly self-reports of personal alcohol consumption appear to be lower than those recorded in-vivo. Difficulties in recalling alcohol consumption from the previous day may also be exacerbated when drinking has occurred in environments such as bars and parties. A degree of caution appears warranted with regards to the extent to which retrospective alcohol consumption measures are reliable. ..

## Introduction

Self-report measures are the bedrock of much research in the addictions [1], and it is generally accepted that this approach can be used as a reliable and valid method [2, 3]. However, the environments in which such assessments take place are often far removed from the setting in which the drinking occurs, by nature of their post hoc design [4]. Accordingly, the task of retrospective recall may encourage fabrication in an effort to satisfy the demands of the researchers [5, 6]. Such a task may also be very cognitively demanding, particularly where alcohol consumption itself may have impaired memory [c.f. 7, 8] and in the absence environmental stimuli which may aid recall [c.f. 9]. Indeed, research suggests that variations in response to alcohol-related questions can be expected across contexts [10-12] and that both social and environmental factors are important determinants of a variety of alcohol-related cognitions and practices [c.f. for example, 13-16]. Resultantly, retrospective accounts of alcohol consumption may be expected to differ from those obtained in real world drinking contexts.

The use of ecological momentary assessment (EMA) reduces the demands placed on autobiographical memory [c.f. 17-18] and removes the potential for “parking-lot compliance” [19]. Building on this design, Smartphone based EMA may be particularly useful for providing instantaneous, rich and useful data [20] which are electronically time-stamped to help minimise reliance on retrospective accounts. The EMA using Smartphone technology is also ‘context-aware’ [21] meaning that it can monitor dynamic changes across contexts, which may be particularly useful for monitoring behaviours which are episodic and contextually bound [16]. Nonetheless, there is little research which has conducted technology-enabled, in-vivo assessments of drinking [22]. However, real-time assessments in naturalistic settings may be



useful and illuminate possible contextual differences which may not be captured by hitherto more widely used methods. Smartphone technology provides a promising avenue in this regard [23]. The purpose of this research was therefore use Smartphone technology to record de facto real-time drinking, contrast this with retrospective accounts, and to examine the role of contextual factors.

## **Method**

### ***Design***

A within participants design was utilised to investigate the difference between participants' in-vivo recorded alcohol consumption and their retrospective accounts of consumption (daily and weekly retrospective). Environmental and social contexts in which participant responded were also recorded.

### ***Participants***

69 participants (18-36 years,  $M = 21.47$ ,  $SD = 4.47$ ) were recruited on a university campus. The majority of this sample was White British (95%) students (85.5%). 59% were male. Participants were offered monetary reimbursement (£7) or course credit by way of remuneration. Prior to further analyses, participants who failed to activate the application, or failed to complete at least 2 full response sessions on a single drinking occasion ( $n= 18$ ) were removed from the data file. Preliminary analyses revealed that there were no significant demographic or reported consumption differences between these excluded participants and those who remained in the data set. Furthermore, the structured nature of the data meant that there were a substantial proportion of data points remaining for analytical purposes. Data regarding the number of each presented drink type, current social context and present environmental location were provided in each in-vivo hourly response session, meaning that participants provided 12 pieces of information about their drinking and current location every hour that they responded (12 data points). Given that participants completed an average of 4 sessions per drinking day, all participants provided an averaged minimum of 48 data pieces of

information during the research. 22 participants provided responses for one day's drinking (1056 data points), 16 provided responses for two drinking days (2158 data points), 8 provided responses for three drinking days (3158 points); and 4 provided responses for four days (4224 data points). In short, participants included within subsequent analyses provided 10, 560 data points during their in-vivo responding.

### ***Equipment***

A Smartphone application was designed specifically for this research and it enabled participants to respond to questioning via the use of their own mobile phone. The application and interface were built using HTML and JavaScript and JavaScript's jQuery mobile library. Phone Gap was used to convert the web-based application into a native application that could be downloaded onto the users' own device by scanning a QR code. Local Storage within the application was used to temporarily store all the users' answers, before data were remotely transferred to Google Analytics. To facilitate data anonymity and allow researchers to track individual level data, individual participants' responses were tracked using a unique alias which was randomly generated by the application. The application was carefully designed and piloted to make the user interface as intuitive/user friendly as possible and there were no default answers set, in accordance with recommendations [c.f., 24].

### ***Measures***

Prior to taking part in the research, participants were asked standard questions about their age, gender, status on campus (student or non student). They were also asked questions about their drinking practices and related beliefs. These were assessed using two standardised questionnaires: First, the Alcohol Outcomes Expectancy Questionnaire [AOEQ, 25], which is 34 item questionnaire (rated a 6 point likert scale: 1 = no chance, and 6 = certain to happen) asking about the positive and negative outcomes that participants expect to result from drinking. A standardised,

average of participants' responses to positive items was calculated, giving a range of 1-6 ( $M = 4.13$ ,  $SD = .68$ ). Second, the AUDIT was administered, which is well established tool for assessing alcohol consumption, used in both clinical and non clinical samples. Its items assess 3 areas: harmful alcohol use, hazardous alcohol use and dependence symptoms. Its raw score can be used to classify respondents based on their drinking. A score exceeding 8 (or 10 in some cases) is considered indicative of hazardous drinking [26]. The current participants' mean AUDIT score was 9.19 ( $SD = 4.72$ ). Finally, at the end of the week, a series of experiential statements (for example, "I enjoyed taking part in this research") were provided and participants were asked to rate their agreement on a 6 point likert scale (1 = strongly disagree, and 6 = strongly agree). An open ended question was also provided so that participants could provide qualitative feedback on their experience of taking part in the research.

The application itself asked participants a number of multiple choice questions which enquired about the respondents' current location (response options: Home, Work, Another's Home, Restaurant, Bar-Pub-Club, Party, Sporting event, Other) and who they were with (response options: Alone, Colleague(s), Family/Partner, 1 friend, 2 or more friends, Other). Participants were also asked to select the types and quantity of alcohol they had consumed in the last hour. Here, the application presented numerous drink options as labelled, pictorial representations of different drink types alongside a description of standard measurements (response options: 1/2 pint beer/cider, 1 pint beer/cider, small bottle beer/cider, large bottle beer/cider, small glass wine, large glass wine, small spirit and mixed, large spirit and mixer, 1 short/shot, cocktail, other). Using the same response forms, follow up emails for the purposes of retrospective self-reports (24 hours and 1 week post hoc), also asked participants to record the type and quantity of alcohol consumed.

### ***Procedure***

Following ethical approval from the University's ethics boards, participants were recruited through opportunity sampling on a university campus and through online adverts (intranet and social media). All participants gave fully informed written consent. Those who signed up to take part attended a briefing session where they were instructed how to download and use the application. Participants' demographic details and information about their drinking (AUDIT and AOEQ) were also obtained by way of an electronic questionnaire.

Participants were asked to use the application to report as many separate drinking occasions as possible over the participation week. Once activated, the application triggered hourly prompts for participants to respond to, until participants indicated that they had finished the drinking session. Drinking cessation was assessed by the application, which asked participants to indicate their future plans every time they responded. Here there were three options available to participants: Intend to continue drinking (in which case they would be prompted again an hour later); Finish drinking for now but will continue later (in which case there would be a 3 hour delay before the next prompt); Finish drinking for the day (in which case prompts would cease).

The research team emailed participants 24 hours after the drinking session had finished, asking them to complete a short online survey which asked them to recall the type and number of alcoholic beverages they had consumed the day before. This process was repeated for every drinking occasion that the participants documented. At the end of the participation week, a final email was sent to participants to obtain their weekly retrospective reports and user-experiences.

### **Results**

For the purposes of the analyses reported here, participants' in-vivo records of the type and quantity of alcohol consumed were compared with their daily and weekly

retrospective self-reports. In order to facilitate this, drinks of the same type that were consumed in different quantities were combined into broader categories. For example, reports of consuming ½ pint of beer or cider, 1 pint of beer or cider, and small or large bottles of beer or cider were combined into a single category (beer/cider). The same was done to create a further 3 categories: Wine (combining small and large glasses of wine), Spirits (combining single-25ml, double mixed-50ml-drinks and shots). Daily and weekly overall totals were also calculated for both in-vivo and retrospective drinking records. Descriptive statistics for these data are summarized in Table 1.

### **INSERT TABLE 1 HERE**

#### ***Daily accounts***

In-vivo reports were taken every hour on days where the application was activated by respondents. Analyses of daily consumption here therefore represent the total number of drinks that participants' reported consuming (in real-time) over the course of their first day using the application<sup>1</sup>. This was calculated by summing every hourly response. Participants' daily retrospective accounts for that day (i.e., their self-reported consumption the day after) then provided the daily retrospective measure for analytical purposes. Initial correlation analyses revealed that participant's pre-testing AUDIT scores ( $r = .24, p = .14$ ) and AUDIT-C ( $r = .15, p = .34$ ) scores did not significantly correlate with daily or weekly in-vivo accounts of alcohol consumption respectively. Multivariate analyses were subsequently conducted in order to facilitate a detailed exploration of potential differences in-vivo and retrospective accounts. The effect of the participants' social and environmental context at the time of their in-vivo assessment was therefore also assessed (See Table 2 for descriptive statistics).

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<sup>1</sup> Day 1 of participation was selected in order that the maximal amount of data could be included within the analyses - not all participants ( $n = 22$ ) took part for more than one day (i.e. recorded more than one drinking session).

Analyses therefore consisted of a 5 (Alcohol consumption record: Total, Beer/cider, wine, spirits, other) x 7 (Environmental contexts) x 4 (Social contexts) x 2 (Time period: In-vivo, daily retrospective) mixed ANOVA.

### **INSERT TABLE 2 HERE**

This revealed that overall retrospective accounts were significantly lower than in-vivo reports ( $F(1,200) = 19.67, p < .01, \eta_p^2 = .29$ ). Significant main effects of drink type ( $F(4,200) = 28.83, p < .001, \eta_p^2 = .37$ ) and environmental context ( $F(6, 35) = 2.88, p < .05, \eta_p^2 = .33$ ) were also revealed, although reports did not vary significantly across social contexts ( $p > .05$ ). These effects were qualified by a significant 2-way interaction between time period and drink type ( $F(4, 200) = 11.31, p < .001, \eta_p^2 = .13$ ) and a significant 3-way interaction between time period, drink type and social context ( $F(24, 140) = 3.52, p < .001, \eta_p^2 = .38$ ). Specifically, post hoc analyses (adjusted  $p = .01$ ) revealed that numbers of beer/cider ( $t(50) = 5.29, p < .001$ ), wine ( $t(50) = 1.88, p < .001$ ), spirits ( $t(50) = 1.99, p < .05$ ) and the overall total number of drinks ( $t(50) = 2.13, p < .05$ ) reportedly consumed were significantly higher in in-vivo records than in retrospective accounts the following day. The number of drinks recorded and classified as “other” did not differ significantly between in-vivo and retrospective records ( $p > .05$ ), possibly because of the relatively low numbers of participants using this response option (See Figure 1). This suggests that consumption reports taken the day after a drinking session may under-represent the number of real-time drinks recorded during the drinking episode.

### **INSERT FIGURE 1 HERE**

Simple main effects analyses also revealed that in-vivo reports of drinking were significantly greater when the drinking in question took place within bars/pubs/clubs

( $F(1, 15) = 23.55, p < .001, \eta_p^2 = .61$ ), parties ( $F(1, 2) = 23.00, p < .001, \eta_p^2 = .61$ ), or others' homes ( $F(1, 3) = 25.00, p < .05, \eta_p^2 = .79$ ) (See Figure 2). Notably, however, in-vivo consumption reports recorded in other environmental contexts (home and work) did not differ significantly ( $p > .05$ ) from retrospective reports. This suggests that retrospective under-reporting may be a particular concern when participants are attempting to recall drinking in certain environments.

## **INSERT FIGURE 2 HERE**

### ***Weekly accounts***

Participants were asked to provide in-vivo reports every day that they consumed alcohol over the course of one week. Resultantly, in-vivo reports were taken every hour on days where the application was activated. At the end of that week, they were then asked to provide retrospective account of their consumption across the entire week. Analyses of weekly consumption here therefore consisted of participants' weekly-total drinks (by summing the total number drinks recorded in-vivo), and participants' weekly retrospective reports. Initial correlation analyses revealed that participant's pre-testing AUDIT scores ( $r = .08, p = .63$ ) and AUDIT-C ( $r = .21, p = .19$ ) scores did not significantly correlate with daily or weekly in-vivo accounts of alcohol consumption respectively. In order to examine potential differences between in-vivo and retrospective weekly reports in more detail, multivariate analyses in the form of a 5 (Alcohol recorded: Total, Beer/cider, Wine, Spirits, Other) x 2 (Time period: In-vivo, Weekly Retrospective) repeated measures ANOVA revealed that the quantities of alcohol retrospectively recorded for the past week were significantly lower than the quantities reportedly consumed in-vivo ( $F(5, 196) = 57.28, p < .001, \eta_p^2 = .54$ ). A significant main effect of time period ( $F(1, 196) = 5.64, p < .05, \eta_p^2 = .10$ ), and a qualifying significant 2-way interaction between time period and drink

type ( $F(4, 196) = 63.41, p < .001, \eta_p^2 = .16$ ) were also found (see Figure 3). Specifically, post hoc analyses (adjusted  $p = .01$ ) revealed that numbers of beer/cider ( $t(50) = 4.67, p < .001$ ) and the overall total number of drinks ( $t(50) = 2.49, p < .05$ ) were significantly higher within in-vivo recording than in weekly retrospective accounts. The numbers of wine, spirits and other drinks reportedly consumed did not differ significantly between in-vivo and retrospective accounts (all  $p > .05$ ). This suggests that participants may have retrospectively under-reported the number of beers/ciders that they consumed the week before. However, this effect may not generalise to all types of alcohol, a somewhat counterintuitive finding in light of results relating to daily retrospective reports.

### **INSERT FIGURE 3 HERE**

#### ***User Experiences***

This research constitutes the first research of its type to systematically compare in-vivo accounts of alcohol consumption and contrast them with retrospective accounts facilitated via a specially designed Smartphone application. It was therefore felt important to assess the users' experiences of using the application, in order to maximise the utility of the research. Respondents were therefore asked a number of closed questions about the application and their experiences of taking part in the research. The large majority of respondents reported enjoying taking part in the research and finding the application easy and convenient to use. A break down of participants' responses to each question can be seen below in Table 3. Users were also given the opportunity to provide written feedback in regard to their experiences of taking part in the research and/or using the application.

### **INSERT TABLE 3 HERE**

Aside from a number of comments pertaining to mobile-specific technical issues that were encountered ( $n = 6$ ), the remaining comments ( $n = 12$ ) related to the users'



experiences. One participant commented that they would liked to have taken part for longer, whilst a number of participants commented on the difficulties they had faced when retrospectively recalling what they had drunk the night/week before. For example, one respondent commented, *“If I'm honest, this is just a guess as I have no idea what a drunk last night, let alone last week”* and similarly another testimony stated that *“it was hard to remember what I had specifically”*. Whilst these limited testimonies cannot be taken to be representative of the entire sample, they are interesting to note as they appear to illuminate participants’ quantitative responses.

### **Discussion**

Generally, results from this research suggest that both daily and weekly retrospective reports regarding the quantities of alcohol consumed are not in-line with records provided in real-time (in-vivo). Specifically, participants’ appear to retrospectively under-report the number of drinks that they reportedly consumed in real-time. Such findings may therefore add weight to concerns surrounding retrospective accounts of substance-use behaviours [27]. Follow-up qualitative reports from participants indicate that they enjoyed the process of taking part in the research and found the application easy to use. However, respondents suggest that it was difficult when trying to recall their drinking (both the day and the week after). Such an opportunity to provide feedback is not typically supplied when participants are asked to recall their alcohol consumption for research or therapeutic purposes and specific comments in relation to task difficulty were unsolicited. However, findings here suggest that this may be fallacious. It is also interesting to note that daily and weekly in-vivo reports of consumption failed to correlate with either the AUDIT or AUDIT-C scores which may be an indication that AUDIT measures more long-term drinking behaviours.

Examining these results in more detail, it is also apparent that there may be variations in alcohol consumption reports depending on the time-delay between drinking and recall, the type of drink consumed, and the environmental context in which daily drinking occurs. For daily retrospective reports, beer/cider, wine, and spirits were all significantly under reported when contrasted with in-vivo accounts. This effect was particularly apparent in certain environmental contexts (bars/pubs/blubs, parties, other's homes), whilst other reports from environmental contexts (home and work) did not appear to demonstrate significant retrospective under-reporting. One explanation of this finding may be that alcohol consumption is higher in certain contexts (e.g., licensed premises) resulting in relatively greater retrospective memory impairments [7, 8]. Another explanation may be offered by alcohol myopia theory [28] which may suggest that contextual variations in attention impede later recall. These findings are also inline with previous research indicating a contextual variation in alcohol-related cognitions [11, 12, 29, 30, 31].

The observed difference between in-vivo and retrospective reports remained for weekly retrospective accounts. However, this appeared to be driven by under-reporting of beer and ciders, whilst other drink types (wine, spirits, other) did not vary significantly. The retrospective under-reporting evident in daily alcohol reports therefore does not appear to be universally evident in weekly reports. Item salience combined with task difficulty may offer an explanation here. Greater effortful processing is associated with better task performance [31]. The greater difficulty of recalling weekly as opposed to daily drinking [32] may therefore be an important determinant of performance. Furthermore, items which are more unusual within memory have been postulated to have an attentional draw, meaning that they elicit more detailed encoding for the purpose of long term memory [34, 35]. In the case of

the current findings, drinks which were less frequently recorded within this cohort (e.g., wine) may therefore be recalled more accurately because of their relative salience. On the other hand, more frequently consumed drinks (e.g. beer/cider) may be less salient, thus they remain poorly recalled and under-reported.

Further research in regard to this discrepancy between weekly and daily retrospective accounts is strongly recommend, as well as further research to support the development of real-time data collection methods. Extending this research to examine longer time recording frames may also be beneficial. It should also be noted that these in-vivo accounts are still based on self-reports. Therefore, despite the high level of anonymity in the current research, it must be acknowledged that such reports may still be subject to demand characteristics [5]. The addition use of objective measures of consumption, such as a breathalysers or Secure Continuous Remote Alcohol Monitors (SCRAM), alongside in-vivo self-monitoring, would therefore be recommended. This would also allow an examination into how intoxication moderates the impact of retrospective misperception, which cannot be assessed presently. An expansion of the current research to increase the current sample size would also be recommended, although it is believed that some of the potential concern in this regard has been ameliorated by the large number of data points supporting the current statistical analyses, and the relatively strong effect sizes revealed. Utilising a wider number of non students would also be advisable as differences in the student drinking culture [36] may mean that results cannot be generalised to the wider population.

Overall the general discrepancy between in-vivo and retrospective accounts of consumption suggests that the use of self-report measures requires careful consideration within alcohol research. However, the introduction of novel and cost effective ways of measuring alcohol consumption appears promising. This research

therefore constitutes a first-step towards to the development of research methods that may prove to be more valid than retrospective self-report measures.

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### **Declaration**

The authors declare no conflicts of interest. This material has not been published in whole or in part elsewhere, nor is the paper being currently being considered for publication elsewhere. All authors have been personally and actively involved in substantive work leading to the report, and will hold themselves jointly and individually responsible for its content. All relevant ethical safeguards have been met in relation to patient or subject protection, or animal experimentation, including, with a full review by an appropriate ethical review committee. This research complies with the World Medical Association Declaration of Helsinki.

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## Tables

**Table 1**

*Participants' reported alcohol consumption across drink type and assessment time period.*

<b>Drink Type</b>	<b>Daily Reports</b>		<b>Weekly Reports</b>	
	<i>In-vivo</i>	<i>Retro</i>	<i>In-vivo</i>	<i>Retro</i>
Total	4.90 (4.20)	3.94 (2.28)	10.42 (6.32)	8.26 (6.18)
Beer/Cider	4.67 (4.55)	1.81 (2.44)	6.00 (5.06)	3.06 (3.15)
Wine	1.29 (2.40)	0.86 (1.69)	1.46 (2.53)	2.06 (2.72)
Spirits	1.49 (2.47)	1.02 (1.69)	1.96 (3.84)	2.36 (4.34)
Other	0.67 (1.58)	0.59 (1.16)	1.00 (2.25)	0.78 (2.25)

**Table 2**

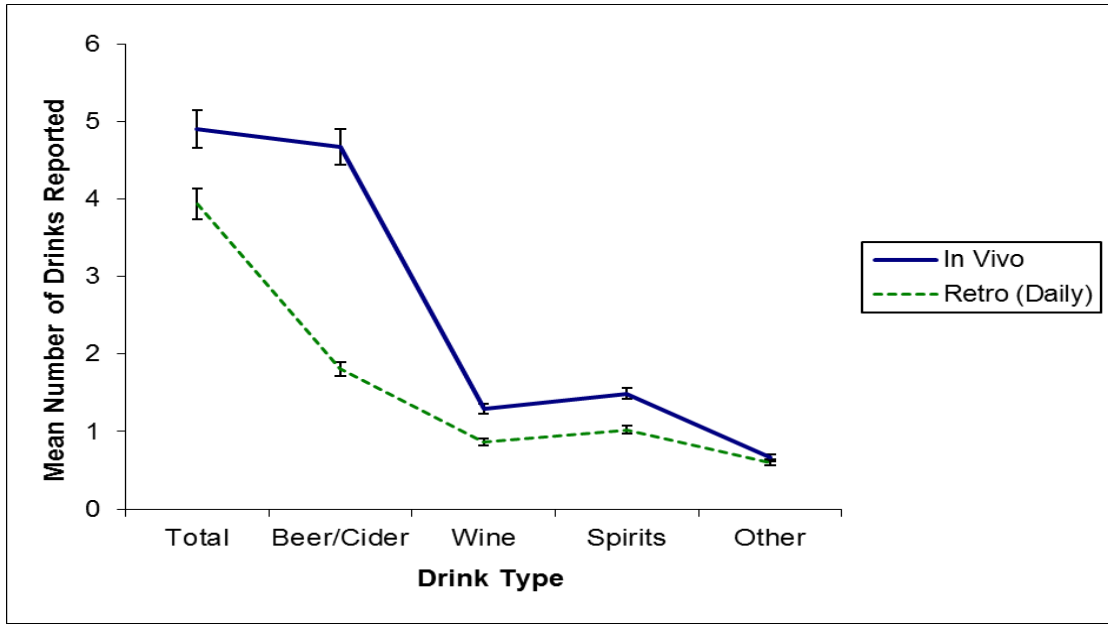
*Participants' in-vivo and retrospective reported alcohol consumption across environmental context.*

<i>Response Time</i>	<b>Environmental Context</b>						
	<b>Home</b>	<b>Other's Home</b>	<b>Work</b>	<b>Restaurant</b>	<b>Bar/Pub/Club</b>	<b>Party</b>	<b>Other</b>
<i>In-vivo</i>	6.00 (4.32)	7.25 (2.50)	5.00 (1.06)	2.1 (1.02)	10.94 (6.18)	13.67 (5.03)	1.1 (1.02)
<i>Retro</i>	4.86 (3.80)	4.75 (2.36)	4.00 (1.41)	2.1 (2.3)	3.75 (1.81)	3.75 (1.81)	1.0 (1.3)

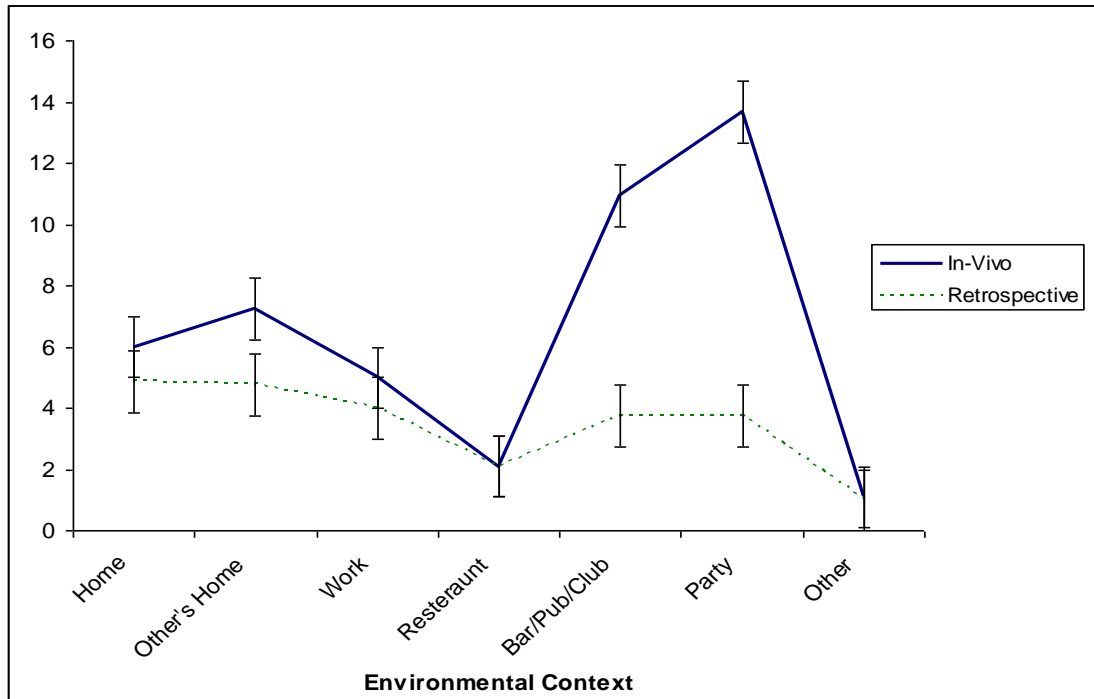
**Table 3**

*Participants' self-reported experiences of taking part in the research and using the Smartphone application (responses in %).*

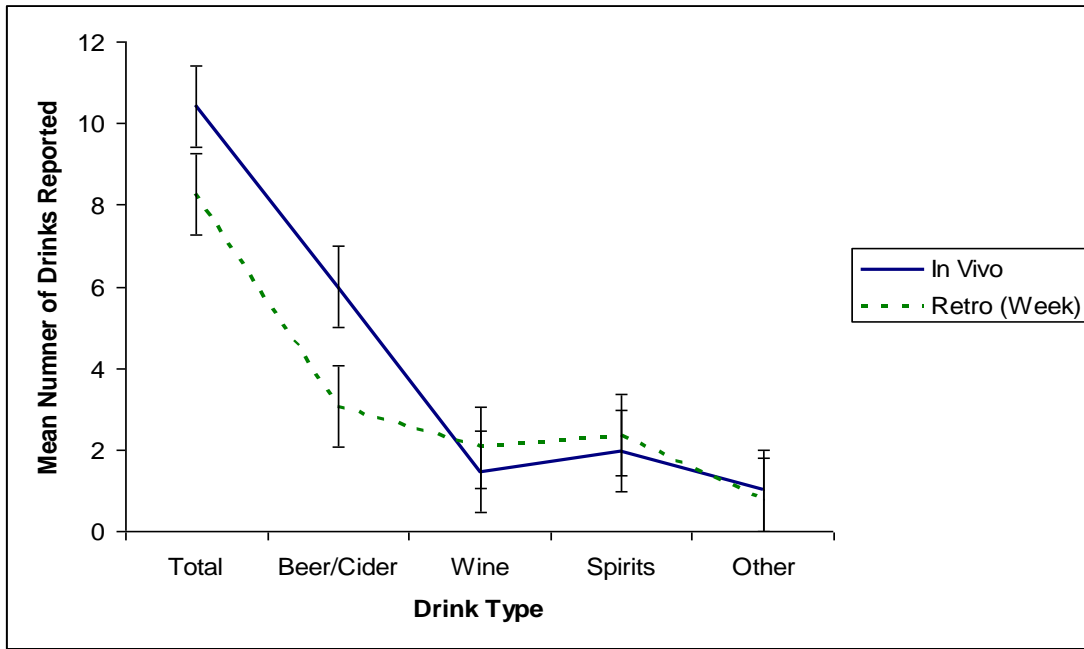
	<b>Response Options</b>		
	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>
<b>Enjoyed taking part</b>	53.8	34.6	11.5
<b>Successful in taking part</b>	32.7	61.5	5.8
<b>The App was user-friendly</b>	42.3	48.1	6.6
<b>I liked the layout of the App</b>	42.3	48.1	9.6
<b>The App was convenient to use</b>	36.5	50	13.5
<b>It was easy to input data using the App</b>	38.6	59.6	1.9
<b>The App was comfortable to use</b>	36.5	55.8	7.7



**Figure 1**  
*Daily in-vivo and retrospective recorded consumption across drink type.*



**Figure 2**  
*Daily in-vivo and retrospective recorded consumption across environmental contexts.*



**Figure 3**  
*Weekly in-vivo and retrospective recorded consumption across drink type*