Restrained eaters more likely to attribute their negative feelings to the eating vs failed task

- Masking theory
- Subjects reported that the amount they ate after anxiety induction was due to distress about the task
- Distraction theory
- Restrained eaters in the anxious condition reported it was not worth trying to restrict their eating on the ice cream because they would fail anyway
- Learned helplessness
- Eating did not reduce distress

No support for comfort hypothesis (Polivy, Heatherton, & Herman, 1988)