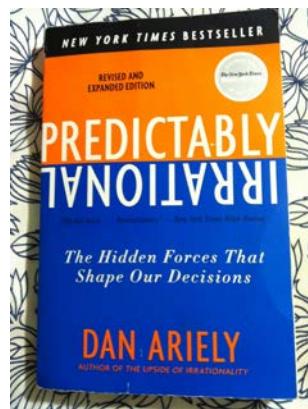


## HOW CANDY CRUSH HELPS ME TO DO SOMETHING I DON'T WANT TO DO



Recently I had knee surgery that requires painful rehab exercises. I needed something to motivate me to do these exercises that didn't involve sugar or alcohol. I remembered what Dan Ariely, a noted behavioral economist, wrote in his book, *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. Dan Ariely was severely burned when he was in college and had to undergo painful interferon treatments. Dan loved watching movies. He figured out that he could motivate himself to do the treatments if he could reward himself by watching a movie while he took the treatment. Dan wrote that because of his reward method, he had a good recovery.



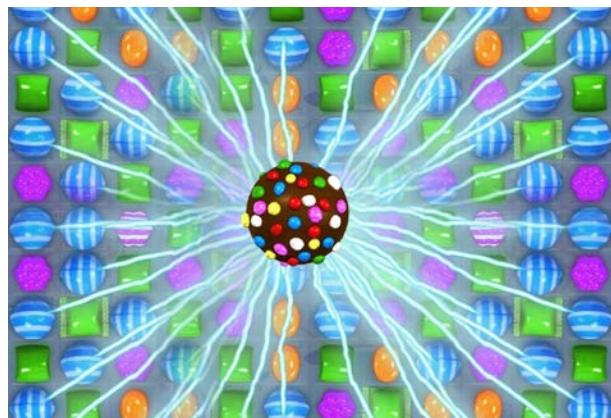
With this in mind, I thought about what I could do to motivate myself to do these painful exercises. Don't laugh but for me it was the video game Candy Crush. In case you don't know about this game, it involves crushing candies and you are helped in this regard by special candies such as chocolate bombs, striped candies and wrapped candies. Candy Crush has many levels. Once you successfully complete a level, you move up to the next.



With this plan in mind, I allowed myself to play Candy Crush, as long as I was doing my knee exercises. If you are wondering how you can play a game and do an exercise, it is because these exercises involve holding a stretch. Playing Candy Crush while holding the stretch helped me get my mind off the pain. So far so good.



Now I am going to admit a personal weakness about my competitive nature. As you play the game, the levels get harder and harder. I told myself that because I was going through a tough time with the rehab, it would be OK to get a little help. I figured out that you can buy chocolate bombs and special candies and that really helps you move to the next level. So in the beginning I bought chocolate bombs only when I was very frustrated. Then I started indulging myself on a regular basis. Buying chocolate bombs became a daily habit. At night I would do my knee exercises, get frustrated on Candy Crush and boom -- the next thing I knew I would be purchasing chocolate bombs.



The next morning I would have remorse when I received an email from Apple showing a receipt for my previous night chocolate bomb purchases. As I write and publish this blog I have not been able to break my bad habit. However, I refuse to torture myself by keeping a running total of my chocolate bomb purchases. My knee needs to get better soon before I overdose my bank account with chocolate bombs.

Item	Seller	Type	Unit Price
Candy Crush Saga, Color Bomb	King.com Limited	In-app Purchase	\$0.99
Candy Crush Saga, Color Bomb	King.com Limited	In-app Purchase	\$0.99
Candy Crush Saga, Color Bomb	King.com Limited	In-app Purchase	\$0.99
Candy Crush Saga, Color Bomb	King.com Limited	In-app Purchase	\$0.99