

Same
Drink.
Bigger
Questions.

THE PSYCHOLOGY OF SODA:

The World's Most Familiar Drink, and Why We Can't Quite Quit It

Curiosity
Builds
Healthier
Habits.

Discussion Guide

Use this guide to think and talk about a familiar drink, why it hooks us, and how to enjoy it on purpose.



1. START HERE

Notice your own relationship with soda.

- How much soda do you drink in a typical week, and where does most of it happen?
- What does a cold soda give you in the moment, taste, energy, comfort, a break, a ritual?



2. WHY IT HOOKS

Understand the pull without judgment.

- Which matters more for you, the sugar and fizz, the caffeine, or the routine and the familiar can?
- What everyday cues seem to summon the craving, the afternoon slump, a certain meal, a specific place?
- Where did your soda habit begin, and was it just the normal drink where you grew up?



3. THE BIGGER PICTURE

Zoom out to culture and history.

- Why do you think a few soda logos are recognized almost everywhere on earth?
- Sugary drink consumption has been declining for years. What do you think changed?
- How does new knowledge quietly turn an everyday staple into an occasional treat?



4. DRINKING IT WELL

Turn awareness into a choice.

- Is your next soda a treat you are choosing, or a program running on autopilot?
- What is one cue you could change so the habit gives you back a choice?
- Try this: for a few days, do not quit anything. Just name the trigger each time you reach for one.

DR. Z TAKEAWAY

"A cold soda can be a genuine pleasure. The useful move is not to quit on command, but to notice the cue, so you are choosing the drink instead of running a program."

More
Awareness.
More Enjoyment.



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Connection heals. Conversations help.