

**FIGURE 5.12****Persistence at a Puzzle after Resisting Temptation**

Participants who resisted cookies exhibited less persistence than did control participants or those who resisted radishes. Because most people find cookies more tempting than radishes, these findings suggest that resisting temptation is draining and leaves less energy available for other tasks.

Source: Baumeister, Bratslavsky, Muraven, and Tice (1998).