DR. WALTER MISCHEL WAS once told he should seek funding for his “Marshmallow Test” from a candy manufacturer, not the National Institutes of Health (NIH). But NIH saw smart science in the 1960’s when Dr. Mischel proposed testing the ability of young children to resist the impulse to eat a single marshmallow when waiting would get them two treats instead of one.

THE INITIAL MARSHMALLOW Tests have since led to extraordinary findings linking children’s self-control to later life outcomes and to methods for teaching self-control and improving lives. The Marshmallow Test provides another concrete example of how simple, curiosity-driven scientific studies can provide important insights into nature, medicine, and human behavior.

THE IMPACTS OF THE RESEARCH, which has spanned multiple decades and generations of young researchers, have been far-reaching. Today, you can see its influences on everything from K-12 curricula—especially at the award-winning KIPP charter schools—to retirement planning programs to segments of popular children’s programs like Sesame Street.
About the Award

The brainchild of Congressman Jim Cooper, the Golden Goose Award recognizes the enormous and often unanticipated impacts that obscure or odd-sounding federally funded research has had on society—from life-saving medical treatments to game-changing social and behavioral insights to major technological advances.

Awardees are announced throughout the year, followed by an award ceremony each fall in Washington, D.C.

The Golden Goose Award is supported by generous donations from professional societies, colleges, universities, and corporations; and enjoys bipartisan support from Members of Congress in the House and Senate.

“Few things are as important as scientific research to building a better future.”

— Rep. Jim Cooper

The Founding Organizations

American Astronomical Society
American Geophysical Union
American Mathematical Society
American Physical Society
Association of American Medical Colleges
Association for Psychological Science
Battelle

Supporter
American Astronomical Society
AERA
American Physiological Society
American Psychological Association
American Society for Microbiology
The Biophysical Society
COSSA
FABBS
FASER
IEEE-USA
The Optical Society
Semiconductor Industry Association
Society for Pediatric Research
Society for Research in Child Development
Texas Instruments

2015 Sponsors

Benefactor
Elsevier

Partner
United for Medical Research
Gordon & Betty Moore Foundation

Friend
SAGE Publications

Contributor
American Geophysical Union
American Mathematical Society
American Physical Society
Association of American Medical Colleges
Association for Psychological Science
Battelle