The intensity of the response one has to alcohol has long been studied as a risk factor for developing an alcohol use disorder. Over the past 30-plus years several theories have emerged that attempt to explain what pattern of responses is the riskiest. Of those, 3 prominent ones were evaluated in the present research: The Low Level of Response Model, the Differentiator Model, and the Dual Process Model. These theories have their roots in the laboratory, where a high degree of control can be exerted over the consumption of alcohol, including the amount consumed and the rate at which it is consumed. Less attention has been paid to whether the effects observed in the laboratory generalize to “real world” drinking episodes. In the present research, nearly 400 individuals were given electronic diaries and asked to record their subjective state and level of craving for alcohol during the course of drinking episodes and up to 5 times per day at random intervals. Three periods of each drinking episode were considered: The time immediately following the first drink, the time while blood alcohol level was ascending, and the time when blood alcohol was descending. The effects reported by participants in each time period were most strongly in support of the Low Level of Response Model, though evidence for the Differentiator and Dual Process Models was also observed. This research expands the scope of these 3 major theories and provides evidence that the predictions made in the laboratory generalize to less controlled environments.