

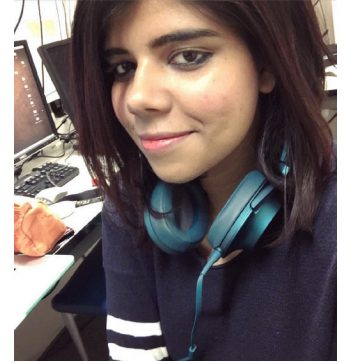


REWARD-DRIVEN MEMORY BIASES MAY BE DUE TO UTILITY RATHER THAN VALUE



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Items are remembered better if they were associated with high reward-value than with low reward-value. However, in typical procedures, a high (versus a low) reward-value is tied to stimuli by learning procedures that can earn participants more (rather than less) reward. This is termed as 'utility'. If information designated 'high-value' can earn participants more reward during learning, participants may be devoting more cognitive resources to learning such high-value items, at the expense of low-value items. Thus, a later memory advantage for high-valued information may not be not due to value itself, but because focusing on high-value information would have been the most effective way to earn reward in the first place. In this talk, we will be discussing several experiments carried out at the lab to test how value, when unconfounded from utility, affects implicit and explicit memory. Our results would suggest that many prior results may be due to utility shaping rational allocation of cognitive resources and not a value-oriented memory-bias.

