

Accepted Manuscript

Title: Rewards Boost Sustained Attention through Higher Effort: A Value-based Decision Making Approach

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PII: S0301-0511(16)30252-6
DOI: <http://dx.doi.org/doi:10.1016/j.biopsycho.2016.07.019>
Reference: BIOPSY 7247

To appear in:

Received date: 18-2-2016
Revised date: 7-7-2016
Accepted date: 30-7-2016

Please cite this article as: Massar, Stijn A.A., Lim, Julian, Sasmita, Karen S., Chee, Michael W.L., Rewards Boost Sustained Attention through Higher Effort: A Value-based Decision Making Approach. *Biological Psychology* <http://dx.doi.org/10.1016/j.biopsycho.2016.07.019>

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Rewards Boost Sustained Attention through Higher Effort: A Value-based Decision
Making Approach

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Highlights

- Sustained attention performance improves with higher reward incentives
- Reward induces greater attentional effort as measured by pupil diameter
- Task duration is considered as a cost along which reward value is discounted
- Effort allocation in sustained attention involves a cost-benefit decision process

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