Model-agnostic Fits for Understanding Information Seeking Patterns in Humans

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Abstract

In decision making tasks under uncertainty, humans display characteristic biases in seeking, integrating, and acting upon information relevant to the task. Here, we build upon carefully designed experiments, and data collected at scale (Hunt et al. 2016), that measured and catalogued these biases in aggregate form. We design deep learning models that replicate these biases in aggregate, while also capturing individual variation in behavior. A key finding of our work is that paucity of data collected from each individual subject can be overcome by sampling large numbers of subjects from the population, while still capturing individual differences. In addition, we can predict human behavior with high accuracy without making any assumptions about task goals, reward structure, or individual biases, thus providing a model-agnostic fit to human behavior in the task. Such an approach can sidestep potential limitations in modeler-specified inductive biases, and has implications for computational modeling of human cognitive function in general, and of human-AI interfaces in particular.

Introduction

A rich tradition of interdisciplinary research in cognitive science, economics, and computational modeling has studied humans’ apparent suboptimality in decision-making tasks of various kinds (see, for instance, Gilovich, Griffin, and Kahneman 2002). In particular, humans appear to deviate significantly from task-optimal behavior in a fundamental aspect of decision-making under uncertainty: seeking and integrating relevant information in service of decision accuracy. For instance, research suggests that instinctive “approach” and “avoidance” tendencies can interfere with learning action-reward associations (Mkrtchian et al. 2017 Huys et al. 2011), and prevent subjects from seeking balanced information (Hunt et al. 2016); further, the integration of observed evidence and subsequent decision-making also appear to be influenced by irrelevant variables such as desired outcomes (Gesiarz, Cahill, and Sharot 2019) or framing of the question (Hunt et al. 2016) Kahneman and Tversky 1979). Modeling and understanding the computational provenance of such behavior is fundamental to the study of cognitive science; it may also underlie quintessentially human qualities such as optimism bias (Sharot 2011). The study of information seeking & integration is equally relevant to a wide range of applications involving human-computer or human-AI interactions – examples include preventing “filter bubbles” and polarization in recommender systems and media consumption (Pariser 2011), and efficacy of digital assistants or health & wellness tracking software.

In addition to clever experimental design to empirically demonstrate biases (Hunt et al. 2016), research also aims to understand the underlying computations driving these biases. Typically, under the constraints of a specific task, human behavior is hypothesized to arise from carefully specified models, whether computational (Marr 1982) such as reward maximizing using reinforcement learning, bayesian-optimal under a specific uncertainty model, etc., or algorithmic, i.e., in terms of mechanism, such as drift-diffusion processes (Ratcliff and McKoon 2008) or neuronal circuits performing predefined computations (Ma et al. 2006).

A critical commonality in much of the literature is the strong inductive bias implicit or explicit in proposed models, which are validated against each other in terms of quality of data fit, or via correlational analyses against task-extrinsic data such as personality traits or diagnosis. Two major challenges to this approach are (a) the extreme paucity of data for subject-specific model fits to data, and (b) limitations of modeler-specified inductive biases in capturing the actual, underlying computations in humans. An increasing trend towards large-scale experimentation in naturalistic settings (Brown et al. 2014) partially alleviates data paucity by enabling data collection from larger numbers of participants. These trends present an opportunity for developing new modeling & analysis techniques that can effectively leverage the availability of large-population data.

In this paper, we propose a deep learning approach for fitting human behavior, in very sparse data scenarios, by leveraging large subject populations and simultaneously learning population- and individual- level model fits in a single learning process. Our model agnostic approach allows us to capture subtle nuances of behavior at a fine-grained level, while pooled data from a large number of subjects allow us to capture general trends at the population level. We apply our
methods to a recent large study (Hunt et al. 2016) demonstrating biases in human information seeking, integration, and decision-making. We show that our approach provides us with:

- **model-agnostic fits** to human behavior: By using a multi-task DNN architecture that reflects the structure of the behavioral task, but not the goals or rewards, we recover subjects’ action policies purely from observed behavior, without selecting specific function classes for policies.

- **computational fits to human biases**: Our models faithfully capture observed behavior & empirical biases in the task, both at population level, and at an individual level.

- **subject-specific fits in sparse data scenarios**: We capture subject-specific action policies in the task, using as few as 6 trials per subject, by pooling together data from a large number of subjects. We show through experiments that the increase in number of subjects directly improves the ability to fit policies to individual subject data using the same amount of per-subject data.

Our results show that by training a single, subject-parametrized, model for the population, we can simultaneously capture both population level idiosyncrasies (biases in information seeking and decision-making) and individual variation in behavior. Further, we believe that this approach is broadly applicable to a wide range of experimental paradigms in cognitive- and neuro-sciences, opening up the possibility of new scientific discovery through large-scale data modeling techniques.

The rest of the paper is organized as follows: We first describe the behavioral task from (Hunt et al. 2016), including their empirical findings of biased decision-making. We describe our modeling approach, and show that it recovers population-level biases from the empirical findings. We show that our model captures individual variation in the task, and achieves this result via learning compact, subject-specific embeddings. We show that increasing the number of subjects indeed improves ability to model individual subjects’ behavioral policies. We conclude with a brief summarization of the related work in cognitive science & machine learning, and a discussion on future work.

**Task & empirical results**

**Information-seeking and decision making**

We model data from a cognitive experiment conducted on a large-scale mobile-phone-based experimental platform (Brown et al. 2014) to probe decision-making under uncertainty (Hunt et al. 2016). Briefly, subjects played a multi-stage guessing game starting with 4 cards of value 1-10, face-down in a 2x2 configuration. In some games, the objective was to guess the row with the maximum product (MaxProd); in other games, to guess the minimum product (MinProd). Note that given only two rows, these tasks are opposites of each other; this allowed for probing the effect of *task framing* on decision-making. At each stage, the subject could choose whether to sample from a pre-specified row, or to guess the answer and terminate the game. By controlling which row the subject could sample from, the experimenters could check for biases in decision-making based on current information and task framing. Each stage had an increasing cost of sampling (0,10,15,20 points), and the final answer was awarded +50/-60 points based on correctness. The task workflow is presented in Figure 1A.

The dataset contains data from 13915 subjects who’ve played the “MaxProd” game and 13242 subjects who’ve

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1All data were released by authors as part of the publication (Hunt et al. 2017) under the CC0-1.0 license.

2There were other variants: MaxSum / MinSum, etc., which we ignore for simplicity; the results there were very similar, and are not considered further in this paper.
played the “MinProd” game, containing an overlap of 3230 subjects who’ve played both games. Typically, subjects complete at least 1 block (11 trials) of each condition, although a small number of subjects have completed more blocks of trials with an average of 14.5 trials per subject.

**Empirical findings of approach biases**

Some key findings in the experiment were as follows:

1. **Framing bias:** the framing of the problem influenced subject behavior (Figure 1B). Subjects showed differential likelihood of guessing, modulated by card value, based on whether the goal was to find maximum product, or to find minimum product, even though these goals are conceptually identical in a 2-choice game.

2. **Approaching the positive:** Subjects were more likely to accept a sampling option if it was from the row they eventually were going to select; this suggests a tendency to look for confirmation of choice, rather than to maximize information content, in sampling decisions (Figure 4).

3. **Rejecting the unsampled:** Subjects were less likely to choose a row as answer if they had rejected the option to sample from it (Figure 5); this strengthens the observation from the previous bias that sampling decisions are correlated with the current hypothesis / final choice.

**Model-agnostic DNN fits to behavior**

We propose a multi-task DNN architecture with shared subject-specific parameters (see Figure 2), with a separate network for each of the two symmetric tasks “MaxProd” and “MinProd”. Each task network has separate layers per task stage, with inputs corresponding to the newly seen card value and its position, and outputs corresponding to the three choices: sample/guess, row to sample (if sampling), and row to guess (if guessing). We add a shared embedding layer that represents each subject by a learned embedding, and can help capture individual differences in the task. We use the multi-task approach to integrate behavior from alternate framings of the task (MaxProd/MinProd), and capture behavioral asymmetry at an individual level using the subject parameters.

Our goal is to predict human behavior in a model agnostic manner, i.e., without assuming specific functional forms or policy family. Indeed, our results show that the network can accurately capture human behavior, and its biases, without explicit encoding of task goals anywhere in the network or training. We believe that providing a lightweight parametrization for subjects can capture individual variability, while sharing the policy family (i.e., the multi-task DNN) allows leveraging of pooled data across subjects. Results show that this simple parametrization does capture variation in individual behavior to a great degree, while still reflecting the population-level biases observed in the data.

**Model architectures & training**

Each stage of a task network takes as input the following: sampled card value (normalized numeric), offered sample row for the next card (binary), latent state from previous stage (dimension 10, for stages 2–4), and subject embedding (dimension 2, for stage 1). The stage network transforms these inputs in the following manner: a) 2 fully connected layers of dimension 10 to produce the next hidden state, b) 2 additional single fully connected layers on top of this hidden state, one each for producing the decision outputs of that state. The decision variables are, respectively, whether to guess or sample, and which row to select as final answer. Hidden state from previous layers are also passed to the output layers, alongside hidden state from current layer. All activation functions are $\tanh()$.

Inputs and outputs that are irrelevant to the stage are dropped from the architecture. During training, only the portions of the network corresponding to activated decision pathways are used for forward- and back-propagation based
on observed behavior.

Data were split into 60/40 per subject for training and validation–6–7 trials of training data per subject per task (2x for Multi-DNN). Training was done using Adam optimizer with a learning rate of 0.003 and a batch size of 256 for 30 epochs with early stopping. We varied the width and number of hidden layers in our experiments, but found no significant variation in the results.

We experimented with the following models:

**Baseline:** Population-level model proposed by [Hunt et al. (2016)](Hunt2016), who fit a separate softmax model, for each decision stage, for each task, at population grain.

**Population DNN:** We train a single DNN model (one column of Figure 2) for each of the tasks MaxProd and MinProd, using data pooled across all subjects.

**Subject-specific DNN:** Similar to Population DNN; however, we also learn subject-specific embeddings of dimension 2.

**Multitask DNN:** We train the full model shown in Figure 2, which includes behavioral data from both tasks, and a shared subject embedding learned from that data.

We shall call the DNN models Pop-DNN, Subj-DNN and Multi-DNN respectively in the following sections.

### Decision-making biases at population level

Figure 3 shows the average negative log-likelihood of all choice data in the validation trials, under each of the proposed models, for the MaxProd task. The data show that each of the DNN models provide significantly better fit than the Baseline model; this is precisely because our model does not presuppose a specific computational objective, but instead attempts to faithfully reproduce observed behavior. Further, the Subj-DNN shows substantial additional improvement, suggesting that modeling individual variation is important in providing an accurate account of the data. Finally, the Multi-DNN model shows modest further improvements – we note here that although the Multi-DNN benefits from additional variety of data (behavior from two different tasks), it is trained on far fewer subjects, 3230 opposed to 13915, since fewer subjects have performed both tasks.

In addition to log likelihood, our model faithfully captures population-level biases in information seeking in the data, as observed by [Hunt et al. (2016)](Hunt2016). In Figure 1B, we see that the model captures the framing effect bias: there is a difference, between MinProd and MaxProd tasks, in the likelihood of making a final choice after seeing only one card. This difference is suboptimal in the particular setting since finding the maximum product among two rows is equivalent to finding the minimum product. The figure shows that both the Baseline model and our Multi-DNN model capture this bias in human behavior. (Pop-DNN and Subj-DNN also capture this aggregate trend; data not shown).

Figure 4 shows the approaching the positive bias. Panels B, D contrast the behavior of human subjects on MaxProd & MinProd tasks respectively, after one card from each row has been shown. The intensity shows the likelihood of sampling from the first row, as a function of the two card values seen so far (y & x axes, respectively). From an optimal decision-making perspective, the two figures should be identical; however, from the patterns it is apparent that subjects are more likely to select from the row that they already expect will be the final answer. Panels A, C show that our Multi-DNN model faithfully captures this asymmetry.

In Figure 5, we show that the model captures the rejecting the unsampled bias: in the MaxProd game, after choosing to not sample, the subjects showed different probabilities of selecting row 1 as final answer, when comparing trials where samples were offered from row 1 vs from row 2. This demonstrates a correlation between whether to sample from a particular row, and whether that row is the current hypothesis; in particular, subjects appear to sample more from current hypothesis (confirmatory behavior) than from the other row, even when the latter could be more informative.

### Capturing individual variation in the task

We now show that our model successfully captures individual variation in the task.

We trained the Multi-DNN model, along with subject embeddings, on pooled training data from all subjects, and simulated the model’s choices on the validation data for each subject. We then calculated performance metrics at a subject grain (average # moves, accuracy, and total score) from the
latter is an interesting result, suggesting that decision time, similarly, choice accuracy (B), as well as decision time (C). The subjects’ performance, since the average embedding values are the learned embeddings do contain information about sub-
ioral measures (Figure 7A-C). Figure 7 shows that, indeed, the value of the learned parameters against the same behav-
ioral differences, we see a clear difference; more readily apparent in the difference between the curves (panel B). The model captures this bias. See text for details.

model simulations, as well as the actual metrics from human behavior. Figure 6A-C shows the comparison of these metrics between human behavior and model simulation.

The figure shows that, by using the subject embeddings, our model can effectively capture a wide range of individual behavior in the task. Notice that this result has been achieved by using merely 6-12 trials of data per subject for training, with only 4-8 trials per subject for validation. This result demonstrates that pooled data can capture the broad family of decision-making policies, while the embeddings allow to parametrize individual behavior using very small amounts of data (also see Figure 5 and associated text).

In order to rule out the possibility of this result being simply due to stochasticity in the specific trials included in each subject’s validation data, we also simulated the population-DNN on the same set of subjects and validation trials. Figure 6D shows that the population-DNN predictions are uncorrelated with human behavior at the per-subject grain (data shown only for average # moves); this further underscores the role of the subject embedding in capturing the range of individual variation.

Figure 5: Rejecting unsampled options: Panel A shows probability of guessing “row A” as answer, on trials where subjects guessed immediately after the first card. Trials were split by whether the next offered sample was from the same row, versus from the different row. Although these two curves should be identical in an optimal model (i.e., which row was offered for sampling should not correlate with one’s decision), we see a clear difference; more readily apparent in the difference between the curves (panel B). The model captures this bias. See text for details.

Subject embeddings as parametrizations of decision policy
As seen in the model architecture (Figure 2), the key to our model’s ability to personalize the decision policy to each individual subject, is the subject embedding; in our case, a learned vector of dimension 2. As secondary evidence that the embeddings capture variance in behavior, we correlated the value of the learned parameters against the same behavioral measures (Figure 7A-C). Figure 7 shows that, indeed, the learned embeddings do contain information about subjects’ performance, since the average embedding values are statistically different across buckets of #moves (A), and similarly, choice accuracy (B), as well as decision time (C). The latter is an interesting result, suggesting that decision time, typically related to subjective uncertainty about choice, is also captured by the Multi-DNN model, despite having no access to response time data during training. Further, since the collected data included demographic information (age, gender, education) which were extrinsic to the experimental setup, we tested whether the learned embeddings contained information regarding demographic data. In Figure 7D-F, we see that the subject embeddings show statistically significant differences in value across age groups, and across educational levels. As noted in Hunt et al. (2016), these demographic dimensions are already associated with behavioral differences in the task; hence it is not surprising that the embeddings (which are predictive of individual task performance, see Figure 6) also show differences across these dimensions. Still, it is additional validation that the learned subject embeddings capture some aspects of individual traits both within the task and beyond.

Empirical tradeoffs in sample complexity
We examined the relationship between quality of fit for each individual subject, and the number of subjects in our training pool, to check whether larger subject pools indeed help learn better predictive models. In this experiment, we measured simulation accuracy on held-out trials for a fixed cohort of subjects designated as “test-subjects”. For training, we used data from these test-subjects, plus an increasing number of additional subjects. For validation, we only calculated metrics on the test-subjects. In this manner, we can examine the influence of adding extrinsic data (i.e., data from other subjects) to the quality of fit, and thereby the capturing of individual variation, of a fixed set of test-subjects.

For each instance of the training subject pool, we trained the Subj-DNN model on subjects’ behavior in the MaxProd task. Each subject in this experiment had 6-7 trials of training data and 4 trials of validation data. We simulated the trained model on the validation trials for the 100 test-subjects alone, and calculated per-subject behavioral metrics as above. We then calculated the correlation at subject-grain between model simulations and actual human behavior from the validation data. This calculation was performed for each training pool, and repeated 50 times to identify average trends if any. Figure 8 shows the results of this experiment; each panel shows the correlation (mean ± SEM over 50 runs) between human and model behavior at subject grain over the test-subjects. As the number of subjects in the training data pool increases, the correlations steadily increased. Note that the only manipulation is the addition of subjects into the training pool, for the test-subjects, the available data for training and validation is unchanged.

This experiment provides strong support for our main hypothesis: we can compensate for the lack of per subject data through the use of (a) a parametrized, shared model across subjects, and (b) a large pool of subjects in the training data. By adopting this approach, we show not only improved fits

We used MaxProd task / Subj-DNN alone, since the data contained a greater number of subjects who had performed this task. The Multi-DNN uses subjects who have performed both MaxProd and MinProd tasks, a significantly smaller pool.
to individual behavior, but also the ability to better capture individual variation in the task (the correlations measured in Figure 8).

Multi-DNN captures biases at subject grain

Finally, although Figure 6 demonstrates that gross measures of human performance at the task can be recovered at per-subject grain, the question remains whether the subtler behavioral idiosyncrasies in information-seeking (Figures 1, 4, 5) are also captured at an individual level by our model, or if the model lacks sufficient sensitivity to capture such biases. Clearly, as seen in Figure 5, the behavioral differences are so slight that mere 4-8 trials of validation data we have per subject are not enough to even get an empirical measure of individual bias, for purposes of validating our model.

Instead, we follow Hunt et al. (2016) and use data extrinsic to the task in order to establish validity. The data from Hunt et al. (2017) includes, for each subject, a parameter estimate of “approach” and “avoidance” tendencies calculated on a different, gambling-based task (Rutledge et al. 2015). Figure 9 shows the average subject embedding value for each of these extrinsic parameters, split into “low” and “high” buckets via the median value. The bars represent mean±SEM for each bucket. As can be seen, the subject embeddings show clear differences in the low and high buckets for both the approach and avoid parameters, suggesting that embeddings capture a more general subject-specific aspect of approach behavior than reflected by the specific task.

Related Work

Uncertainty & information seeking

Since our focus here is on developing general-purpose modeling tools & methodology, we do not provide a comprehensive review of the cognitive science literature on uncertainty in decision-making, and biases in information sampling tasks; instead, we provide a brief sketch of the related work to round out the understanding of the experiments discussed here.

A rich literature deals with humans handling uncertainty in the form of risk (stochasticity of outcome (Ellsberg 1961)) and ambiguity (uncertainty with respect to world models / estimates of probabilities, or “second order uncertainty” (Bach et al. 2011; Yu and Dayan 2005)), showing that both play a role in human decision-making. In particular, humans appear to be ambiguity-averse (Bach et al. 2011), even if the ambiguity does not affect expected value of outcomes. In terms of information-seeking, well-documented behavioral tics such as confirmation bias (Nickerson 1998) and optimism (Sharot 2011), suggest that in certain situations, humans are prone to selectively choosing information on which to make decisions, rather than integrating all available information in a “fair” or unbiased manner. In other related work, there is substantial evidence of “approach”/“avoidance” behaviors in humans, where certain scenarios engender an au-
Figure 8: Empirical sample complexity. The figure shows the correlation between model-predicted behavioral measures, and actual behavior, for the Subj-DNN model on the MaxProd task. The correlations are calculated over a fixed set of 100 subjects included in both training & validation data, as we add additional subjects to the training data alone. Curves represent mean±SEM of correlation over 50 runs of the evaluation. Panels A-C show correlations for average # moves, accuracy, and average scores, respectively.

Figure 9: Capturing biases at individual grain: The figure shows subject embeddings split into buckets by median value of “approach” and “avoidance” subjective parameters estimated on a separate task (see text for details). The bars represent mean±SEM of subject embedding values within each bucket. As seen in Panels A,B, both embedding values show clear difference across the low- and high-value buckets of the approach and avoid parameters respectively.

From the machine learning perspective, several approaches overlap in spirit with our goal here: work in meta-learning (Finn, Abbeel, and Levine 2017; Garnelo et al. 2018) is interested in separating out the learning of a class of functions from the learning of instances of that class, and may broadly be applicable to tasks such as the one studied here. Our work is a key proof-of-concept that meta-learning is a useful tool in cognitive science; in future work, we will examine whether specific ideas from the meta-learning literature can be used to push our results further ahead.

Discussion

We presented a model-agnostic, multi-task approach for modeling human behavior in an information-seeking task. Our model recovered broad behavioral trends, including well-documented biases in the task (Hunt et al. 2016), without explicit encoding of the task objective or reward structure during training. Crucially, we capture individual variation in the task using a very small number of training samples per subject (6-8 trials), by leveraging data from a large pool of subjects. These results have significant implications for cognitive modeling efforts in general: (a) meta-learning approaches, such as the one we propose, can allow us to sidestep the typical challenge of extreme data paucity, in learning individual subject traits, (b) model-agnostic approaches can avoid limitations of inductive bias introduced by modelers, and capture data and action policies more faithfully. There are a few natural next steps in this line of research: first, the exploration of other, more powerful meta-learning approaches for strengthening the predictive power of such models, and second, the development of explainable policy approximations to learned DNNs as a collaboration between machine learning and cognitive science experts. We hope to use such policy interpretations to better situate our findings in the context of theories of approach & avoidance that form the bedrock of seemingly biased behavior in these tasks, and may help shed more light on the computational provenance of ubiquitous human tendencies such as confirmation bias & optimism.

Modeling

Recent literature in cognitive science (Dezfouli et al. 2019a,b) has examined the use of DNNs for model-agnostic fits to human behavior. Dezfouli et al. (2019a) model a simple probability tracking task using LSTMs, instead of the classical reinforcement learning models popular in the literature. They show that LSTMs, being model agnostic, can capture arbitrary policies like deterministic switching irrespective of historical value, policies that are actually seen in behavior but not captureable by simple value-based models such as Q learning. In subsequent work (Dezfouli et al. 2019a), they learned disentangled embeddings for each subject using behavioral data. We build substantially on these promising initial directions with the following additional contributions: (1) application to a multi-stage sequential decision-making task, and recovery of idiosyncratic biases (“suboptimalities”) from behavior, and critically, (2) demonstration that pooling together large numbers of subjects can enable learning individual behavior from very small sample sizes (5-10 trials per subject).
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