

## Differential Modulation of Cognitive Control Through Social Versus Non-social Motivation

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Motivational factors can influence cognitive processing but there has been little exploration of whether social incentives (e.g., competition, altruism), have different effects than non-social incentives (e.g., monetary bonuses). The current study used a cued task-switching paradigm to determine whether increasing motivational priority via social or non-social incentives facilitated cognitive control in a similar or distinct fashion. Following a baseline, non-incentive block, participant pairs performed in one of three incentive conditions (monetary: money for self; altruism: money for friend; competition: beat friend) in which pre-cued incentive trials randomly alternated with non-incentive trials. In the competition condition, the incentive cue effect (incentive vs. non-incentive trials) was dominant, while in the altruism condition the primary effect was of incentive context (non-incentive trials vs. baseline block); both effects were present in the monetary condition. These results suggest that different categories of motivational information (particularly competition versus altruism) differentially impact cognitive control processes.