12 # Between heuristics and optimality: Flexible integration of cost and

13 ## evidence during information sampling

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Abstract

Effective decision making in an uncertain world requires balancing the benefits of acquiring relevant information with the costs of delaying choice. Optimal strategies for information sampling can be accurate but computationally expensive, whereas heuristic strategies are often computationally simple but rigid. To characterize the computations that underlie information sampling, we examined choice processes in human participants who sampled sequences of images (e.g. indoor and outdoor scenes) and attempted to infer the majority category (e.g. indoor or outdoor) under two reward conditions. We examined how behavior maps onto potential information sampling strategies. We found that choices were best described by a flexible function that lay between optimality and heuristics; integrating the magnitude of evidence favoring each category and the number of samples collected thus far. Integration of these criteria resulted in a trade-off between evidence and samples collected, in which the strength of evidence needed to stop sampling decreased linearly as the number of samples accumulated over the course of a trial. This non-optimal trade-off best accounted for choice behavior even under high reward contexts. Our results demonstrate that unlike the optimal strategy, humans are performing simple accumulations instead of computing expected values, and that unlike a simple heuristic strategy, humans are dynamically integrating multiple sources of information in lieu of using only one source. This evidence-by-costs tradeoff illustrates a computationally efficient strategy that balances competing motivations for accuracy and cost minimization.

Introduction

Before making important decisions, humans often collect information about the likely outcomes of different choice options. Consider the choice between two popular restaurants in a new city. Collecting information about both restaurants can increase the likelihood of a positive dining experience but also carries costs (e.g., time spent on evidence accumulation increases the likelihood that the options will become unavailable). Effective decision making thus requires information sampling strategies that balance accuracy and sampling costs – and understanding this balance remains a critical topic for decision science (Averbeck, 2015; Blanchard & Gershman, 2018; Cohen et al., 2007; Gigerenzer & Goldstein, 1996; Gold & Shadlen, 2007; Kolling et al., 2012; H. A. Simon, 1990). In particular, how is information about evidence and costs transformed into the decision to *sample* information or *stop*?

Current normative models of sequential information sampling posit that an optimal information sampling strategy should compare the expected values of available actions (continue sampling, choose option A, or choose option B) before selecting the action with the highest expected value (Coenen & Gureckis, 2016; Furl & Averbeck, 2011; Hauser et al., 2017, 2018; Moutoussis et al., 2011). Computing these expected values requires several steps. The decision maker must first determine the expected value of stopping by calculating the probability that each option is correct given the available evidence collected thus far. This estimate must, then, be multiplied by the available reward minus the costs accrued. To determine the value of continuing, the decision maker must estimate the expected values of potential future states, as if an additional sample was drawn. Accurate estimation of these future expected values necessitates an extensive backward induction process (Bellman, 1957) that must be updated with each new sample drawn (Arrow et al., 1949; Furl & Averbeck, 2011; Hauser et al., 2017, 2018; Moutoussis et al., 2011).

Prior work on information sampling has documented that humans sample information sub-optimally, attending to extraneous information (Juni et al., 2016) or through biased weighting of sampling costs (Cisek et al., 2009; Furl & Averbeck, 2011; Hauser et al., 2018). Yet, computing and updating the value of continuing to sample evidence may require significant computational resources, especially for complex decisions, as in sequential information sampling (Bossaerts & Murawski, 2017; Bossaerts et al., 2019; Payzan-LeNestour & Bossaerts, 2011). Indeed, evidence suggests that humans forgo using intensive updating computations, such as

Bayesian inference (Charness & Levin, 2005; Gigerenzer & Goldstein, 1996; Payzan-LeNestour

& Bossaerts, 2011; Steyvers et al., 2009), even for simpler decisions (Cassey et al., 2016). One

factor that might increase the likelihood that humans are willing to expend resources for more

optimal computations is the reward value for a correct decision (Bennett et al., 2019; Manohar et

al., 2015) but this has not been explored within the context of information sampling. Thus, it

remains unclear whether strategies that rely on computations of expected value reflect human

information sampling and whether the use of such computations depends on reward context.

If humans do not follow the computations of an optimal decision maker, what determines

when they stop sampling? Early accounts proposed that information search relies on simplified

heuristic strategies guided by bounded rationality (Conlisk, 1996; Gigerenzer & Goldstein, 1996;

Shah & Oppenheimer, 2008; H. A. Simon, 1990; Herbert A. Simon, 1955; Tversky & Edwards,

1966). In these strategies, a set of rules is established to guide both the process of information

acquisition (i.e., what information should be attended to and incorporated as evidence) and the

decision to stop sampling. Such heuristic strategies minimize cognitive resource expenditure by

leveraging declarative rules; however, by definition, these strategies are less flexible and less

adaptable to changes in incoming information or changes in context. While recent accounts have

demonstrated support for heuristic-style strategies in information gathering (Baumann et al.,

2020; Korn & Bach, 2018; Sang et al., 2020), these studies examined information sampling in

contexts where individuals received ongoing feedback about their choices, and it remains unclear

whether behavior follows heuristic strategies when individuals must collect and integrate

information without ongoing feedback – as in the case for many real-world decisions.

In the present study, we investigated whether humans rely on optimal or heuristic

strategies (or their combination) during information sampling, and whether their strategies

changed as a function of the reward at stake. We tested several potential models of strategic

information sampling that varied in the information used and how that information contributed to

the decision process. We found that participants' behavior was best explained by a simple yet

flexible strategy in which humans tracked a linear combination of both the evidence in favor of

each category and the accrued costs from sampling – but did not rely on a declarative rule or

estimations of expected values. This strategy explained a key pattern we observed in sampling

behavior: evidence and costs traded off within but not across trials such that as costs

accumulated over a trial, the strength of evidence needed for stopping decreased linearly.

Moreover, we found that high-reward contexts neither improved optimality nor impacted which

strategy best accounted for participants' decisions. Our results demonstrated how humans

implement simple yet flexible information sampling strategies to balance competing motivations

for accuracy and cost minimization.

Results

We tested participants on a modified version of the Information Sampling Task (Fig. 1)

(Clark et al., 2006). Participants viewed a series of images randomly drawn from a pool of 25

images. The pool contained images from two categories (e.g., indoor vs. outdoor scenes), with

one category comprising 60% of the images and the other comprising 40%. Importantly,

participants were unaware of the true proportions of each image category for each trial, although

they were told that there would always be a majority category. Participants attempted to identify

which category was more prevalent on each trial, under either high ($5.00) or low ($1.00) reward

stakes for correct answers. Each image participants chose to draw came with a sampling cost of

2% of the maximum reward on that trial (i.e. $0.10 for a $5.00 trial; $0.02 for a $1.00 trial).

Thus, participants had to balance competing goals: sampling more images could increase the

accuracy of their guesses, but they would win less reward overall due to the increasing cost

accrued (see Supplementary Methods: Task Instructions).

Figure 1: Task Design. Participants completed a modified version of the Information Sampling Task (Clark et al.,

2006). Each trial started with a Cue screen that informed the participant which of two domains the images were

being drawn from (indoor vs. outdoor or living vs. non-living) and how much money that trial was worth if they

performed successfully (high reward: $5.00, low reward: $1.00). Participants were then advanced to the Sample

screen where they had a maximum of 15 seconds to sample an image or to indicate their final response for that trial

(e.g., O for majority outdoor, I for majority indoor). If they chose to sample, an image appeared over the sample

button for 2500 ms. The image then disappeared, and the participant returned to the Sample screen. Each time the

participant returned to the Sample screen, the 15 second timer reset. When participants selected a final response,

they received feedback on whether they were correct before moving on to the next trial.

Greater sampling is associated with higher task accuracy, but at the expense of greater cost

accumulation

We first investigated how well participants performed the task. Participants correctly

identified the majority category 79% of the time (SD = 10%) (Fig 2a). Across the entire task,

participants accumulated an average of $95.07 (SD = $10.52) but were only paid for a randomly

selected subset of those trials (see Supplementary note 1 and Supplementary Fig. 1). On average,

participants viewed 7.82 images (SD = 2.89 images, Range = 1 – 24 images) and reached an

average difference in evidence between the currently held majority and minority category of 2.61

images (SD = 0.62, Range = 0 – 8 images) before selecting a majority category (Fig. 2a-c).

We next examined whether performance outcomes were predicted by participants'

relative tendency to sample. Across participants, a higher average number of samples predicted

better task accuracy (Fig. 2e) ($F_{(2, 91)} = 43.5$, $p < 0.001$, $R^2 = 0.48$, 95% CI [1.47, 3.09]).

Similarly, the average number of samples also predicted total earnings via an inverted-U shaped

function (Fig. 2f) ($F_{(3, 90)} = 3.239$, $p = 0.026$, $R^2 = 0.07$, 95% CI (quadratic) [-49.91, -8.39];

$\chi^2(91, N = 94) = 7.785$, $p = 0.006$). Thus, participants whose sampling was, on average, much

lower or much higher than average tended to have lower overall earnings. We repeated this

analysis at the trial-level within participants and found consistent results. The number of samples

drawn on a given trial predicted both accuracy ($\beta_{samples}$ = 0.0818, t = 7.49, p < 0.001, 95% CI

[0.06, 0.10]) and earnings ($\beta_{samples}$ = -6.49, t = -4.38, p < 0.001, 95% CI [-9.22, -

3.73]; $\beta_{samples^2}$ = -4.44, t = -3.46, p < 0.001, 95% CI [-6.98, -1.93]). Overall, a higher average

number of samples collected prior to stopping resulted in better task accuracy but also greater

accumulation of sampling costs – leading to lower earnings.

To compare participant performance to an optimal decision maker (Fig. 2e-f), we

computed optimal choices using an Ideal Observer model (see Supplementary Methods: Ideal

Observer Model). We used this model to label each trial for each participant as optimal (matched

the choice made by the Ideal Observer), under-sampled (stopped sampling earlier than the Ideal

Observer), or over-sampled (stopped sampling after the Ideal Observer). We then created

composite scores for each participant to assess how close participants were to optimal behavior

(Fig. 2d). Collectively, participants performed worse than the Ideal Observer, both in accuracy

(two-sided t-test: t(186) = 6.33, p < 0.001, M_{ideal} = 85.6%, SD = 5.2%) and in earnings (two-

sided t-test: t(186) = 6.02, p < 0.001, M_{ideal} = $101.97, SD = $7.67), but they did not differ

significantly from the Ideal Observer in the average number of samples drawn (two-sided t-test:

t(186) = 1.38, p = 0.169, M_{ideal} = 8.24 images, SD = 5.21). Upon further examination, however,

this was due to participants either over- or under-sampling relative to optimality (F(5, 530) =

20.54, p < 0.001), indicating that participants are either estimating optimal behavior poorly or

relying on a different process to establish stopping criteria.

Figure 2. Sampling tendencies between participants relate to overall task accuracy and total earnings. a) The proportion of trials where participants made a stop choice, conditioned on the current combination of images from both categories (collapsed across all participants). For ease of comparison to the task example shown in Figure 1, we label the axes according to "outdoor" and "indoor" categories but note that these data also include behavior from the living/non-living trials as well. The proportion was calculated by dividing the number of instances in which participants stopped by the total number of times all participants reached that combination of evidence. More saturated blues and yellows indicate a higher proportion of stopping across all participants. Dashed grey lines indicate the optimal stopping boundaries. b-c) Probability of stopping given observed data for two example participants. d) Comparison of each participant to optimal behavior. Each trial for each participant was binned into either under-, over- or optimally sampled. The proportion of trials in each bin is represented by the distance to each corner of the simplex and by color. Color mappings for e-f were drawn from d. e) Across participants, the higher the average number of samples a participant tended to draw before stopping, the higher the task accuracy. f) Across participants, the average number of samples predicted total earnings with an inverted-U shaped function. The gray boxes on e and f reflect confidence intervals around the performance range of an optimal model. For plots d-f, each dot reflects a single participant on each graph.

Figure 3. Tested information sampling strategies with model predictions and example representations. We

hypothesized that information sampling patterns would represent one of four potential strategies. The left column

indicates the description of the sampling behavior for each hypothesized strategy. The middle column reflects an

example model prediction for choices given an example set of parameters. Gray portions indicated predicted choices

to continue collecting information where yellow and blue areas indicate predicted choices for selecting a particular

majority category (e.g., indoor or outdoor). More saturated areas of yellow and blue reflect choices with strong

evidence for that choice while less saturated areas reflect choices for which the evidence is weaker. The last column

represents examples of each strategy seen in our participant data. Gray lines indicated participant choices to continue

sampling and dots represent the decision to select a majority (yellow = choose indoor, blue = choose outdoor).

Colored bars are illustrative to exemplify each strategy.

Models of information sampling strategies.

Our next analysis investigated how participants sampled and integrated information

towards a decision. We first identified four potential information sampling strategies that relied

on a range of optimal and heuristic approaches (see Supplemental Methods: All Sampling

Strategies). Our first strategy was a probabilistic modification of the optimal Ideal Observer (see

Supplementary Methods: Expected Value Model Formulation). This strategy relied on the same

Bayesian updating and inference to estimate the expected value of each option but was adapted

to allow for inherent noise in participant decision making as well as to account for cost accrual

mechanisms that deviated from objective costs accumulation (Cisek et al., 2009; Ditterich, 2006;

Furl & Averbeck, 2011; Hauser et al., 2018) (see Methods). The cost mechanism that best

accounted for participant behavior was similar to the strategy from Hauser et al., (2018), in

which subjective costs were accumulated nonlinearly, representing a growing urgency across

information sampling to select a final option (Cisek et al., 2009). As such, the Expected Value

Urgency Threshold (EV-UT) strategy predicted that participants would sample until the value of

an option surpassed the value of continuing to gather information, and that the value of

continuing would sharply decline after the urgency threshold was met (Fig. 3, EV-UT).

The next two strategies were probabilistic adaptations of two common heuristics. The

first, Evidence Difference Heuristic (ED), was a heuristic that assumed participants tracked the

continuous signed difference in evidence between the two categories towards a threshold (e.g., "I

sample until one category has 4 more than the other"). This strategy predicted that participants

approach information sampling insensitive to the number of images sampled and implies that the

stopping boundary is stationary and constant across sampling (Fig. 3, ED). The second, Costs

Accrued Heuristic (CA), was a heuristic that assumed, participants used the continuous number

of samples drawn as a proxy for the costs accrued from sampling and only a binary

representation of the difference in evidence to inform choice (e.g. "I sample 5 images and then

choose the majority). Similar to the first, this strategy predicted a stationary threshold that

triggered the end of sampling, but now, bound to the number of samples drawn, implying that the

magnitude of evidence mattered less (Fig. 3, CA).

240   The last tested strategy, Evidence-by-Costs Tradeoff (ED-CA), was a combination of the

two heuristic approaches, such that participants used continuous representations of both the

difference in evidence between the categories and the number of images collected to inform their

choices. These two quantities were then linearly combined towards a threshold. This strategy

predicted that as the number of samples collected increased, the difference needed between the

evidence in favor of one category over the other would decrease, representing a non-stationary

but constant tradeoff between the two informational sources (Fig. 3, ED-CA).

247   Across these four strategies, there were striking visual distinctions in the types of choices

each predicted (Fig. 3, Model Example). Furthermore, models were distinguishable from one

another, as shown by model recovery such that choices generated by each model were best fit by

the model that generated them (see Supplemental Methods: Parameter Recovery and Model

Recovery). Thereby, we were not only able to detect descriptive differences in sampling

strategies but were also able to draw inferences about the underlying process guiding information

sampling (Fig. 3).

Moment-by-moment sampling decisions were best predicted by an Evidence-by-Costs (ED-CA)

strategy.

257   We next fit each participant's data to each of the four sampling strategies outlined above.

Participants overall were best fit by the Evidence-by-Costs Tradeoff (ED-CA), which used

continuous representations of both the difference in evidence between the categories and the

number of images collected to inform their choices. This strategy outperformed the three other

proposed strategies such that of our 94 participants, 83 were best fit by the ED-CA strategy (Fig.

4a). A repeated-measures ANOVA confirmed that the ED-CA strategy had significantly lower

BIC scores ($F(3, 279) = 81.17$, $p < 0.001$) compared to the CA strategy ($t(93) = -14.65$, $p <$

0.001), the ED strategy ($t(93) = -10.92$, $p < 0.001$), and the EV-UT strategy ($t(93) = -11.32$, $p <$

0.001) (Fig. 3b-d). There was no difference in fit between the ED strategy and the EV-UT

strategy ($t(93) = 1.17$, $p = 0.24$). The CA strategy fit the worst of all four strategies tested (ED

and CA: $t(93) = -4.83$, $p < 0.001$; EV-UT and CA: $t(93) = -5.40$, $p < 0.001$).

Results from the ED-CA strategy revealed that participants were sensitive to the costs of

increased sampling (i.e., number of samples drawn) and the magnitude of evidence favoring one

category over the over (i.e., signed difference in samples). We next sought to test whether there

was a linear tradeoff between the difference in evidence for each category and the number of

samples.

Figure 4. Evidence-by-Costs (ED-CA) strategy outperforms both simpler heuristics and expected value

models in predicting decisions. BIC scores were calculated for each participant under each model. a) We ranked

BIC scores from lowest (better fit) to highest (worse fit). Each participant represents a column on the heatmap. A

rank of 1 indicates the best fitting model for that participant. Green represents the Evidence-by-Costs (ED-CA)

strategy, orange represents the Expected Value Urgency Threshold (EV-UT) strategy, blue represents the Evidence

Difference Heuristic (ED) strategy, and purple represents Costs Accrued Heuristic (CA) strategy. b-d) Plotted BIC

scores for the ED-CA strategy compared to all other strategies. Each dot reflects a single participant. Dots are color

coded by which model had the lower BIC score between the two models. b) BIC scores plotted between ED-CA and

EV-UT. c) BIC scores plotted between ED-CA and ED. d) BIC scores plotted between ED-CA and CA.

Stopping criteria were non-stationary within a trial but stationary across trials.

The Evidence-by-Costs (ED-CA) strategy aggregates the currently available information

and compares it to a decision threshold that reflects a participant-specific level of information

needed to terminate sampling. A prediction of this strategy is that, over the course of a trial, the

contributions of total samples drawn and evidence difference can trade off against each other.

We found that the number of samples drawn negatively predicted evidence difference at the time

of stopping ($\beta_{samples}$: -0.0722, t(66.6) = -6.93, p < 0.001 CI [-0.09, -0.05]) and that the majority

of our participants (N=78/94) evinced this negative relationship (Fig. 5). This result indicates

that the more images sampled (and thus the higher the costs), the less the evidence difference

must be in order to stop sampling, consistent with accounts of collapsing boundaries in evidence

accumulation (Ditterich, 2006; Drugowitsch et al., 2012; Malhotra et al., 2017; Murphy et al.,

2016). We tested whether this relationship was better fit with the inclusion of a quadratic term,

but that inclusion did not significantly improve model fit ($\chi^2(1, 94) = 2.94$, p = 0.09).

Interestingly, the initial threshold for stopping is similar to that of the Ideal Observer model but

quickly decreases as the trial progresses.

We also examined whether stopping criteria changed across trials in the task. We first

investigated whether there were changes in stopping criteria (i.e., changes in participant's

average sampling number or evidence difference prior to stopping) or changes in stopping

consistency between the first and second half of the task (i.e., changes in the standard deviation

of samples drawn or evidence difference). None of the dependent measures were significantly

different from the first to the second half of the experiment (all p > 0.05). Additionally, there

were no significant differences in accuracy from the first to the second half of the task (p > 0.05),

indicating that performance was relatively stable from trial to trial. Moreover, none of the

dependent measures were significantly different as a function of the outcome of the previous trial

(all p > 0.05). Collectively, these results suggest that behavior in this task was stable across

trials.

Figure 5. Evidence difference and number of samples trade off. Individual slopes modeled through linear mixed

effects model. As the number of samples increased, the difference in evidence needed to stop sampling decreased.

Green lines represent participants with negative slopes (N=78) and grey lines represent participants with slopes

greater than or equal to zero (N=16). The mean slope is represented by the bold green line. The optimal stopping

threshold from the Ideal Observer, which stays constant throughout sampling, is represented as the dotted black line.

Lines are truncated to reflect the minimal and maximal number of samples prior to stopping for a given subject.

Estimates for each participant and the mean are taken from linear mixed effects model with maximum random

intercept and slopes.

Increasing reward stakes does not encourage use of more optimal strategy.

Lastly, we investigated whether an increase in reward stakes shifted strategy use across

our participants. We hypothesized that under high reward contexts, participants might expend

more computational resources to sample more optimally (Bennett et al., 2019; Manohar et al.,

2015), thus participants' behavior would be more similar to the Ideal Observer or be better fit by

a strategy that relies on optimal value estimation (e.g., the EV-UT strategy). To test this, we split

trials by reward condition within each participant and fit each subset of behavior to the ED-CA

strategy and to the EV-UT strategy. We found that overall, the ED-CA strategy provided the best

fit for the majority of our participants (N=69) across both high-reward and low-reward contexts.

Of the participants that had different fits between high-stakes and low-stakes trials, there was not

a consistent pattern of change (EV-UT strategy provided a better fit under high-reward trials for

7 participants and provided a better fit under low-reward trials for 12 participants) (See

Supplementary Note 4, Fig. 3 for more detail).

335   Similarly, changes in sampling as a function of reward condition did not encourage

optimal behavior compared to the Ideal Observer. We found no difference in the proportion of

trials in which participants sampled optimally across reward conditions (t(441) = 0.847, p =

0.958). Instead, we see an increase in the relative number of over-sampling trials in high-reward

contexts, compared to low-reward contexts (t(446) = 3.068, p = 0.023) (Fig. 6a). Follow-up trial-

by-trial analyses confirmed that participants sampled more images under high-reward compared

to low-reward (β_{reward}= 0.503, t = 4.762, p = < 0.001 CI [0.29, 0.71]) (Fig. 6b) and required a

larger evidence difference to stop (β_{reward} = 0.147, t = 4.428, p < 0.001 CI [0.08, 0.21]) (Fig.

6c). Despite the adjustments in sampling behavior under high-reward compared to low-reward,

there was no difference in performance outcomes between the two conditions (β_{reward}= 0.02, t =

0.25, p = 0.803). High-reward trials, thereby, did not encourage more optimal choices but

instead, drove participants to simply adjust the threshold for stopping within their existing

strategy. These adjustments, however, ultimately did not improve performance on high-reward

trials. Our reward manipulation provides support that participants adopt a global policy for

stopping behavior – and adjust that policy in different reward conditions – but do not

systematically deploy different policies in different reward contexts.

Figure 6. High reward stakes increase sampling but do not encourage more optimal behavior. Changes in

behavior as a function of reward condition were assessed across three variables of interest: changes in the proportion

of optimal choices, number of samples drawn, and the evidence difference at time of stopping. a) Both over- and

under-sampling were significantly more common than optimal sampling. We also observed an interaction such that

in high-stakes trials, participants over sampled more than in low-stakes trials. Error bars reflect standard error of the

mean. b) Participants sampled more images under high stakes compared to low stakes. c) Participants waited for

greater evidence differences in high-stakes trials compared to low-stakes trials. Each dot represents a participant;

color coding indicates the condition with greater sampling. Dots closer to the diagonal indicate less change between

conditions, while dots that deviate from the line indicate greater changes by reward condition.

Discussion

365   Balancing the costs of gathering information with the desire to accurately choose

outcomes represents a fundamental challenge for human decision-making. Various theoretical

models of information sampling have been developed to explain how humans address this

challenge, but these models tend to either emphasize resource-intensive optimal computations or

efficient but rigid heuristics. Our results support an alternative perspective: information sampling

relies on a computationally simple and flexible strategy that accumulates task-relevant

information until a threshold is reached. This Evidence-by-Costs strategy also predicted other

key features of sampling behavior, including the tradeoff such that more evidence was required

when costs were low but that less evidence was required when accrued costs were high. In

addition, we found that changing the reward value for a correct choice did not encourage more

optimal behavior nor a switch to using more computationally expensive estimations.

Collectively, we concluded that humans flexibly adapt the information accumulation process to

balance competing motivations for accuracy and cost minimization.

Previous work has demonstrated that humans exhibit subjective biases in the computation

and integration of accruing costs that limit the optimality of behavior (Cisek et al., 2009; Coenen

& Gureckis, 2016; Furl & Averbeck, 2011; Hauser et al., 2017, 2018). However, these policies

still assume that humans engage in the computational expensive estimations of the value of

stopping and the value of continuing in the same manner as an Ideal Observer (Bossaerts &

Murawski, 2017; Payzan-LeNestour & Bossaerts, 2011). The Evidence-by-Costs strategy

provides a starkly simpler rule that reduces computational demands through limits both on the

number of steps involved and the amount of information held in memory (Bossaerts &

Murawski, 2017; H. A. Simon, 1990). It also provides a better account of behavior: instead of

computing the probability of success in accordance with Bayesian inference, participants relied

on a mechanism that estimated success by tracking the evidence difference between the two

categories of images.

The use of an Evidence-by-Costs strategy was evident in the trial-by-trial behavior of our

participants. Consistent with prior work (Ditterich, 2006; Malhotra et al., 2017; Murphy et al.,

2016), we found that there was a tradeoff between two quantities: as the number of samples

(costs accrued) increased, the smaller the evidence difference needed to stop sampling. The

existence of this tradeoff could reflect two possibilities. First, as more samples are drawn,

individuals could be relying on smaller but more reliable differences between the majority and

minority category. Although we cannot rule this possibility out completely, it is unlikely given

that participants were kept blind to the true underlying distribution and thus the proportion of the

samples not yet drawn was also unknown. Alternatively, this tradeoff could mean that the

stopping threshold may be reached from different linear combinations of two quantities: a large

number of samples or a large evidence difference, and individuals actively use both to inform

stopping. The result is that as sampling continues and costs are accrued, people begin to

prioritize different information – moving from an initial bias toward larger evidence differences

toward a later bias against costs.

Our results extend prior research positing tradeoffs between evidence and sampling costs,

akin to the speed-accuracy tradeoff, to determine choice. Murphy et al. (2016) saw this tradeoff

under conditions in which participants were pressed for time, yet our results suggest that this

trade-off can exist even without external time pressures. Additionally, Malhotra et al. (2017)

found that the tradeoff between costs and evidence only existed when participants completed

intermixed trials of varying difficulty, yet we show that the trade-off persists even when

difficulty is fixed across trials. It is possible that our task, similar to that of Malhorta et al.

(2017), had increased uncertainty because the distribution of images from either category was

unknown to our participants. This could have encouraged a strategy that did not rely on a single

information factor (e.g., evidence) to inform stopping. Additionally, our tradeoff appears linear

in form, as opposed to exponential or sigmoidal, which are indicative of a growing urgency

signal (Cisek et al., 2009). Unique to our results is that this tradeoff was predicted by the specific

strategy (Evidence-by-Costs) individuals used to arbitrate between sampling and stopping.

We also found that increasing the financial stakes for a trial did not encourage adoption

of a strategy that relies on optimal value estimation nor did it increased the likelihood of optimal

behavior (i.e., participants did not move closer to the stopping decisions that would be made by

an Ideal Observer (Achtziger et al., 2015)). Instead, we saw that participants were still best fit by

the Evidence-by-Costs strategy. Behaviorally, participants in the high-reward condition over-

sampled, effectively raising the stopping threshold without changing the underlying

computations; both drawing more samples and waiting until they achieved a larger difference

between categories. This stands in contrast with prior work that suggested increasing monetary

stakes can increase one's motivational state, thereby encouraging the use of more optimal but

expensive strategies (Bennett et al., 2019; Manohar et al., 2015) .

Why might increased monetary stakes encourage behavioral adjustments but not push

participants towards optimal behavior? One possible explanation is that conditions of equal

difficulty but with higher monetary stakes could increase the effort put into the trial because of

lower opportunity costs (Otto & Daw, 2019; Shenhav et al., 2013), but still not warrant the

adoption of a completely new and expensive strategy. This is likely the case given that our task

had intermixed high and low reward trials, such that participants would have to continually

switch between strategies, which introduces cognitive costs (Luwel et al., 2009). Alternatively,

our task was more difficult than prior information sampling paradigms because participants had

to remember their previous samples – and thus the added memory demands might have deterred

adoption of a more resource-intensive strategy. Although prior work has suggested that working

memory capacity can impact the amount and use of information during information acquisition

(Rakow et al., 2010), we did not measure the working memory capacities of our participants.

Future research will need to explore how working memory demands and the cost of switching

information sampling strategies shape stopping policies.

This study raises an important set of questions regarding how individuals determine their

idiosyncratic thresholds. Evidence-by-Costs sampling provides two unique informational

components that contribute to stopping – and individual model fits revealed variability in how

participants weighed information about evidence and costs. Specifically, variability in the

weighting of evidence could reflect varying levels of confidence required for stopping across

individuals, as seen in other work (Hausmann-Thürig & Läge, 2008). In line with prior work

(Hauser et al., 2017, 2018; Juni et al., 2016; Otto & Daw, 2019; Petitet et al., 2021), we also see

individual differences in sensitivity to accruing costs. Future work towards encouraging more

optimal behavior can leverage our approach by specifically targeting informational components

that most contribute to a person's sub-optimal sampling behavior. For example, an individual

who consistently over-samples might do so because they are more sensitive to accuracy (a higher

threshold starting point) or because they are less sensitive to accruing costs (a shallower trade-off

slope). The ability to arbitrate between potential sources of error could provide a more targeted

prescription to ameliorating the cause of over-sampling.

Moreover, our findings emphasize key directions for understanding sampling strategies

themselves. First, additional research should identify and delineate strategies that do not

completely conform to either heuristics or optimal behavior. A recent study (Korn & Bach,

2018), demonstrated the use of both heuristic and optimal strategies (but not a combination of the

two) across a foraging task, providing insights into factors that shape strategy selection; for

example, higher levels of experienced uncertainty may push sampling toward optimality.

Similarly, in our current study, the Evidence-by-Costs strategy did not specifically integrate

components from the optimal strategy but was sensitive to the same information sources.

Cataloging a more complete space of sampling strategies will advance our understanding of how

humans select what information to attend to and how that information is transformed into

potential actions.

Future research should also explore how people determine what strategies to implement

in different contexts. During information sampling, individuals not only decide how to balance

sampling costs with accuracy but also contend with balancing the costs and benefits of exerting

control (Shenhav et al., 2013). Previous information sampling accounts have examined the

impact of contexts such as changes in task difficulty (Coenen & Gureckis, 2016; Malhotra et al.,

2017) and changes in sampling costs (Hauser et al., 2018; Juni et al., 2016) in altering sampling

behavior but have not specifically examined if these contexts changed the underlying strategy.

We examined the context of varying reward stakes on information sampling and found that while

individuals maintained the same underlying strategy between both contexts, reward increased the

overall information that people gathered. Our results differ from that observed in a reinforcement

learning task, where reward stakes resulted in a switch to a more intensive but optimal strategy

(Bennett et al., 2019). Additional investigation is needed into how individuals use context to

evaluate when to switch information sampling strategies and when to adapt an existing strategy.

Prior work has indicated that humans can learn to use context to determine strategy selection

(Lieder & Griffiths, 2017; Payne et al., 1988; Rieskamp & Otto, 2006); for example, experience

with a problem leads to adoption of more heuristic strategies and can even direct selection

amongst different heuristics (Rieskamp & Otto, 2006). Although we did not find any changes in

strategy in the current study, our task involved a longer sampling process and fewer sampling

episodes, thus making it harder for participants to explore a variety of strategies. Future work

will need to investigate how much experience individuals need in order to use contextual factors

to inform both the selection and implementation of information sampling strategies.

Information sampling is a complex but ubiquitous challenge for decision makers. In the

present study, we show that humans confront this challenge by adopting a strategy that balances

the efficiency of heuristics but with increased flexibility. Specifically, our results demonstrate

that unlike optimal strategies, humans are performing simple accumulations instead of

computing expected values, and unlike heuristic strategies, humans are dynamically integrating

information instead of using rigid rules. Future work expanding how humans build such flexible

strategies and how individual differences determine the relative weighting of different elements

of those strategies (e.g., reward sensitivity) will provide further insight into the mechanisms by

which bounded rationality guides decision-making processes.

Methods and Materials

Participants

Participants (N = 105, Mean age = 26.14, SD = 4.79, 69 female) were recruited from the

Durham community using flyers and online postings. Our demographic breakdown included 37

participants who identified as White/Caucasian, 47 identified as Asian/South Asian, 14 identified

as Black/African American, 3 identified as Hispanic/Latinx, and 4 identified as multi-

racial/ethnic. To participate, individuals had to 1) be within the age range of 18-50 years old, 2)

have no history of neurological injury or disorders (including seizures and epilepsy), and 3) be

fluent in English. Eleven participants were excluded from all analyses, three due to computer

error and eight due to having unusable sampling data (failed to sample more than once on over

25% of trials), leaving a final total of 94 participants. All participants received informed consent

under the guidelines of Duke University's Institutional Review Board.

Procedure

At the outset of each experimental session, participants provided informed consent,

received task instructions (see Supplementary Methods: Task Instructions) before practicing the

experimental task (Fig. 1). Participants returned to the laboratory approximately 24h later for to

complete a surprise memory test for the images sampled during the first experimental task.

Results for the memory test can be found in the Supplement (see Supplementary Methods:

Memory Task, Descriptions, and Findings) but will not discussed in the main manuscript.

Participants performed a modified version of the Information Sampling Task (Clark et al.,

2006) displayed using PsychoPy 2.7 (Peirce et al., 2019). Participants were told that on each trial

there was a box that contained 25 images from one of two possible domains: scenes and objects.

Each domain had two categories (scenes: indoor or outdoor, objects: living or non-living) and

each image belonged exclusively to one category. Each trial contained images from only one

domain. Images were all naturalistic photos collected from Google Image searches and scaled to

the same size in pixels.

On each trial, participants were tasked with identifying the underlying majority category

for a given domain. Participants could sample images from the box serially until they felt they

had enough evidence to select a majority category (max of 25 images per trial). Participants were

told that there would always be a majority category, but they were not told the true proportions

of each image category and were instructed that the proportions could change between trials. The

true proportion was kept constant at 60/40 for majority/minority categories (i.e., 15 of the 25

images would be from the majority category). The order of the images was randomized.

Participants performed trials under high ($5.00) and low ($1.00) reward stakes. Incorrect

responses in both stakes conditions resulted in a reward of $0.00 for that trial. In addition,

participants incurred a cost for each sample they made (2% of the max reward they could earn

for that trial). Thus, participants had to balance their confidence in identifying the true majority

against accruing sampling costs.

At the start of each trial, a *cue screen* (2000 ms) appeared, informing participants of the

image category judgment (e.g. indoor vs. outdoor or living vs. non-living) as well as the

monetary reward available for a correct response (e.g. Correct Response = $1.00/Correct

Response = $5.00, before sampling costs). They then viewed the *sample screen,* whereupon they

had the option to either sample an image or make a final choice as to what category they thought

predominated on the trial. If they chose to sample (by selecting the down arrow key), one image

would immediately appear in the middle of the screen for 2500 ms (*image screen*). After the

image disappeared, participants were returned to the *sample screen*. Images did not stay visible

to participants after the 2500 ms presentation; thus, participants had to remember past images to

guide their choices. At each instance of the sample screen, participants had 15 seconds to make a

choice before they automatically advanced to the next trial, with the previous trial being marked

as incorrect. This happened on approximately 0.003% of trials across all participants (17 out of

5004 trials).

Participants were free to sample as few or as many images as they deemed necessary to

guess the more prevalent category. When participants decided to stop sampling, they indicated

their decision about which category they felt predominated on that trial by choosing the box (by

pressing either the right or left arrow key) that was associated with that category, which were

displayed on either side of the sample button throughout the trial. After participants made their

final choice, they were shown a *feedback screen* (2000 ms) that displayed if their guess matched

the true majority in the box (e.g. "Correct"/ "Incorrect").

Participants completed 48 trials in the task. Trials were fully counterbalanced such that

they saw an equal number of trials from either category, and each category was equally

represented in both high and low reward stakes. Additionally, each category had the same overall

probability of winning. To ensure incentive compatibility, participants were paid for 4 trials,

randomly chosen. Because the task was self-paced and participants varied in how many images

they collected, the session length ranged from 11 minutes to 47 minutes (Mean time: 24.86

minutes, SD: 7.63 minutes).

Data Analysis

566   To understand how participants determined when to switch from gathering information to

selecting a final choice, we compared participants' behavior using a series of computational

models. We first measured how close each participant's stopping choices were to the Ideal

Observer (model-predicted optimal choices). We then fit each subject's behavior to four

sampling strategies. The first strategy, Expected Value Urgency Threshold (EV-UT), relied on

expected value computations to inform choices. We used an adaptation of this strategy similar to

Hauser et al., (2018), that suggested humans integrate costs non-linearly. In this strategy, the

threshold to transition from sampling to selecting an option was both non-stationary and

inconstant across the number of images collected. The second strategy, Evidence Difference

Heuristic (ED), was a heuristic that assumed participants tracked the continuous signed

difference in evidence between the two categories towards a threshold (e.g., "I sample until one

category has 4 more than the other"). This strategy suggests that participants approach

information sampling insensitive to the number of images sampled and implies that the stopping

boundary is stationary and constant across sampling. The third strategy, Costs Accrued Heuristic

(CA), was another heuristic that assumed, participants used the continuous number of samples

drawn and only a binary representation of the difference in evidence to inform choice (e.g. "I

sample 5 images and then choose the majority). Similar to the first, this strategy maintained a

stationary threshold that triggered a decision to select an option but implied that the magnitude of

evidence mattered less. The last strategy, Evidence-by-Costs Tradeoff (ED-CA), was a

combination of the two heuristic approaches, such that participants used both continuous

representations of the difference in evidence between the categories and the number of images

collected to inform their choices. This strategy reflected a linear threshold that decreased as the

number of samples collected increased, representing a non-stationary but constant tradeoff

between the two informational sources. Detailed descriptions of the strategies are outlined below.

In all models, choices were assumed to be probabilistic and were all fit using a SoftMax

function. To emphasize, participants were given the following information: each box on each

trial contains a total of 25 unique images, the maximum reward value for a trial is either $5.00 or

$1.00 and the cost per image is a constant 2% of the maximum reward available on a trial ($0.10

for $5.00, $0.02 for $1.00), the proportion of images from either category is specifically withheld

and participants are told that the proportion may change on a trial-by-trial basis.

Optimality. To compare participant sampling behavior to that of an Ideal Observer, we

first calculated the optimal stopping points using a model adapted from Hauser et al. (2018).

Because the proportion of reward to costs was equivalent for high vs. low stake trials, the

computations and optimal stopping points are the same across reward conditions. After each

sample (N_{samp}), the optimal agent compares the value of stopping given the current evidence

against the value of continuing to sample. In order to determine the value of each action, the

agent computes the probability of success in selecting the correct category given the current

evidence (i.e., the number of indoor (n_i) and outdoor samples ($N|samp - n_i$) collected thus

far). Because the true underlying distribution of indoor to outdoor images is unknown, the

optimal agent must also estimate the underlying distribution (q) from which the samples are

being drawn from. Then, it must compute the probability of success under each possible

proportion of majority to minority images weighted by the likelihood that that is the true

distribution (Eq. 1.1, 1.2). We set prior beliefs, α and β, about the true underlying distribution

equal to 1.

$$P(Indoor|n_i, N) = \sum_{Indoor>\frac{N_{tot}}{2}}^{N_{tot}-(N-n_i)} \int_0^1 P(Ind|q, n_i, N)P(q|n_i, N)dq \qquad (1.1)$$

$$= \sum_{Indoor>\frac{N_{tot}}{2}}^{N_{tot}-(N-n_i)} \binom{N_{tot}-N}{Ind-n_i} \frac{B(Y+\alpha, N_{tot}-Y+\beta)}{B(\alpha+n_i, \beta+N-n_i)} \qquad (1.2)$$

612   The expected value of stopping is then computed by taking the probability of success of

613   stopping multiplied by the reward ($5.00 for high stakes, $1.00 for low stakes) minus the accrued

614   costs, c, per sample ($0.10 for high stakes, $0.02 for low stakes) (Eq. 2).

$$Q(Indoor|n_i, N) = R_{correct}P(Indoor|n_i, N) - cost * N_{samp}$$

$$Q(Outdoor|n_o, N) = R_{correct}P(Outdoor|n_o, N) - cost * N_{samp}$$

(2)

The expected value of stopping is then compared to the expected value of continuing to

sample. To compute the expected value of continuing to sample, the optimal agent calculates the

expected value of stopping for each state using backward induction to solve for the Bellman

equation (Bellman, 1957). Briefly, the expected value of continuing at timepoint 25 is equal to 0

because no additional samples can be drawn. Thus, the expected value at timepoint 25 is equal to

the expected value of stopping given all available evidence. Given a behavioral policy that

always chooses the highest valued action, the value of all possible states at timepoint 24 (and

prior timepoints) can then be calculated using backward induction. Thus, for each possible state,

the expected value of continuing, averages over all potential future states, weighting them by the

likelihood that that state will be reached (Eq. 3). s' represents the next immediate state, which

can either reveal another indoor image ($i = 1$) or an outdoor image ($i = 0$).

$$Q(Continue|n_i, N) = \sum_{\text{all possible s'}} P(s'|n_i, N)V(s')$$

(3)

To examine how participants' behavior compared to optimal behavior, we binned each

trial for each participant as either optimal, under-sampled, or over-sampled based on where each

stopping decision fell compared to optimal. Because of the cost and reward structure of this

specific task, optimal behavior followed an easily verbalized heuristic of "sample until a

difference of 3 is achieved." This heuristic fits with "fast and frugal" criteria of being

computationally simple and relying on only a fraction of available information but still

preforming optimally (Gigerenzer & Goldstein, 1996; Todd & Gigerenzer, 2000). Thus, optimal

behavior could be achieved through multiple routes of computation.

Expected Value Computation Strategy. We examined a probabilistic modification of the

optimal strategy. This strategy relied on the same Bayesian updating and inference to estimate

the probability of success given the available evidence but was adapted to allow for inherent

noise in participant decision making as well as to test different cost accrual mechanisms (see

Supplementary Methods: Expected Value Model Formulation). Prior research has documented

that human deviation from optimality could arise from the accumulation of costs that are

different from the specified objective sampling costs (Cisek et al., 2009; Ditterich, 2006; Hauser

et al., 2017, 2018). We therefore tested whether the cost per step (c_{step}) was being subjectively

accrued in either a linear (Eq. 5), or non-linear (sigmoidal, Eq. 6) manner, and if these

outperformed the use of objective costs (Eq. 4). In equations 5, t represents the subjective scaling

of objective costs. In equation 6, p represents the sample number where costs begin to

accumulate. In all equations, R represents the reward condition, 0.02 represents the percentage of

the max reward, which equates to the objective cost per sample. Overall, our non-linear cost

accrual outperformed our other two models of cost (see Supplementary Methods: All Sampling

Strategies).

$$c_{\text{per step}} = R * 0.02 * n$$

$$c_{\text{per step}} = R * 0.02 * n * t \quad\quad (4, 5, 6)$$

$$c_{\text{per step}} = \frac{0.02 * R}{1 + e^{-10(n-p)}}$$

655   To test the different models of cost, we isolated the impact of costs to the choice to

656   continue sampling. To do so, we updated the action values for choosing each final option as well

657   as the value of continuing to sample as such.

$$Q(Indoor|n_i, N) = R_{correct}P(Indoor|n_i, N)$$

$$\quad\quad (7)$$

$$Q(Outdoor|n_o, N) = R_{correct}P(Outdoor|n_o, N)$$

$$Q(Continue|n_i, N) = -c_{\text{per step}} + \sum_{s'=\begin{cases}n_i+x\\N+1\end{cases}}^{x=[0,1]} P(s'|n_i, N)V(s') \quad\quad (8)$$

663   These expected values were then transformed into probabilities using the following

664   Softmax function with inverse temperature parameter, β, and irreducible noise parameter, ξ (Eq.

665   9). Importantly, this first family of models relied on the assumption that humans were still

666   performing the underlying Bayesian operations to determine their policies, albeit with noise in

667   their choice process.

$$\pi(Choice|n_i, N) = \frac{e^{Q(Cont.|n_i,N)\beta}}{e^{Q(Cont.e|n_i,N)\beta} + e^{Q(Ind.|n_i,N)\beta} + e^{Q(Out.|n_i,N)\beta}}(1 - \xi) + \frac{\xi}{3} \tag{9}$$

For all of the models tested within the Expected Value Computation framework,

participant data was best fit by the subjective non-linear cost model, giving rise to the Expected

Value Urgency Threshold strategy and replicating previous work (Hauser et al. 2018). Given our

two reward contexts, we also tested whether participants adapted this strategy based on the

reward available for that trial. To do so, we tested three separate modifications of the subjective

non-linear Expected Value Computation strategy. In our first model, we fit separate models for

each reward condition for each participant, suggesting that participants could have completely

difference parameter values for each reward condition. In our second model, we fit one model

for both reward conditions and included a parameter that scaled the reward value for low-reward

trials to be between $1.00 and $5.00, suggesting that the parameter values for both conditions

could be equivalent, but participants were still sensitive to the difference in reward outcomes.

Our last model either through the same model under just one of the t the high reward condition

models treated all trials as operating under the high-reward conditions and fit one set of

parameters for all trials. This was our best fitting model, as such the best model from the

Expected Value Computation strategy was one that included a subjective non-linear cost accrual

and treated high and low-rewarded trials as the same (see Supplementary Methods: All Sampling

Strategies).

Evidence Difference Heuristic Strategy. Our second model, Evidence Difference

Heuristic (ED), was a heuristic that assumed participants tracked the continuous signed

difference in evidence between the two categories towards a threshold (e.g., "I sample until one

category has 4 more than the other"). This strategy suggests that participants approach

information sampling insensitive to the number of images sampled and implies that the stopping

boundary is stationary and constant across sampling (Baumann et al., 2020; Korn & Bach, 2018;

Shah & Oppenheimer, 2008; Herbert A. Simon, 1955; Tversky & Edwards, 1966). To fit this

heuristic, we adapted the rule into a probabilistic account that used the signed difference in

evidence drawn to predict choice. The signed difference in evidence between the current

majority and minority in the samples collected at each timepoint was submitted to a multinomial

SoftMax regression along with a subject-specific intercept, β_0, in order to produce a probability

for each action (Eq. 10).

$$P(Y_i = \text{Choose Indoor}) = \frac{e^{\beta_0 + \beta_{in} * X_{in}}}{1 + \sum_{k=1}^{K-1} e^{\beta_k * X_i}} \tag{10}$$

Sample Number Heuristic Strategy. Our third model, Sample Number Heuristic (SN),

was another heuristic that assumed, participants used the continuous number of samples drawn

and only a binary representation of the difference in evidence to inform choice (e.g. "I sample 5

images and then choose the majority). Similar to the first, this strategy maintained a stationary

threshold that triggered a decision to select an option but implied that the magnitude of evidence

mattered less. Identical to our Evidence Difference Heuristic Strategy, to fit this heuristic, we

adapted the rule into a probabilistic account that used the number of samples drawn and a

binarized difference in evidence to predict choice. These variables were submitted to a

multinomial SoftMax regression along with a subject-specific intercept, β_0, in order to produce a

probability for each action (Eq. 11).

$$P(Y_i = \text{Choose Indoor}) = \frac{e^{\beta_0 + \beta_{in} * X_{in} + \beta_{samp} * X_{samp}}}{1 + \sum_{k=1}^{K-1} e^{\beta_k * X_i}}, \text{where } X_{in} = 0 \text{ or } 1 \tag{11}$$

Evidence-by-Costs Tradeoff (ED-CA) Strategy. Our third series of models were built on

the assumption that participants' decisions to continue sampling or stop and commit to a

category could be described by a strategy that depended on multiple forms of information but did

not require the computational complexity of optimal strategies. Specifically, the Evidence-by-

Costs Tradeoff (ED-CA) strategy, was a combination of the above heuristic strategies, such that

participants used both continuous representations of the difference in evidence between the

categories and the number of images collected to inform their choices. This strategy reflected a

linear threshold that decreased as the number of samples collected increased, representing a non-

stationary but constant tradeoff between the two informational sources. To fit this model, both

sample number and the signed difference in evidence were submitted to a multinomial SoftMax

regression along with a subject-specific intercept, β_0, in order to produce a probability for each

action (Eq. 12).

$$P(Y_i = \text{Choose Indoor}) = \frac{e^{\beta_0 + \beta_{in} * X_{in} + \beta_{samp} * X_{samp}}}{1 + \sum_{k=1}^{K-1} e^{\beta_k * X_i}} \tag{12}$$

Similar to the Expected Value Computation model, we were also interested in whether

participants treated information similarly across the different reward conditions. To test if reward

significantly changed model fits, we tested two different model iterations. First, to test if

participants were using completely difference parameter estimates for the different reward

conditions, we split participant trials into high- and low-reward trials and fit each subset of trials

to our SoftMax multinomial regression (Eq. 12). We then compared the difference in parameter

values for high- vs. low-rewards. Second, to test if reward independently modified choice but did

not impact the weight of individual information quantities, we added an additional reward

parameter into the original SoftMax multinomial regression. Interestingly, parameter values were

comparable across the two reward conditions and adding reward as an independent parameter did

not improve model fit beyond Eq. 12. Thus, the best fitting model from the ED-CA Tradeoff

strategy was one that also treated high and low-rewarded trials as the same (see Supplementary

Methods: All Sampling Strategies).

Model Comparison. For each model, we optimized the parameters to maximize the log

likelihood for each participant individually. We used SciPy's standard `optimize.minimize`

function to minimize the negative loglikelihood of the observed choices. Parameters for our

Optimal Stopping were bounded based on previous studies (*p*: [0-25] for sigmoidal, *p*: [0, 0.2]

for linear, β: [1,10], ξ: [0, 0.5]) (Hauser et al., 2018) and both our Heuristic and Evidence-by-

Cost models were bounded based on preliminary mixed effects multinomial regression

[β_1(samples drawn): [-1,5], β_2(evidence difference): [-4,8], β_3(reward context): [-5,8]). In every

case, we ensured the best fitting parameters each fell within these boundaries. We fit each

participant 10 times per model to ensure convergence and stability of best fitting parameters.

To compare participants' fits from our models, we first took the top performing models

from each strategy if a strategy had more than one iteration before examining cross-group

comparisons. All models in the final group were compared using both Akaike Information

Criterion (AIC) (Akaike, 1974) and Bayesian Information Criterion (BIC) (Schwarz, 1978)

scores. To examine patterns of best model fits on the group level we ran a repeated measures

ANOVA to determine if participant-specific AIC or BIC scores differed significantly amongst

models. Distributions of AIC and BIC scores per top performing can be found in the Supplement

(see Supplementary Note 3, Figure 2).

Statistics. All other statistics are stated in the text and figure captions. Normality was not

directly tested because of our large sample sizes, but unless otherwise noted, data were assumed

to be normally distributed and individual data points are provided in the figure scatterplots.

Programming environments. Python 3 was used to run information sampling computation

models and make data plots and figures. R, version 4.0.5, was used to calculate statistics (R Core

Team, 2017).

Code availability

Requests for the data can be sent via email to the corresponding author.

Data availability

Requests for the code used for all analyses can be sent via email to the corresponding author.

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