

Abstract

Motivational values (i.e., reward and punishment) are well-known for their impact on human behaviors. Previous studies suggested that even if motivational values were embedded in the context, they could still facilitate task performance. The current study, an experiment containing a training phase and a testing phase was conducted to investigate whether the facilitation effect can be transferred to another task when there is an incomplete transplant of the value-associated context. The impact of individual differences in sensitivity toward reward and punishment on the training outcomes was also investigated. The results revealed that motivational-value-associated facilitation effect can indeed be transferred to a more challenging task. More interestingly, the facilitation differed between individuals who are high in sensitivity toward reward and those who are high in sensitivity toward punishment. It was proposed that the different patterns could be due to the differences in the functions of behavioral inhibition/activation systems or correlated personality traits such as *Extraversion*.