Value-driven attention capture (VDAC) is the process by which stimulus features associated with reward can involuntarily draw attention in contexts beyond the original one in which those associations were trained. Attention is a critical component of effective encoding into memory so it follows that VDAC may confer a advantage in remembering later stimuli that share those reward features. The aim of this study was to investigate whether participants trained to associate a color with probabilistically high or low reward amounts in one task would show improved memory for characters presented in a previously rewarded color on a separate memory task. In a learning phase, participants identified the orientation of a horizontal or vertical line positioned within a red- or green-colored circle. One color was paired with a higher reward contingency than the other color to imbue it with greater value. In a second task, participants viewed three sequential characters and made old/new judgments for to a test character. Some of those lists contained a character that was presented I a previously rewarded color. We found no evidence that the presence of rewarded colors improved memory, but there were a tendency for recognizers to employ a more conservative criterion on lists than contained previously rewarded colors, especially if that color was highly rewarded.

